
A Proposal for Collaboration



PROGRAM NAME: MENTAL HEALTH AT OPEN SPACE

**Organizer: Sambhavya Foundation
And Sambhavya Youth Council**

About Sambhavya Foundation

Sambhavya Foundation has established itself as a 'Mental Health Organization'. It aims to address the issues regarding mental health through its various programs. It advocates the need of mental health wellbeing in an individual as well as community and delivers the mental health related services like counseling, clinical assessment, awareness programs etc.

Mission of Sambhavya Foundation:

- Advocate for Mental Health
- Creating access to mental health services in various areas
- Employment generation in field of Mental health

Some of its major running programs are:

- School Mental Health and Counseling
- Community Awareness Campaigns
- Fellowship programs
- Sambhavya Youth Council

'Mental Health at Open Space' is Sambhavya Foundation's one of awareness campaign in this May Mental Health Awareness month among few other programs such as Mental Health Literacy Program.

Mental Health at Open Space

“Life doesn’t make any sense without interdependence. We need each other, and sooner we learn that, the better for us all.” – Erik Erikson

‘Mental Health at Open Space’ is a collaborative awareness campaign, allying organizations working in the field of Mental Health wellbeing.

This awareness campaign is divided into two major objectives:

1. Awareness and
2. Collaboration

"Back to Basics" is the theme for "May Mental Health Awareness Month 2022." The pandemic, in some ways, made people appreciate the importance of mental health. Counseling was sought by many. They began to talk about their mental turmoil with others. However, most of these conversations take place in a small space, within a small group of friends, and only a few people share. We propose the notion of 'Mental Health in Open Space,' which raises the possibility that mental health can and should be discussed in open spaces: in open areas, with more circles, and in more depth. This event aims to contribute to people accepting mental health as physical health as we move back to "normal."

Awareness campaign objectives

- Awareness in the community
- Aware students about the prospects of psychology
- Easy access to mental health services

Joining hands to achieve a common goal is preferable to working individually. People need a variety of options to receive the services they need, which this event can assist them start. At this event, organizations collaborate closely.

Collaboration objectives

- Collaborative actions among mental health organizations
- Possibility for future collaborations
- Promotion of individual organizations’ services

Event Day

Date: 2022, May 27 – 29

Time: 2 pm to 6 pm

Venue: Basantapur Dabali

Attractions: Mental health organization stalls, mental health awareness street drama, photo booths

Phases	Time Period	Description
Pre-Event	15 th of May, 2022 to 26 th of May, 2022	<p>The pre-event phase covers the promotional part of the event. The following actions are taken in this phase:</p> <ul style="list-style-type: none">● Partner Organizations and Institutes<ul style="list-style-type: none">- Distribution of Pamphlets by partner organization to their associates- Social Media Event Post promotion through Partner Organizations' Social Media pages.● Pamphlet Distribution<ul style="list-style-type: none">- Schools- Colleges- Event Location (Café's, Restaurants, Shops)● Social Media Promotion<ul style="list-style-type: none">- Social Media Event Posts (Facebook, Instagram, LinkedIn, YouTube)- Promotional Banners and Buntings

Event Day 1	27 th of May, 2022	<p>The 1st Event day begins with pre-event preparations. Promotion is continued with pamphlets distribution and public announcement of the program. The following are actions of the event day.</p> <ul style="list-style-type: none">• Opening Ceremony by Head of Department, Central Department of Psychology, TU• Mental Health Awareness Street Drama• Open Dialog with public and audiences by present organizations.
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		<ul style="list-style-type: none"> ● Attractions: Face Painting, Social Media Photo Frame ● Audio/Visual Documentation <ul style="list-style-type: none"> - Television Media - Organizing Body
Event Day 2	28 th of May, 2022	<ul style="list-style-type: none"> ● Mental Health Awareness Street Drama ● Open Dialog with public and audiences by present organizations. ● Attractions: Face Painting, Social Media Photo Frame ● Audio/Visual Documentation <ul style="list-style-type: none"> - Television Media - Organizing Body
Event Day 3	29 th of May, 2022	<ul style="list-style-type: none"> ● Mental Health Awareness Street Drama ● Open Dialog with public and audiences by present organizations. ● Attractions: Face Painting, Social Media Photo Frame ● Audio/Visual Documentation <ul style="list-style-type: none"> - Television Media - Organizing Body
Post-Event	1 st of June, 2022 – 14 th of June, 2022	The post event program includes social media and television broadcast of the event by Television Media and Organizing Body. The partner organization share the broadcast on their social media pages.

Reach and Target Audience

Audience	Description
Demography	The program targets individuals of all ages but concentrates the age group of 18 to 50 <ul style="list-style-type: none">• Males and Females
Psycho-graphy	The program intends to reach out to: <ul style="list-style-type: none">• Academic Scholars (School and College Students)• Parental and Guardian figures• People with possible psycho-social issues• Aspiring scholars of Psychology
Audience Reach	<ul style="list-style-type: none">• The crowd present at the 3 day event is projected to be 4500 (1500 per day)• The post-event video broadcast from television is expected viewership of 50,000 views.• The post-event social media video broadcast is expected viewership of 80,000 views.

Collaboration Sponsorship

Sambhavya Foundation is glad to invite you and your organization to join us in this event as our collaborative partners. This is not a fund raising or profit earning program. It will run with a goal of spreading awareness in mass with collaborative effort. To reach this goal, you can contribute to this program with below listed sponsorship options:

1. Sponsor Amount NRS 5,000/-
 - One day stall setup for promotion and marketing
 - Logo in a backdrop
 - Media exposure
 - Lunch for maximum two representatives

2. Sponsor Amount NRS 7,500/-
 - Two days stall setup promotion and marketing
 - Logo in a backdrop
 - Media exposure
 - Lunch for maximum two representatives for two days

3. Sponsor Amount NRS 8,500/-
 - Three days stall setup promotion and marketing
 - Logo in a backdrop
 - Media exposure
 - Lunch for maximum two representatives for three days

Monitoring and Evaluation

The monitoring and evaluation of this event will be carried out by Sambhavya Foundation. The success rate will be measured on the basis of following criteria:

- Crowd Presence and Interaction with partnered organization expected to be 4500 strong.
- Crowd Interaction with Interviewers
- View count in pre and post event promotional videos; expected 130,000 views.

In Summary

Mental Health at Open Space appeals to individuals of all groups; academics, age, socio-cultural and socio-economic status. However, distinct groups such as academicians (school and college students), scholars of psychology and parental figures are prioritized by the event.

Moreover, the organizational exposure will be in thousands through the 3-day public event. Hereby, an active initiative can be taken by all organizations involved in order to promote mental health awareness and celebrate recovery of mental health issues. The promotional campaign in pre and post event ensures visibility to 130 thousand plus individuals virtually.

Contact Information

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