



READ ABOUT EMBRACE'S AWARENESS AND OUTREACH EFFORTS ACROSS LEBANON

Embrace engaged

415 university students

from the Lebanese University, Haigazian University and Université Saint Joseph.

Embrace's engagement with universities includes participation in conferences, events or sessions where information is provided about Embrace's work as well as general knowledge on different mental health topics, myths and facts, warning signs, stress-reduction, and self-care.



Universite Saint Joseph, Mathaf



Lebanese University, Hadath



Lebanese University, Hadath



Haigazian University, Beirut

Embrace engaged

106 youth

from schools and youth groups

Embrace runs youth sessions with diverse institutions to capture a diverse audience. This quarter, Embrace collaborated with Bteghrine Official High School, Sacre-Coeur Gemmayze International College and معهد التنمية للعلوم و المهنة, as well as the youth group Jeunesse Mariale Vincentienne Ajloun.



Guides du Liban collectively discussing the importance of mental health



College Notre Dame

Embrace engaged

90 youth and young adults

from community held sessions

Embrace targets communities by holding awareness and outreach initiatives within local gathering places. In the past quarter, Embrace collaborated with Aleph B Library (Furn Chebek), B.Hive Café (Hamra) and Aley Municipality.



Aleph B, Furn El Chebbak



B.Hive, Hamra



Aley Municipality, Aley

Embrace engaged

50 employees

from TOUCH



Embrace with its team of mental health professionals has recently been tapping into the workplace to promote better mental health. Embrace was invited to Touch, on International Children's Day, to share tips on how to deal with emotional and academic challenges faced by children, and how to help parents make their children's health a priority.

Touch is one of Embrace's main partners and sponsors in 2019.

TWO COLLABORATIONS WITH TEDX LAU LEBANON.

Embrace has been in close collaboration with TEDx LAU where two of its active volunteers and helpline operators at the Embrace Lifeline, Ghada Jabak and Noura Amkieh spoke about their roles at the NGO, more specifically their experience receiving calls from distressed persons reaching out to the lifeline in desperate times.



Contact us on info@embracelebanon.org or call +961 1 346226 to request an awareness session within your community or corporation.

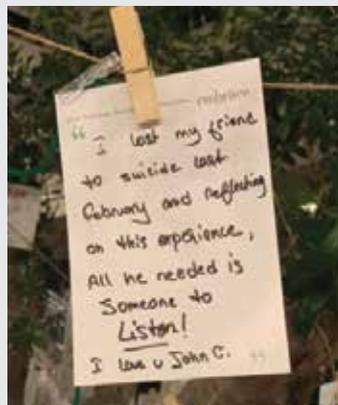


INTERNATIONAL LOBBYING EFFORTS IN THE LAST QUARTER



Embrace's board member who has been leading all efforts regarding development in 2019, Mrs. Marwa Awad, has made international efforts by introducing Embrace to the Samaritans, a leading organization in suicide prevention in the UK. Mrs. Awad met with the Samaritans' very own Mr. Daniel Whitbread, where they discussed Embrace's efforts in Lebanon and future collaborations for suicide prevention efforts between Lebanon and the UK.

EMBRACE'S TALKING TREES



Embrace's talking trees is a new awareness campaign based on storytelling, created to start a connection among community members centered around their experiences with mental wellbeing. By sharing your story, you are helping raise awareness concerning the paramountcy of talking about mental health struggles. Cards were placed on trees in various locations (B-Hive Café, Haven for Artists and International College), described as a 'Talking Tree' in an effort to de-stigmatize mental illness and encourage people to share their struggles.

EMBRACE LIFELINE STATISTICS

The Embrace Lifeline has received **698 calls** between April and July 2019

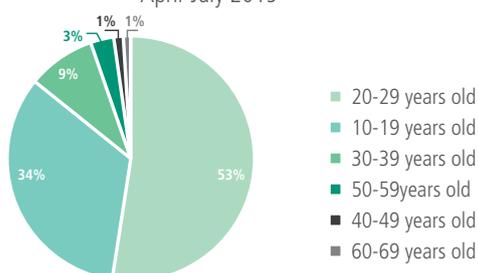
53%

of callers are between the ages of 20 and 29 years

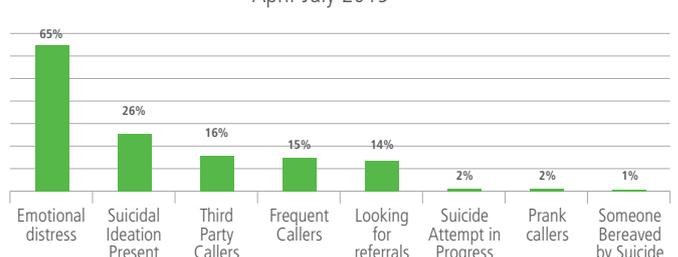
65%

of calls were from persons experiencing emotional distress

Age of callers to the Embrace Lifeline April-July 2019



Type of calls received to the Embrace Lifeline April-July 2019





EMBRACE PARTNERSHIPS

Embrace has partnered with international organizations working locally on improving the mental well-being of individuals living in Lebanon. Embrace is part of a consortium managed by Medecins du Monde that has launched two community mental health centers, one in Baalbek and one in Tripoli. Embrace's role in this consortium is to provide referrals through the Embrace Lifeline. (as a support and referral service). With ACTED, Embrace is part of a local non- governmental organizations group that works on projects built to improve the mental health of individuals living in Lebanon. **Embrace's role here is to develop its own organizational structure through implementing capacity building skills needed to expand the Embrace Lifeline availability to operate 24/7 in 2020.**

MEET OUR NEWEST MEMBER



Ms. Salaam Halila - Communications Officer

"My name is Salaam Halila and I am currently interning at Embrace as a Communications Officer. I am from Tunisia but I am currently living in Lebanon under the MEPI Tomorrow's Leaders scholarship program, studying at LAU, majoring in communication and minoring in Photography. At Embrace, I am mostly in charge of the social media accounts, taking photographs as well as advertising Embrace's events. I love being part of Embrace because of the strong female leadership behind this great organization. Being a part of a mental health related organization in Lebanon really inspires me to fight harder to spread awareness about mental illnesses and breaking the stigma."

EMBRACE COMMUNICATION UPDATES



We are launching our collaboration with Facebook for extended prevention via social media platforms. Facebook reached out to Embrace at the end of 2018 for a collaboration to support communities within Lebanon and the Middle East to better deal with their mental well-being. Embrace and Facebook have been collaborating to develop mental health tools for use on social media for communities in Lebanon and the Middle East. As of March 2019, Facebook, has been sending supportive and resourceful messages to accounts posting content relevant to emotional disturbance or suicidal ideation. The collaboration will be officially launched with the developed tools set-up on Facebook's Help center and pop-up in searches of relevant keywords in the coming weeks.



Embrace in Grand cinemas

Embrace collaborated with Grand Cinemas for the screenings of its promotional video now available on social media during the months of June and July at Grand Cinemas (Verdun, Ashrafieh, and Dbayeh). With this video and the collaboration with Grand Cinemas, a part of the Lebanese community was better informed about the Embrace Lifeline (1564), and the availability of a national helpline to listen to people struggling with suicidal ideation and mental health difficulties.



Embrace on social media

Our social media profiles are taking a spin with 'positivity' being our go-to theme! Mondays introduce 'Monday Motivation' where we share people's big and small quotes springing words related to positive mental well-being. We also launched '#feelgood' in which we invite all of our followers to share with us posts of what makes them who they are and some of their most memorable moments under the hashtag #feelgood!

FUNDRAISING UPDATES



Embrace in collaboration with Humans Without Borders NGO, launched a crowdfunding campaign to collect funds to contribute to making the Embrace Lifeline available 24/7 in 2020. Marwa Awad, executive board member at Embrace and also cofounder of Humans Without Borders, took on the challenge of running the Beirut Saradar Women's Race in March 2019 with the cause of Embrace in mind, and to help raise a portion (\$24,700) of the funds needed to make Embrace's emotional support and suicide prevention helpline which at the time operated 14 hours, a 24/7 reality. Through her campaign Marwa and in collaboration with the Embrace team advocated for the Embrace cause across different channels, engaging friends and family, corporations such as Khoury Home, Tinol Paints, and United Petroleum, and many local and political figures who were introduced to the mission of Embrace and proudly supported the campaign. Marwa made it to the finish line on March 31st 2019 in 1 hour and 26 seconds and the crowdfunding campaign closed off with a total \$ 21,260 collected towards making the Embrace Lifeline 24/7.

EMBRACE EVENTS



This Ramadan the Embrace team came together over a **family Iftar dinner** to celebrate the blessed month that passed.



Embrace the Trails, our annual hike, gathered approximately 230 participants who collectively reverberated their passion for mental health. As part of our awareness and fundraising efforts to help sustain the Embrace Lifeline, we held our annual Hike in promoting mental health and suicide awareness, "Embrace the Trails", this year in Baskinta on Saturday June 29. Its aim is to bring Lebanon together on exploring the nation's environment and reflect upon the importance of mental health, let alone how connecting with others and with nature could help improve our mental well-being.



COMING SOON EVENTS !



Into the Dawn Walk on September 8th 2019

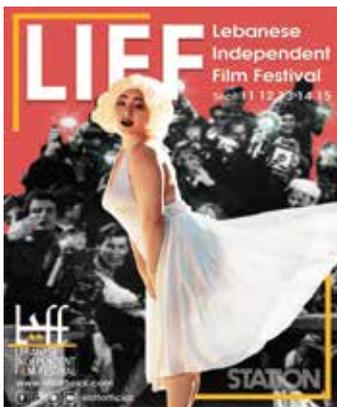
Annually, coinciding with International Suicide Prevention Day (September 10), Embrace holds the "Into the Dawn" walk as a suicide memorial walk and advocacy initiative intended to foster an environment of support for those affected by suicide. The walk promotes a peaceful and calm vibe, starting at dawn on Sunday morning, close to World Suicide Prevention Day, and guides participants through a walking experience where they are invited to reflect upon suicide within our community. At the end of the walk, in the name of people lost to suicide, participants share messages of hope and keepsakes around a wall.



Heartbreaking stories accompanied by heart-warming messages lit the sky, metaphorically and literally, as dawn emerged.

Remain up-to-date on our social media platforms to get more details on the walk as it is coming soon!

Lebanese Independent Film Festival partners with Embrace to raise awareness on mental health



The Lebanese Independent Film Festival (LIFF) has partnered with Embrace to launch the **2019 LIFF festival under the theme of mental health**, starting the 12th of September through the 15th at the Metropolis Empire Theater Sofil, Ashrafieh, Beirut.

The festival kicks off with an opening ceremony on September 11th and a closing ceremony on September the 15th, which will include local and international jury members presenting awards and other surprises to the film winners.

This year the the LIFF received over 900 submissions from over 87 countries. The programming will include selected films from the Toronto International Film Festival, the International Film Festival of Rotterdam, the Venice Film Festival, Cannes Film Festival, VISIONS du REEL, Etas generaux du Film Documentaires and more to showcase diverse aspects of mental health and illness.

Embrace Sponsors in 2019

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Connect to our social media platforms to stay informed with our events and updates.



www.embracelebanon.org



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