



FREE YOUR MIND



STRATEGIC PLAN
2022 - 2024

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Foreword

Free Your Mind Organization came into existence in April 2021 as a non-profit making organization, with Mental Health the main area of focus. The organization was incorporated under the non-governmental organization Act 11/2002, as a local ngo with registration number 00NGO/R/1814.

Our work is driven by our commitment to promote mental health as a critical part of overall wellness, including prevention services for all; early identification and intervention for those at risk; integrated care, services, and supports for those who need it; with recovery as the goal.

There is no vaccine for mental health problems. Addressing the mental health emergency will require a long-term, collective effort. FYM's work to connect minds – bringing people together to drive change in their own communities – is so important in a world where it feels like people are more isolated and divided than ever before.

We have made decisions together and challenged FYM's leadership at the highest level. But we must not stop here. FYM needs to create more opportunities for those of us with lived experience of mental health problems to lead its work and amplify the experiences of those that are too often ignored.



Our Vision

Free Your Mind envisions a community without barriers to achieving mental health where no one feels alone on their road to recovery.

Our Mission

To provide awareness, tools, support and arena to help people rebuild their sense of self, and to empower them by teaching and advocating self-care and helping them to share their experience.

Our Purpose

We educate the society

We use all possible advocating tools such as social media and events to educate on mental health such as causes, early symptoms, stages and treatment.

We support Mental ill health

We deliver life-changing support through conversation and counselling.

We influence change

We speak out and demand better from policymakers and the public.

We are here to support Mental Health.

For support. For respect. For you.

Our Fundamentals

- ✓ Our work will always respond to the needs and preferences of people with mental health problems.
- ✓ We put people first. So our work isn't defined by mental health diagnoses.
- ✓ We are committed to anti-racism
- ✓ We're focused on supporting people aged 18 to 45.



We are here to Free Your Mind

Mental health is not hidden anymore. It's on the front pages. It's all over the social media discussions. It's on the political agenda. It's discussed at the dinner table. For millions of people, mental health is now something to be honest about – not ashamed of

The FYM community – including our generous funders and supporters – has been at the heart of this transformation. Together, we've shown what mental health really looks like, what support makes it better and what needs to change.

But there's still so much more that needs to be done. Waiting lists are far too long. People are pushed into poverty because of their mental health. The mental health system is failing racialized communities. And a generation of young people are dealing with anxiety, trauma and self-harm.

The pandemic has exposed the realities of mental health support for millions. People's rights aren't respected especially here in Africa. Access to care is a lottery. And the risk of more mental health problems emerging is growing by the day. That's why we are reaffirming our commitment to fight for mental health. For support. For respect. For you.



We are here to Free Your Mind

That's why we'll offer more mental health support for people living in poverty – increasing workplace support for people in low-paid jobs and campaigning for welfare changes so people are treated fairly and have the resources to meet their needs. That's why we'll target the injustices in the mental health system to remove shameful differences in service access and outcomes for people from marginalized communities.

That's why we'll work to ensure that every youth learns about mental health. We'll join with whole college communities – and make sure youth are able to easily access support when they need it.

The scale of this challenge requires a collective effort. We're bringing together our unstoppable network of local experts. We'll speak out when things aren't right. We'll use our platform to amplify the voices of people who are too often dismissed and ignored. And we'll ensure that politicians' promises deliver real progress.

We'll use the expertise and experiences of people with mental health problems to design new life-changing services. And we'll continue to provide information to millions of people – helping them get support, assert their rights and feel hopeful.

At FYM, we never stand still. We have always taken on the biggest threats to our mental health. We won't give up until everyone experiencing a mental health problem gets both support and respect, across Tanzania. We'll also partner with people and organisations who share our ambitions.





Four Ways We will deliver this strategy:

1. Connect
2. Support
3. Change
4. Together

"Driven forward by our unstoppable community, this is how we'll turn the ambition in this strategy into a life-changing reality."

Connect

No one can take on this mental health emergency alone. But, as the nation's leading mental health charity, we can connect people and organisations who want to join the fight for mental health.

We'll create more inclusive spaces – locally and nationally – that make it easier for adults and young people with mental health problems to lead our work.

- We want more people to feel able to make a difference – to our work, to their own lives and to the world around them
- So we'll create safe, inclusive spaces to make it easier for young people and adults to shape what we do and to influence change locally and nationally

We'll work with partners to share learning and generate new ideas to help address the most complex issues and tackle injustices in the mental health system.

- We'll build new national partnerships with organisations run by and for people living in poverty, marginalized communities and young people. Together, we'll share knowledge, resources and big ideas to tackle the most complex social issues.
- We'll make those big ideas count locally, by providing grants to local experts and other community organisations who can test new ways of working.

We'll continue to support the youth movement and provide somewhere safe to give and receive first line counselling 24/7.

- Connecting with people who really get what you're going through can transform how you feel. Giving support to others also improves your own wellbeing. It is so powerful to draw on your own experiences to help others. So we'll keep championing the power of community-led peer support
- Through our own Side by Side online community, we'll make sure tens of thousands of people have a safe place to find peer support – anytime and anywhere.

"For the past few months I've been going through so much Mental and Emotional stress, it's something that I wish no one goes through. One thing I can testify is Alcohol and Drugs will break you so badly at this stage. The real cure is counseling and love. Be around people who embrace you." - Richard M. Wambura



Support

The pandemic has had an impact on the mental health of millions of people. FYM met this crisis very late due to political involvement. However, by providing up-to-date information and launching new services – like Our Frontline programme for key workers – to help people cope, and provide enough education to the public. And we look forward to support hundreds of thousands of people online and face-to-face through local experts and our media channels.

We'll offer life-changing mental health support – drawing on personal experiences and the best available evidence.

- Working shoulder-to-shoulder with people who have mental health problems helps us to design more engaging, effective and equitable services for the people who need them most.
- We'll make sure that our support is truly inclusive. We want everyone – whatever their background – to feel welcome and supported by our services. We'll provide an information service that helps people with mental health problems to get support, assert their rights and feel hopeful.
- In such uncertain times, people need clear advice from sources they trust. We are proud that our information service will support millions of people each year.
- We'll publish information that's relevant to more people – specially to marginalized communities, young people and people living in poverty – so they can get the support they need, stand up for their rights and live their lives fully.

- We'll join with partners and with our shops to make sure more people than ever can get hold of our information in convenient locations, offline and online.

We'll work with employers and schools to create thriving places to work and learn for all – especially those with mental health problems.

- We'll build on our workplace wellbeing activities with employers, focusing support on sectors that employ many people on low incomes.
- In schools and universities, we'll build on our recent progress so thousands more students, staff, parents and carers can talk more openly about mental health and get support when they need it.
- We'll test new ways of helping young people – from innovative support for those stuck on mental health waiting lists to providing talking therapies you can access from home.



Change

People need support right now, but they also need long-term change to the way society views mental health. We fight for better services and rights for people with mental health problems. And we push to improve the public's attitudes to mental health and their level of understanding. Through this strategy, we'll speak out boldly in the face of injustice – to make sure we can all get support and respect.

We'll speak out when things aren't right and demand mental health support that respects our rights, keeps us safe and gives us hope – regardless of our background.

- We're not here for warm words or hollow promises. The Tanzanian government need to fulfil the commitments of the youth of the country by building better, more equal mental health services.
- The Mental Health Act of 2015 also needs urgent reform, so we'll push for changes that respect our rights and guarantee better support for young people and marginalized communities.
- And we'll campaign to make sure young people can easily get support to deal with the impact of trauma – instead of having to join long waiting lists.

We'll lock in improvements in public attitudes towards mental health – with a focus on the least understood experiences.

- Attitudes to mental health have come a long way, but stigma is still a big issue – especially around the least understood mental health problems.
- So we'll extend the Time to Change anti-stigma campaign in Tanzania, focusing on stigma experienced by people in poverty and marginalized communities.
- We'll keep Time to Talk Day growing in Tanzania, to help break through negative attitudes that still haven't died away.
- We'll keep building links with media organisations to make sure mental health is shown in a realistic and non-stigmatising way.
- And we'll campaign for mental health to be an essential part of the curriculum so talking about it becomes normal for all young people.



We'll campaign for a robust financial safety net that prevents us getting trapped in poverty when we are unwell.

- No one should be trapped in poverty because of their mental health problems. So we'll campaign harder than ever for fundamental welfare reform that creates an effective financial safety net.
 - And we'll deliver innovative new projects to improve the way financial services providers support customers' mental health.
- We'll share our platform with people who are too often ignored, so they can be a powerful force for change – with FYM as a partner
- By working with a more diverse range of celebrity ambassadors, media volunteers and media organisations, we'll share a more diverse range of mental health experiences.
 - And we'll campaign unflinchingly for racial justice, to stop our mental health system being stacked against marginalized communities.

Together

And we'll campaign unflinchingly for racial justice, to stop our mental health system being stacked against marginalized communities.

We'll work with our fantastic supporters to grow our income and encourage more people from diverse backgrounds to take part in our work.

- We'll launch new fundraising events and products to fire up our supporters. We'll motivate more people to donate to us through individual gifts and in their Wills. We'll reach new workplaces with wellbeing support that also boosts our income. And we'll build new partnerships with companies and funders who share our ambitions for mental health.
- We'll help our supporters become a powerful force for change, with FYM as a partner. And we'll create more opportunities for people from marginalised communities to shape FYM's work.
- We'll launch our refreshed brand to help FYM improve its reach and relevance to a much wider audience.

We'll work shoulder-to-shoulder with local Minds to increase the impact of their life-changing services and local influence.

- We'll share great ideas across the local FYM network to keep improving the impact of the support we provide.
- We'll strengthen links between local Mental Health organizations and FYM to help engage a wider range of people in their communities.
- And we'll help every local Mental health champion to become stronger and more sustainable by supporting them to achieve the standards set out in the FYM Quality Mark.

We'll build a diverse workforce with an inclusive organisational culture – so we can be a great place to work for all.

- Led by our Head of programs in FYM initiative, we'll bring anti-racism to the core of who we are, what we do and how we do it.
- We'll provide comprehensive support to protect the mental health and wellbeing of all our staff and volunteers.



Strategic Development Priorities

Our strategic development priorities are areas where we aim our attention and our investment to respond to urgent needs. All of our work – our support services, our campaigns, our partnerships and the way we work internally – will take into account these large, complex and interconnected challenges.

As we extend our work in these areas, we need to be humble and thoughtful – listening carefully, building partnerships and amplifying the voices of people with lived experience as they lead our work.

We need to earn the trust of the communities we seek to work with. We need to build our credibility. And we need to act decisively. This is a mental health emergency, and we must commit the necessary resources to respond to the urgency and scale of these issues



We will become a truly Human Rights organization

Right now, our mental health system is stacked against racialized and marginalized communities. People from these communities are more likely to experience a mental health problem but less likely to receive the help they need. Such people are LGBTQ, people with biological complications etc.

Being there for everyone experiencing a mental health problem is fundamental to who we are.

We will build services, campaign for and support people from marginalized communities. But individual projects and good intentions will only take us so far.

The deep-rooted inequalities in society and in the mental health system are also found within FYM. There are so many people we may not reach. Who don't see FYM as relevant to their lives. Who we might not have listened to hard enough or worked with closely enough.

To change this, we recognise that FYM needs to be strategic – in terms of who we are as an organisation, how we support the mental health of people from discriminated communities and how we acknowledge and challenge it more widely.

It's already leading us to reflect on what stops people connecting with FYM. It's made us acknowledge the privileges that come with being in a particular group and the disadvantages that discriminated communities are forced to face.

Our ambition is to become a truly Human Rights organisation. We'll be an unflinching advocate for equality and mental health. Our support will be engaging and effective for people from discriminated communities. We'll invest in building an inclusive organisational culture with diverse leaders.

Our Human Rights Policy in FYM Initiative will also look to deliver greater equity in our culture, our values, our structure, our decisions, the support we provide, our partnerships, our campaigns and the way all staff approach our roles.

We aim to partner with organisations who have the experience and expertise to transform the mental health of discriminated communities.

We will support young people – with a focus on trauma

There have been hundreds of cases of abuse for young people especially primary school students according to the Social work organization. Young people have told us that trauma from abuse, bereavement, bullying and broken relationships is a major part of the problem. It's particularly affecting young women. Many young people don't feel able to ask for help. Those who do often end up stuck in mental health waiting lists that stretch for months or years.

We've increased support not only for pupils but for parents, teachers and other school staff. We've built closer links with universities, helping students look out for their own and each other's mental health. We aim to publish information so young people can better understand what they are experiencing and know where to look for help.

We know this is only the beginning. We want to stand alongside young people and stand up for their right to better support. Our ambition is to become an influential advocate for young people's rights. We'll fight to ensure that all young people learn about mental health and can easily access trauma informed mental health support, where and when they need it. We'll create more opportunities for young people to lead our work.

We know that by working together with young people, we can confront this crisis

We have never been more determined to fight for better mental health – and to do that young people will be at the heart of our work.

We will fight for the mental health of people in poverty

People with mental health problems are more likely to end up in poverty. And people who live in poverty are more likely to have mental health problems.

This two-way link between mental health and poverty must be broken.

We know that Tanzania being the third world country and the extremes of lack of employment and economic breakdown, youth are suffering the most with mental health caused by poverty.

This is why the impact of poverty will be central to our work. We need to reach more people in low-paid jobs, offering workplace support so people aren't afraid to seek help if they're struggling.

We need to campaign louder than ever for a welfare system that doesn't dismiss people's needs or add to their anguish. And we need to build stronger links with other organisations who are also fighting to end poverty.

Our ambition is to stop people with mental health problems getting trapped in poverty. We'll campaign for a robust welfare safety net.

We'll become a leading provider of mental health financial inclusion advice and support. And we'll build strong partnerships to tackle the complex relationship between mental health and poverty at a community and individual level.

We have never been more determined to fight for better mental health – and to do that we have to fight harder for the mental health of people living in poverty.

What we'll achieve

With the generous support of funders and supporters, we will ensure that:

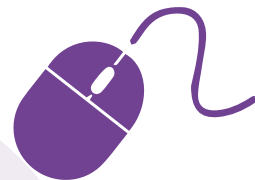
6720

Will receive face to face counselling from FYM experts



100,000

will receive counselling support through FYM online



1000

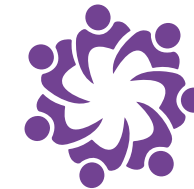
People will be trained on mental health education through train the trainer program hence helping to spread mental health education and awareness in their areas of work.



10 Million

people will be able to access information each year that empowers them to get support, assert their rights, and live their lives fully

A Human Rights Organization



- with diverse leaders, an inclusive organisational culture, no ethnic disparity in programme reach or outcomes and unflinching advocacy on equality, racial justice and mental health.

10,000

young people receive mental health support that takes trauma into account.



Welfare Systems

- are reformed so that people with mental health problems are treated fairly and don't get trapped in poverty.



Mental health commitments

in the long term plan and the government of Tanzania through its ministry of health on its mental health strategy are delivered and the mental health act of 2015 is reformed improving its quality and equity of access to mental health services.



Tackling the climate emergency

The climate emergency is a major risk to society and our mental health. And while it's not our charitable purpose to tackle the climate emergency, we must play our part in addressing its causes and adapting to its impact.

As such, we are committed to becoming a net climate positive charity. This means going beyond net zero and actively contributing to an equitable climate recovery. Many of our activities – especially within our retail network – already have a positive impact.

Throughout this strategy period, we'll report annually on our progress to respond to the climate emergency. And we'll continue to improve, learn from others and share what we learn.



How this strategy was developed

This strategy is a result of careful listening and learning

We have conducted a brief research to identify the state of mental health in Tanzania with concentrating on socio-economic classes in Dar es Salaam, Dodoma and Unguja regions.

We have listened to more than 100 people representing these focus groups, as well as experts of mental health.

The members of this strategy steering group have used their expertise and insight to shape the strategy development process for 9 months.

We owe a special thanks to our strategy steering group

Semwano Carlos

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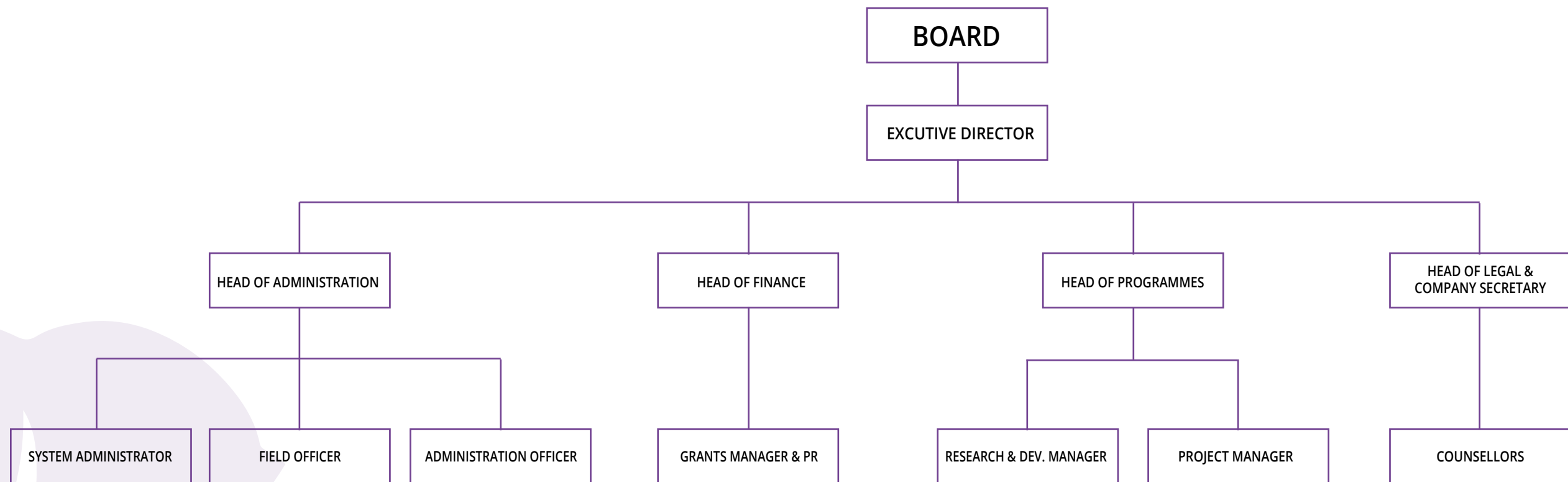
Leticia Msechu

Shubert Mwarabu

Kelvin M. Makessy

And those members who want to remain anonymous

Free Your Mind Organization Structure.



Free Your Mind Annual Calendar 2022.

JANUARY

- . Counselling
- . Press Conference
- . Social Media Campaign
- . Podcast, Radio & TV

FEBRUARY

- . Counselling
- . TV Session
- . Marathon
- . Social Media Campaign
- . Podcast, Radio & TV

MARCH

- . Counselling
- . Social Media, Campaign
- . Podcast, Radio & TV
- . May Mental Health prep

APRIL

- . Counselling
- . 1 st Publication
- . SM Campaign
- . Podcast, Radio & TV
- . May Mental Health Month prep

MAY

- . Counselling
- . TV Session/show
- . Social Media Campaign
- . Podcast, Radio & TV
- . Fundraising

JUNE

- . Counselling
- . Social Media Campaign
- . Podcast, Radio & TV
- . May Mental Health Month prep review
- . Marathon

JULY

- . Counselling
- . 2 nd Publication
- . Social Media Campaign
- . Podcast, Radio & TV

AUGUST

- . Counselling
- . Social Media Campaign
- . Podcast, Radio & TV
- . TV Session/show

SEPTEMBER

- . Counselling
- . Social Media Campaign
- . Podcast, Radio & TV
- . Annual Conference Prep

OCTOBER

- . Counselling
- . 3 rd Publication
- . Social Media Campaign
- . Podcast, Radio & TV
- . Annual Conference Prep

NOVEMBER

- . Counselling
- . Social Media Campaign
- . Podcast, Radio & TV
- . Annual Conference Prep

DECEMBER

- . Counselling
- . Annual Conference
- . Annual Report





Join the fight for better mental health!

Campaign with us

freeyourmind.or.tz/get-involved/become-a-campaigner

Campaign with us

freeyourmind.or.tz/get-involved/donate-or-fundraise

Campaign with us

freeyourmind.or.tz/get-involved/volunteering-participating

 freeyourmindtz

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Published:
July 2021