



PREPARING FOR A MEETING WITH A PSYCHIATRIST

Questions to ask your doctor

- What is the cause of my problem?
- Are there some things I can do or avoid to manage my symptoms?
- Do I require medical attention? Will there be any side effects? If yes, are there alternatives?
- Will therapy help my condition? Can therapy substitute my medicines?
- How can I be prepared for emergencies? How can I handle and family help?
- Where can I get more information about my condition? (websites, handbooks etc)



For the expectant father!

Congratulations!
You're going to have a baby and your family is going to welcome a new member soon. In a few days you will be seeing the baby. The excitement about the upcoming birth has been your feeling, and getting the news of the beautiful baby in the care of the nurse and doctor who has introduced you to the world.

The excitement will last for several weeks. You can also experience anxiety about your partner's health, about how they will manage the pregnancy and the baby, and whether they will be able. If you have persistent worries or anxiety, discuss this with...



2018-2019 ANNUAL BOOK



Dear friends,

On a February evening in 2013, I recall standing in front of some of India's best mental health professionals at National Institute of Mental Health and Neurosciences (NIMHANS) for its Institute Day celebrations. I had made a strong pitch to the psychiatrists, psychologists and other professionals present in the hall to contribute towards amplifying the message on mental health. I had suggested that we should make content our ally in the fight against mental illness.

A few months after my speech at NIMHANS, the seed was sown to take this idea forward. With the simple objective of empowering people to make more informed decisions on mental illness, White Swan Foundation was launched in 2014.

It is not accidental that White Swan Foundation was born during a critical transformation period that mental healthcare is currently going through in India. The first five years of the organization has been about holding hands (with mental health professionals and other stakeholders) and taking baby steps forward.

The biggest achievement for us in these five years has been the friends and supporters we have gained – those who believe in the role knowledge can play in transforming the mental healthcare sector. Today, having developed a large and multilingual knowledge repository on mental health we are overwhelmed by the number of people who believe in our work and the impact it makes.

From just a few years ago when mental illness was a taboo subject even in household discussions to our portal receiving half a million visitors in 2018-19, India seems to have made significant strides.

Large-scale social transformations can be achieved when we deliver solutions to communities and bring about small shifts that become replicable in nature. We are committed to curating and delivering knowledge-led solutions for communities so that the social transformation we seek for mental health is achieved in small pockets. We now begin this endeavour by launching our programs for school and workplace mental health this year.

I am happy about the fact that despite all the challenges, there is a collective effort to address the social issues of mental healthcare. I am also humbled that White Swan Foundation is making small but significant contributions in the effort to affect this positive change.

By no means has our work ended. Millions of people who live with mental illness and their caregivers continue to fight against social stigma, exclusion, violence and lack of access to services. Our work will not be done until every single citizen in society is empowered with the right knowledge to make a more informed decision on mental health. We look forward to your continued support, guidance, and partnership.

Shifting our conversation to the larger ecosystem around us, I believe that the past five years have been transformative for India's mental healthcare space. Of course, this shift was led by the constitution of the Mental Healthcare Act in 2017 which set the foundation for a strong mental healthcare system. As several states and the central government begin to take steps that have been mandated by the Act, we can only expect the creation of a strong services infrastructure for millions who struggle with mental health issues and their caregivers.

What is particularly satisfying about these changes is that the shift is taking place in the social space. This is where we must effect change before we can address problems related to services, because a large part of the struggles of those who live with mental illness and their caregivers is in the social space.

Mental health or mental illness has never been so visible in our society. There's hardly a day when I don't get to read or watch something about mental health. I also see – at least in some parts of society – that people are more open to talking about their mental health struggles and are ready to seek help. It's tough to say whether the changing media trend is leading to a shift in people's mindset or it's the other way around.

In closing, I want to acknowledge the valuable contributions that social leaders, influencers, and celebrities are making by sharing their mental health struggles in the public domain. There's nothing that inspires more than the story of a lived experience that we can relate to. At White Swan Foundation, we look forward to working closely with every organization and individual committed to the idea of mental health and wellbeing. Together we can make a difference.

Yours sincerely,

Subroto Bagchi

Chairman, White Swan Foundation

OUR ANNUAL NUMBERS

Our impact encapsulated in numbers



Number of users on the site
5,57,237



Number of hours spent on the site
15,017

WEBSITE



15,000



1,500



14,000

SOCIAL MEDIA



SCHOOLS



Number of teachers
400



Educational blocks across Bangalore
8



Hours spent on training
2,700

OUTREACH



Mental health champions trained
227



People engaged
6000+

MISSION 10K

A YEAR OF MILESTONES

We have had another year filled with enthusiasm, high energy, growth, innovation, empowerment, and new relationships.

The White Swan Foundation portal has steadily gained a reputation for being a credible source for mental health-related information. It is heartening to note that there is an immense need for the right knowledge about mental health. People across the country have been seeking out our work and benefiting from the rich trove of information available on our portal.

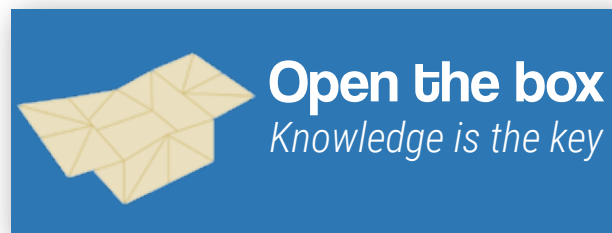
Five years ago when we decided to serve people with credible and well-researched content, we recognized the need for this information to be accessible in Indian languages. Taking this thought forward and implementing it has borne rich results.

Today, more people visit our local language pages than our content in English on the portal. Did you know that the top five cities that we attract traffic from are not all metros? They are

Lucknow, Bengaluru, Indore, Jaipur, and Patna. People from smaller towns are leading the way when it comes to acquiring the right knowledge about mental health before making any decisions.

The fact that there is very little relevant content on mental healthcare on the internet is seen from the fact that 20% of our visitors are from outside India. These include people from Bangladesh, the US, and the UK.

We have always believed that any paradigm shift in society is led by the youth. Proof of this belief is shown by the fact that 75% of our visitors are in the age group of 18-34 years.



The knowledge repository on our portal will continue to be strengthened with fresh and relevant content for a wide range of people.

But then, offering information through our portal is one of the many activities of White Swan Foundation. Through our outreach programs, we work with members of different communities. In

2018, we developed a five-hour training program for school teachers, who we believe can be critical catalyst in the mental wellbeing of their students. During 2018-19, we reached out to more than 80 schools and trained 400 teachers.

Many of you who have been closely following our work know that we frequently provide opportunities for members of the public to learn the basics of mental healthcare through our engagement programs.

This year, we launched Mission 10K, a unique program that aimed to hold conversations on mental health with people. Through 220 volunteers as mental health education champions, we reached out to more than 6,000 people in Bangalore.

We also launched another platform for people to engage with us and learn about mental healthcare. Our monthly webinars offer our audiences an opportunity to interact with experts and learn fascinating aspects of mental healthcare.

2018-19 was a year full of milestones for White Swan Foundation. It was also when the foundation was laid for the next phase of our growth. We remain committed to serving the knowledge needs of billions of people who wield the power to transform the mental healthcare space.

— SPOTLIGHT —



THE PORTAL

Helping you make
informed decisions on
mental health, with over
1000 pieces of content

WEAVING TOGETHER WORDS

For us at White Swan Foundation, everything revolves around the creation and dissemination of knowledge on mental healthcare. It is of the greatest importance to us that the content we create for you pass the best in class quality test. Here's a glimpse of the transformation of an idea, *(see adjacent illustration)* shaped through several steps into content that you finally consume on our portal and elsewhere.

Credible informations

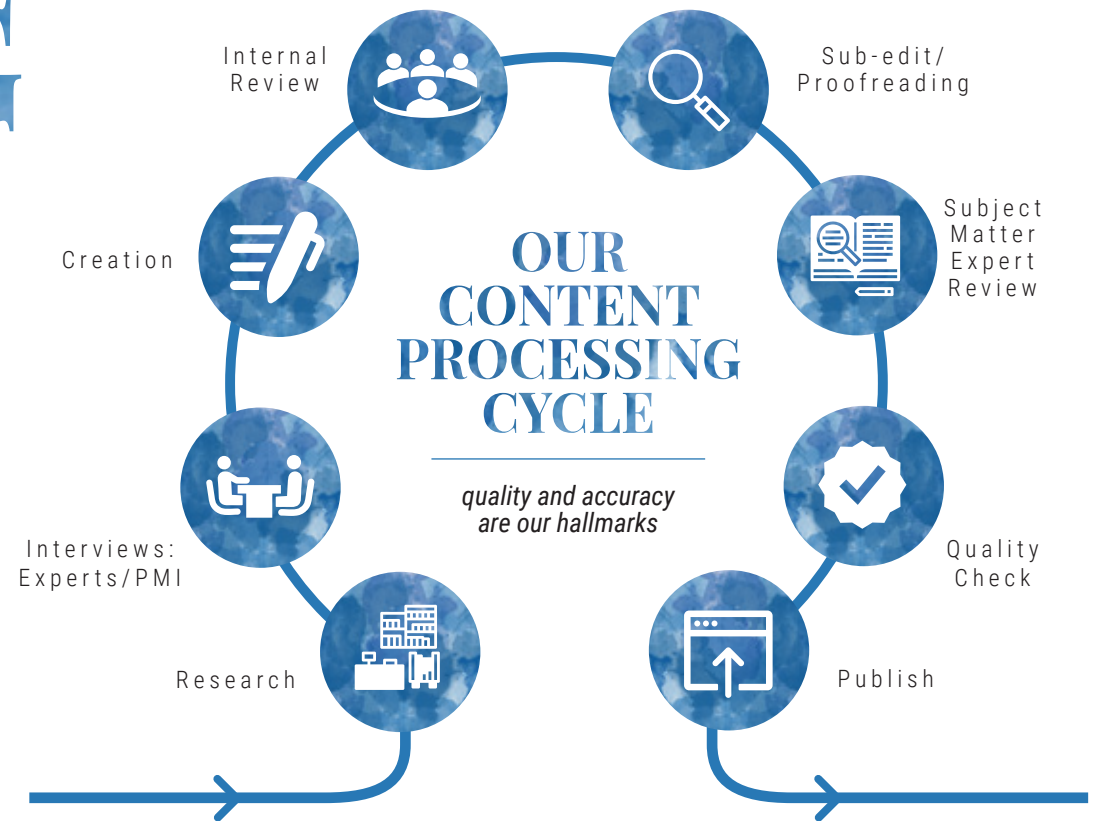
All the communication and information you see from White Swan Foundation – whether in the form of articles, videos, slideshows and illustrations, or our mass communication and outreach programs – go through a rigorous editorial process to ensure that you always access well-researched credible information on any of our platforms

Our five step workflow looks to achieve the highest editorial standards

Primary research on topics is followed by interviews with subject matter experts and/or persons with lived experiences. Internal editorial reviews include fact checks and proofreading, followed by a review by a subject matter expert before publishing.

Navigate our portal using the search function

We want to make finding the right information easy for you, which is why we take great care to have multiple sources for all the content we produce. This ensures that the content presented to you is fair, balanced and factual. But how do you find the information relevant to you?



We heard you tell us that navigating the Foundation's vast and rich repository of content was a challenge. So last year, we changed our user interface to allow you to see more of our content at first glance. If you're looking for something specific, be sure to use our search function that has been boosted to be more efficient, so you can spend less time looking and more time absorbing information.

Easy access

We took a step towards making our content more multimedia centric, to enable an active presence across digital platforms. We understand that our audience is accessing our content on mobile phones and design all our communication keeping this in mind.

More than 60% of our online consumption is in Indian languages. Going forward, you will see us make an increased effort in serving you with information in a language accessible to you.

Engaging with communities

This past year, we have chosen to work with specific communities with knowledge-based interventions to understand your specific needs and deliver relevant information. Week on week, we discuss your feedback and asks in our editorial meetings to explore our monthly focus. Several of our offerings, like the workplace mental health survey, the Kannada maternal mental health ebook or reference guide on adolescents for teachers resulted from our needs assessment of different communities.

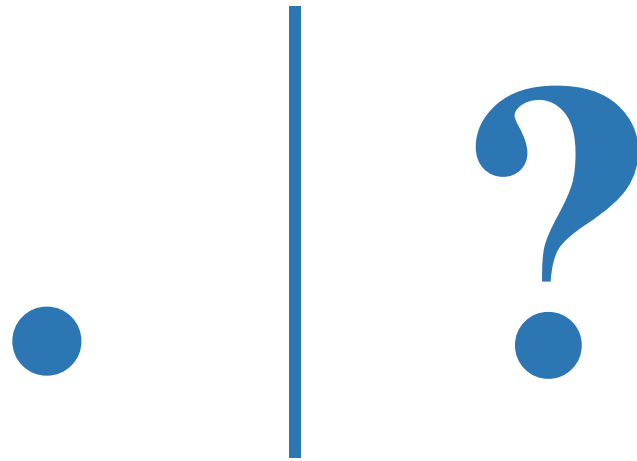
The workplace mental health survey, with a sample size of 829 persons elucidates the presence of mental health awareness at workplaces in India, the availability of help, and also assesses if the work environment allows conversations on mental health. This report helped us understand the prevalence of mental health issues at Indian workplaces and also attitudes towards them. Information from this

report will be used to design modules for outreach programs at workplaces.

Understanding adolescents seems like a mammoth task for most teachers. So we stepped in to create a quick guide to understand teenagers, their brains, and their behavior better. The guide on adolescents for teachers was a part of the training program for high school teachers.

Help us serve you better

Producing knowledge that serves the right person in a perfectly valuable form is not a one-time task. It's a journey that requires experimentations and continuous enhancement in content and delivery. Even as we will continue to strive towards offering you that perfect bit of content, you play a critical role in that journey. Should you have suggestions, reactions, comments, feedback and ideas, please write to us. We are keen to learn and incorporate them into our plans and experiments.



A person who's contemplating suicide may have several thoughts that they are unable to express. Let's learn to understand and respond to these expressions.



#suicideprevention

CAMPAIGN SUICIDE PREVENTION



A person who's contemplating suicide may have several thoughts that they are unable to express. Let's learn to understand and respond to these expressions.



#suicideprevention



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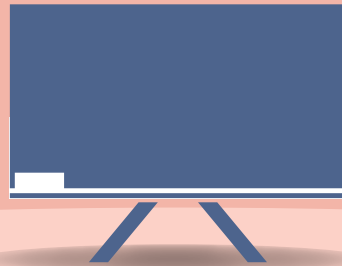


#suicideprevention

Suicide is often looked at as a sudden and unexpected act. More importantly, we often fail to recognize the preventive role we can play. On World Suicide Prevention Day, in partnership with Twitter India, we launched a communication campaign focused on unexpressed thoughts that come up before the act, and the kind of support that can help those who are feeling distressed. The creative campaign was well received among our followers on Twitter.



— SPOTLIGHT —



STUDENT MENTAL HEALTH

A six-hour workshop designed to empower teachers with the knowledge required to be an ally for their students' mental health.



COMMUNITIES & MENTAL HEALTH

More power to the communities

In five years of work in the mental healthcare space, we have interacted with several people who live with mental health issues, and their caregivers. We have spoken to them at length about their struggles and attempts to find solutions.

In every story of a person's lived experience the focus was more on the social challenges they faced. This isn't to discount the difficulty of symptoms of mental illness, but to acknowledge that its burden.

This is the reason why any attempt to address the issue of mental illness has to extend its focus beyond clinical or service infrastructure spaces.

Everyone is a mental health ally

Since we're looking at finding solutions in the social space we must accept that every person in society has a role to play in this matter. No matter who we are, we must accept our responsibility of becoming a mental health ally.

What does it take to be one? Lots of empathy and the right knowledge about the subject. Both of these go hand in hand - without the right knowledge, empathy doesn't work and we wouldn't know what to do for a friend who might be suffering from a mental illness.



A world where everyone is a mental health ally is possible when we begin seeking social transformation in smaller sections of society; by working with one community at a time.

White Swan Foundation – having developed one of the largest knowledge repositories on mental health – has begun its journey of working with

communities to address social and environmental challenges of persons living with a mental illness.

We see knowledge-led solutions as an effective way to change people's mindsets and start a social transformation.

In the coming years we plan to focus on educational institutions and workplaces.

Educational institutions

A high number of children who struggle with mental health issues don't receive the right care and medical intervention. This is due to lack of a supportive environment. Developing concrete solutions for student mental health that can be adopted by different schools is an urgent requirement.

By empowering children and other stakeholders in educational institutions to be allies for those with mental illness, we can potentially break the chain of exclusion and stigma.

“Without the right knowledge, empathy doesn't work and we wouldn't know what to do for a friend who might be suffering from a mental illness.”



Workplaces

Mental health has begun to gain visibility at workplaces. The World Health Organization (WHO) and the World Economic Forum (WEF) have acknowledged that psychosocial distress among employees impacts the growth of organizations and nations' economies.

To address this, first we need to put a stop to the deep-seated denial there is about the existence of mental health issues at workplaces. This is the first step towards putting in place the right measures to address the issue of mental health concerns at the workplace.

Second, it is important to recognize that the solution to employee mental healthcare doesn't only lie in the clinical space. Making a mental healthcare services provider available at the workplace doesn't necessarily address the issue. There are a number of social, cultural, and environmental challenges that must be tackled before service providers' presence begins to make a positive impact.

Our workplace mental health program aims to design a knowledge-led framework that will consist of numerous communication products for

workplaces to adopt and execute. Ranging from workshops, training, communication campaigns and consulting services, this program will complement the work of in-house service providers that are already present in several organizations.

When it comes to mental health issues, we need to have a simple mission – every person who lives with a mental illness should be able to seek and receive timely help, support, care, treatment, and rehabilitation, without any prejudice or stigma.

This will be possible when we create a world where everyone is a mental health ally.

Disrupt the silence
Knowledge is the key



— SPOTLIGHT —



WORKPLACE MENTAL HEALTH

Our program empowers key stakeholders to create mental health-friendly workplaces.

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I am delighted to wish the White Swan Foundation team and their readers a happy fifth birthday! The mission to share trusted, credible information on mental health and illness in India is a critical one, and it's such a strong testament to the team that they have emerged as a clear, calm voice, and a force to reckon with in this space. The best thing we can do is to equip ourselves with knowledge, as we work collectively to defeat stigma around all mental health issues in India. Let's keep the conversations and learning going. Happy fifth, White Swan Foundation!

”

Amrita Tripathi
Writer & Editor, The Health Collective

WHAT THEY SAY

“

I am delighted that White Swan Foundation has turned five! From an idea that evolved five years ago, out of the need for authentic and simplified information on mental health, to a now buzzing and attractive portal, the Foundation has grown phenomenally. It is a pleasure to see their new ideas, innovative formats, and engaging activities that seem to be ever-changing. Their name is now established as a reliable information portal for mental health globally.

I wish the whole team good luck and am waiting to see what exciting things are in store in the next five years! I am proud to be part of the White Swan Foundation movement for mental health.

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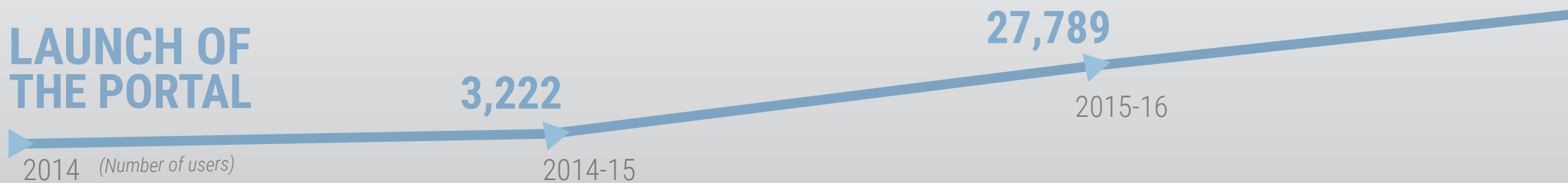
Dr Prabha Chandra
*Professor, Department of Psychiatry
National Institute of Mental Health and Neurosciences
(NIMHANS)*

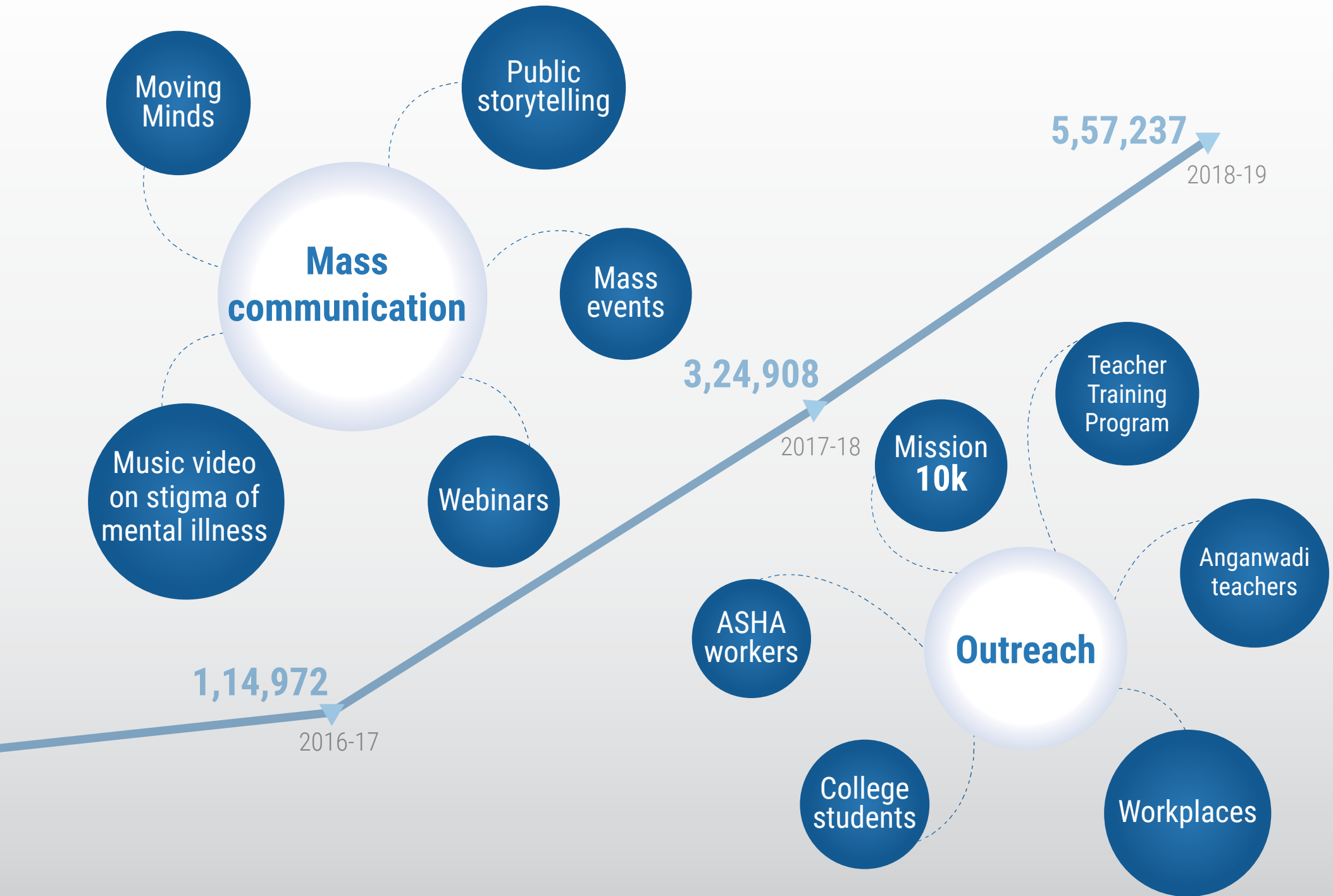
FIVE YEARS AT A GLANCE

Our impact so far



LAUNCH OF THE PORTAL





FIVE LESSONS WE LEARNED IN FIVE YEARS

About five-and-a-half years ago, when I sat down with mental health professionals and other stakeholders to understand the mental health landscape better, I was a rookie. I had questions that were so basic and naive that many of them wondered if I really understood anything about mental health.

But I stayed with my questions and continued to seek a better understanding of the fundamental challenges that persons with mental illness and their caregivers face in India.

There were many stories I heard about the extremely painful experiences people had with mental health professionals and institutionalization. Pain, not just from the illness and the treatment of it, but from several other social and emotional challenges they faced.

When White Swan Foundation formally began its operations with just two of us on April 1st, 2014, we knew that we needed to offer people knowledge on the subject so that they make informed decisions. Here are the lessons we learned.

Denial is our enemy # 1

Ah, this clearly tops the list. Members of the White Swan Foundation team spend a good part of their time convincing people to lend a few moments of their time for a conversation on mental health. Invariably, the first hurdle we have faced is denial. People seem to be in a perpetual state of denial. Some reactions we often hear are:

- “No, I don’t have a mental health problem.”
- “I can never have a mental illness, because I am always happy.”
- “No way. My child does not have a mental health issue.”
- “A good part of my struggle with mental illness was spent in denying that I have a problem.”
- “I am forty-five years old. I have faced all kinds of challenges. I don’t think I will ever have a mental health issue.”

If we want to make any progress in mental healthcare, this denial needs to go. Acceptance is required for us to achieve a shift in mindset.

Start the conversation
Knowledge is the key



We have frequently questioned the impact of White Swan Foundation’s work. Of all the challenges and problems of the space, these two unfortunate realities give us sleepless nights:

- A whopping 85% of those with mental illness will never receive treatment, professional care or an opportunity to recover and lead a good life.
- Even for those who will receive treatment and professional support, the time between the start of their illness and accessing mental healthcare professionals will be painfully long.

These two basic facts about mental illness should be unacceptable to each one of us. It’s only when we feel the urgency can we see a role for ourselves in bringing about the change.

Knowledge is key to a mindset shift

Empowering people with knowledge can be transformative. Through knowledge we can remove fear, stigma, exclusion, wrong perceptions and enable others to make the right decisions. In the context of mental health, this is crucial. A society that is evolved in its attitude and perceptions on mental health – through the acquisition of the right knowledge – will lead the way in finding the right solutions to every challenge the sector faces today.

Challenges of those with mental illnesses lie more in the social space, so too do the solutions to these problems

There is no denying that the mental healthcare sector in India today faces an urgent need for a ramp-up of its services infrastructure. We need many more mental health professionals, hospitals and clinics. But the true transformation of this sector is only possible when we find solutions for the social challenges that people with mental illness and their caregivers face: Stigma, exclusion, rejection and denial of rights.

In our conversations with persons with mental illness and their caregivers, we learned that the most painful moments in their life are those of rejection and exclusion by their loved ones. This is particularly ironic because mental health professionals tell us that care and support form

critical components of the process of recovery for a person with mental illness.

We have learned that the most critical solution to the problems of the mental healthcare space is to build a society where everyone is a mental health ally. With empathy and the right knowledge, each one of us can be an ally to those around us who suffer from a mental health problem.



A lot of what people want to know about mental health is not about illnesses. It has to do with emotions, perceptions and attitudes – their own and that of people around them.

(A corollary of the above learning)

This was an interesting insight we picked up early in our journey. Most of the decisions we make on mental health and mental illnesses are based on our perceptions and emotions. And, we want to have a better understanding of mental health through means of right knowledge so that we

ensure that our decisions are right. A good example of this is narrating personal experiences of mental illness. Every time we publish a personal narrative of someone with lived experience that is devoid of any clinical or curative experiences, there's a surge in the interest levels of our readers. Such content gets a lot more traction.

Mental healthcare in India needs leaders

(A bonus learning)

It's time we build social movements to bring about mass scale shifts in mental healthcare in the country. We need to affect a sea change in people's mindsets, attitudes and their roles as potential allies. And, this is possible only when we have people leading this movement from the front. In every part of our society, we need leaders who will take the right message to those they influence. Schools, colleges, workplaces, civic communities, and other institutions need leaders who are ready to speak about the change that needs to happen. To prepare society to address these challenges together.

- Manoj Chandran, CEO, White Swan Foundation

“ Through knowledge we can remove fear, stigma, exclusion, wrong perceptions and enable others to make the right decisions. ”

Dr Shekhar Saxena

*Professor of the Practice of Global Mental Health,
Global Health and Population,
Harvard T H Chan School of Public Health*

“

I am delighted to learn that White Swan Foundation is celebrating its fifth anniversary. I have keenly followed their success story and am impressed with the contribution they have made in India's mental healthcare space. Their unique knowledge-led model to help people navigate through their decisions on mental health and bring about a mindset shift among the stakeholders is a powerful way to address the numerous challenges of the mental healthcare sector. In such a short time, they have not only set up India's largest knowledge repository on the subject but have also been able to build inclusive models for different communities. I congratulate the White Swan Foundation team and look forward to their continued success and growth, not only to strengthen mental health awareness and care in India but to serve as an example globally.

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WHAT THEY SAY

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White Swan Foundation has undertaken the tough task of bringing mental health of women – particularly during and after pregnancy – to the fore. This is an area which is largely ignored by families and medical personnel but causes deep trauma to the sufferers.

The team has created excellent video clips, e-booklets and illustrated stories to help lay people understand these mental issues and access help.

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Dr Shaibya Saldana

Gynecologist

— SPOTLIGHT —



NEWSLETTER

3000 people benefit from our Mental Health Digest which is delivered to your inbox every fortnight.

MAKING INFORMED CHOICES

Death, they say, is a horrifying and tragic thing. More so when the thought of it is brought up by your own mind. This can begin with experiencing depression and even progress to suicidal ideation. Fear in particular is a terrifying byproduct of feeling this way.

I remember spiraling through feelings of sadness, lethargy, guilt and then again having thoughts of death, dying and leaving all this behind over 25 years ago. The most difficult part about this for me was the physical pain that came with the sadness.

Do not underestimate the importance of information

My recovery story – like that of many others – is a messy thing. It has several beginnings and no final ending, as yet. For a long time I hid in the shadows and couldn't even see what was happening.

The intensity and weight of my emotions were already too much and I didn't wish to add to it further. So I kept how I felt under wraps. Nothing phased me and I showed almost no sign of reacting to anything, even while experiencing fear and anguish.

It was when I understood why I needed therapy that I broke open and depression, fear, panic, obsessive love and anger flowed out.

I first saw the word "depression" applied to what I was experiencing in a psychiatrist's diary. The word was a springboard for going deeper. I started to dig up the past to understand present problems, and it changed me in many ways; but the depression was still there. There were wonderfully happy and successful periods as well, but I continued to have these ups and downs through marriage, having children and a couple of careers. Gradually, depression became so disruptive that

my wife couldn't take it anymore and demanded that I get help - so I finally did.

Dealing with depression requires taking action and making informed choices. But finding accurate, well-researched information is a big challenge. Society often controls and normalizes what steps need to be taken. Making a decision or taking a step based on such information can go horribly wrong; I can say this from my own experience. Decisions based on lore and so-called common knowledge can lead down a dangerous path. I have devised a simple question to check the veracity of this common knowledge when it is given to me as advice. I ask, "What is the difference between a psychiatrist and a psychologist?" If the person giving advice can differentiate between the two, it is worthwhile to consider their suggestion. Despite how well-meaning people are, doing something about a mental health concern is hard.

It's the catch-22 of recovery: The things that help the most are also those that are the most difficult to do. But there is a big difference between something that's difficult and something that's impossible, and it is bridged by accurate information. Getting the right information and sifting out myth from reality is always the hardest thing to do. Having access to such information should be as regular as how we know about common cold. It is a fundamental right to have

information as freely and openly as about a common cold.

Even after all these years of living with depression I didn't know much about it. I thought of it as a problem that is entirely caused by depressed mood, loss of energy, and motivation. As things got worse, I began to read about it in great depth.

I was amazed to learn the full scope of depression and how pervasive it could be throughout the mind and body. I finally had a coherent, comprehensive picture of what depression was.

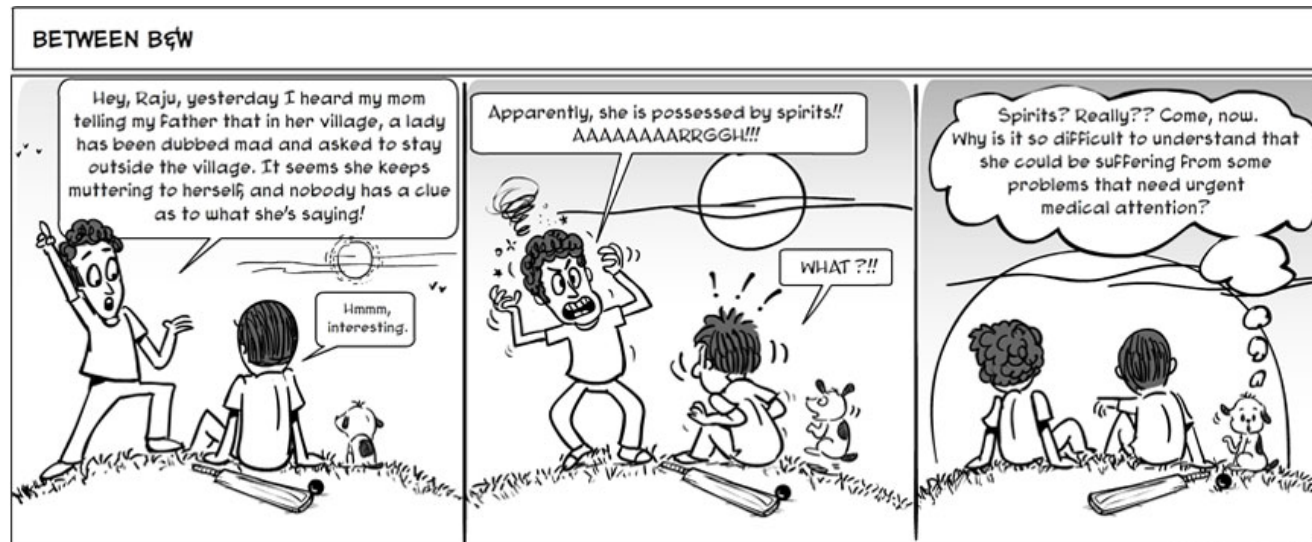
That was a big step because I could – at last – imagine the possibility of getting better. I could see that I wasn't worthless by nature, that there were reasons why my mind had trouble focusing and that the frequent slowdown in my speech and

thinking were also rooted in this illness. Perhaps the right treatment could bring about fundamental changes after all. Fortunately, as I learned more, I listened to the experts who had a much broader view of the causes of the illness. I went back to the basics and looked much more closely at the particular symptoms I faced. I tracked the details in everyday living and saw that I needed to take the lead when it came to recovery. I was determined to stop the wasting away of life through depression.

Recovery finally started to happen. It took me by surprise, and for a long time I didn't trust that it would last. But something had changed deep down. I believed in myself again and the inner conviction of worthlessness disappeared. I regained the awareness and emotional presence needed to be a part of my family again, instead of the hidden husband and dad.

Anyone dealing with life-long depression will tell you, setbacks happen. There's no simple happy ending. But with the right information, an inner shift occurs and the new normal is a decent life. Looking back, I realize, I had the gift of grief. A kind of grief that is also healing. I had nothing to lose anymore; the rest of my life was asking to be lived and loved. Love needs gratitude and humility to stay in our lives. There is a purpose behind every love that we feel in our lives – this realization visits us like a migratory bird in the garden. The unexpected magic of it mesmerizes us even when we cannot name it or show it to another person. We are touched by its beauty and this rejuvenates us.

The author of this article has chosen to remain *anonymous*.





MISSION 10K

2018

Mission 10K was our social movement experiment that engaged with more than 6,000 people to assimilate them into a community that understood the social perspectives of mental health.

TOGETHER WE CAN

At White Swan Foundation we are constantly devising knowledge-based products on mental healthcare that can serve and benefit people. We hope that these information-based tools will empower them to make the right decisions on mental healthcare.

It is our desire that this bank of well-researched information reaches as many people as possible, through various platforms. Our content available in different languages on our portal, can serve millions of people in different parts of India by the means of partnerships.

From individuals who share our vision to organizations who saw the value we add to their work, we have had several partners in our journey. The National Institute of Mental Health and Neurosciences (NIMHANS) was our first partner, where the mental health professionals helped us develop valuable insights into the world of mental healthcare. Our partners have not only ensured

that greater number of people benefit from our knowledge repository but also strengthened our offerings on the subject.

In order to achieve our vision, we need partners as champions, influencers and volunteers - people who can take our mental health conversations to their communities, workplaces, and educational institutions. If you influence a community or a group of people who could be recipients of content on mental health awareness created by us, we would love to extend our support. We are also keen to work with you and design new communication products on mental healthcare for your audience.

Help us serve your community with our knowledge repository on mental health.

Ways to reach out to us:

Email us at
connect@whiteswanfoundation.org

Find us on Facebook
[@WhiteSwanFoundationforMentalHealth](https://www.facebook.com/WhiteSwanFoundationforMentalHealth)

Follow us on Twitter [@mentalhealthind](https://twitter.com/mentalhealthind)

“

White Swan Foundation has truly helped me demystify my beliefs and assumptions around many mental illnesses. I commend the team for being able to work through creating the right allies and support for persons with mental illness and neurological developmental disabilities through spreading the right knowledge, awareness, and sensitization in our society. Their deep understanding of the issues faced by persons going through illnesses coupled with the amazing partnership and knowledge sharing is also admirable.

”

Anjana Chiramel
Manager, Human Resources, Microsoft

— SPOTLIGHT —



WEBINAR

An opportunity to
interact with mental
health experts.

#boysdontcry



DO MEN SEEK HELP DIFFERENTLY?

Let's talk about men and mental health

#boysdontcry



BULLYING FACED BY GAY MEN

Let's talk about men and mental health

CAMPAIGN
SUICIDE PREVENTION

A WORD ABOUT US

This special edition of our Annual Book on our journey over the first five years of our existence would have given you a glimpse of who we are. The small team at White Swan Foundation, with the support of those thousands who share our vision, is on a journey to empower every single individual with the right knowledge of mental health.

At White Swan Foundation, we are convinced that greater than the travails of mental illnesses, is the pain that our wrong beliefs, adverse actions and negative attitudes cause to those who live with a mental illness. Even as the world needs a much stronger, widespread and effective services infrastructure that those with mental illness can access, the very first step towards creating lasting solutions to all the challenges of mental health is creating an inclusive society. We dream of a world where everyone is a mental health ally.

And you are the source of our passion and belief in what we do. Thank you for your support. Spread the word around about our shared vision and let there be a million more whose actions on mental health are based on right knowledge and not notions and beliefs.

