



**DRAFT PROPOSAL FOR “THE LIVING WELL WITH BIPOLAR DISORDER” - THE 2025 CAMPAIGN AND CONFERENCE**

**UNDER THE THEME:**

**‘Surviving  
The Mood’.**

Powered By Abena Tay Foundation

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Abena Tay Foundation

PREPARED BY  
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# *Introduction*

Abena Tay Ministries and Abena Tay Foundation are collaborating to create awareness about bipolar disorder through the [Living Well with Bipolar Disorder Campaign and conferences](#). The main goal of this joint effort is to bring attention to this often-overlooked condition and advocate for better treatment choices.

Bipolar and mental health issues have become an integral part of our lives now, and as a result, medical practitioners and families alike are constantly seeking new ways on how to maximize awareness of how to manage the situation for people living with the condition.

With the rise of social media, however, comes the emergence of sometimes very embarrassing and humiliating videos of people living with bipolar disorder behaving in ways that are very inhumane and unacceptable.

As a result, it's more important than ever to maximize the visibility of the bipolar awareness campaign to enlighten society on how to provide support to people with manic depression.

The Abena Tay Foundation campaign's theme, '[Surviving The Mood](#),' will highlight the significance of comprehending and effectively managing the different mood swings that come with bipolar disorder. We invite you to join us in this crucial endeavour to improve the level of care for those impacted by this mental illness.

The Surviving The Mood campaign and conferences are providing opportunities for sponsors to take advantage by helping manage the situation. [MAKE A DIFFERENCE ...](#)and have fun doing it.

# ABOUT ABENA TAY CDSE



H.E. REV.  
ABENA TAY  
CDSE

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A Beacon of  
Leadership, Faith,  
and Social Impact

H.E. Rev. Abena Tay is an influential leader, revered minister, and a distinguished advocate for social justice and women's empowerment. With a steadfast commitment to making a difference.

She is the President of Abena Tay Ministries, a product of Saint Roses Secondary school, Woolwich College in the UK, University of Ghana, Legon, and International Theological Seminary.

She is a UN ambassador for Peace, and also ambassador for the Universal Peace Federation council.

She is a highly sought-after speaker and frequently ministers on platforms of leading ministries in Ghana, Europe, United States of America and many African countries. Her speaking Dynamism has earned her opportunities to speak in the United Nations, the World Peace Summit South Africa, with some notable High Profile Dignitaries.

She has become a guiding force in her community, combining spiritual leadership with a hands-on approach to societal development.

As a seasoned minister, a Philanthropist, Peace Ambassador.

Rev. Abena Tay has impacted countless lives through her powerful teachings and deep-rooted faith. Her ministry is centered on empowering individuals to realize their potential by embracing their divine purpose.

With a compassionate heart and a transformative message, she has nurtured spiritual growth in people from all walks of life. Beyond her ministerial role, Rev. Tay is a staunch advocate for women's rights and social change. Her work extends to uplifting marginalized communities, with a particular focus on education, skills development, and economic empowerment. She passionately believes in equipping women with the tools they need to achieve independence and make meaningful contributions to society.

Her Excellency, a multiple local/International Award winner is also known for her diplomatic engagements and community service, leveraging her platform to initiate programs that promote peace, unity, and progress. Her ability to inspire and lead has earned her respect in both local and international arenas.

Rev. Tay's legacy is defined by her unwavering dedication to her mission. She has founded several initiatives aimed at improving the lives of women, children and youth making her a true ambassador of hope and change. Her work is a testament to her belief that with faith, determination, and the right support, anyone can overcome challenges and thrive.

With a heart for service and a vision for a brighter future, H.E. Rev. Abena Tay continues to inspire, uplift, and create lasting impact wherever she goes.

For more information about Abena Tay, visit [www.abenatay.org](http://www.abenatay.org)



# INTRODUCTION

## LIVING WELL WITH BIPOLAR DISORDER

### THEME: 'SURVIVING THE MOOD'.

**Sub-theme:** Understanding Moods, Building Support, Fostering Wellbeing.

"**Surviving The Mood**" is a thoughtful and culturally aware public awareness campaign, brought to life through the collaboration of **Abena Tay Ministries** and the **Abena Tay Foundation**. Its mission is to spread understanding, break down stigma, and offer support to individuals living with bipolar disorder and their families in Ghana.

This initiative recognizes the profound effects of this often-misunderstood mental health condition on individuals, families, and the wider community. Throughout the year, it will feature a well-planned series of activities, including the '**Living Well With Bipolar Disorder**' Campaign and various conferences. These efforts aim to educate the public, dispel myths, encourage people to seek help, advocate for improved treatment options, and connect those affected with valuable resources tailored to the Ghanaian context.

The campaign's theme, '**Surviving The Mood,**' emphasizes the importance of understanding and managing the various mood swings that come with bipolar disorder. We warmly invite you to join us in this vital mission to enhance the care and support available for those affected by this mental health challenge.

## OUR VISION

We envision a vibrant community in Accra where people affected by bipolar disorder are not just understood, but truly accepted and supported. We want to empower them to lead fulfilling lives, free from stigma and with easy access to the care they need.

## OUR MISSION

At "**Surviving The Mood,**" we're on a mission to make a difference through focused education, community involvement, and strategic partnerships. Here's what we aim to achieve:

- **Increase Public Awareness:** We want to boost general understanding of bipolar disorder, showcasing its various forms and how it differs from regular mood swings.
- **Promote Understanding:** Our goal is to nurture empathy and challenge the harmful stereotypes and misconceptions about bipolar disorder that exist in Ghanaian culture.
- **Reduce Stigma:** We strive to create a more accepting and inclusive atmosphere where individuals can openly discuss their mental health and seek help without the fear of being judged or discriminated against.
- **Encourage Help-Seeking:** We emphasize the importance of early intervention and guide individuals toward the right mental health services and qualified professionals in Accra.
- **Connect with Resources:** We aim to provide easy access to information about mental health resources, support groups, and treatment options available in the Greater Accra Region.
- **Empower Individuals & Families:** We want to equip those living with bipolar disorder and their families with the knowledge, coping strategies, and sense of community they need to thrive.

### **What is bipolar disorder?**

Bipolar disorder is a serious brain illness. It is also called manic-depressive illness or manic depression. People with bipolar disorder go through unusual mood changes. Sometimes they feel very happy and "up," and are much more energetic and active than usual. This is called a manic episode. Sometimes people with bipolar disorder feel very sad and "down," have low energy, and are much less active. This is called depression or a depressive episode.

Bipolar disorder is not the same as the normal ups and downs everyone goes through. The mood swings are more extreme than that and are accompanied by changes in sleep, energy level, and the ability to think clearly. Bipolar symptoms are so strong that they can damage relationships and make it hard to go to school or keep a job. They can also be dangerous. Some people with bipolar disorder try to hurt themselves or attempt suicide. People with bipolar disorder can get treatment. With help, they can get better and lead successful lives.

### **What are the symptoms of bipolar disorder?**

Bipolar "mood episodes" include unusual mood changes along with unusual sleep habits, activity levels, thoughts, or behavior. People may have manic episodes, depressive episodes, or "mixed" episodes. A mixed episode has both manic and depressive symptoms.

These mood episodes cause symptoms that last a week or two or sometimes longer. During an episode, the symptoms last every day for most of the day.

Mood episodes are intense. The feelings are strong and happen along with extreme changes in behavior and energy levels. People having a manic episode may:

- a) Feel very "up" or "high", Feel "jumpy" or "wired", Have trouble sleeping
- b) Become more active than usual
- c) Talk really fast about a lot of different things
- d) Be agitated, irritable, or "touchy"
- e) Feel like their thoughts are going very fast
- f) Think they can do a lot of things at once
- g) Do risky things, like spend a lot of money or have
- h) reckless sex

**People having a depressive episode may:**

- a) Feel very "down" or sad
- b) Sleep too much or too little
- c) Feel like they can't enjoy anything
- d) Feel worried and empty
- e) Have trouble concentrating
- f) Forget things a lot

## **OVERVIEW**

It's really important to recognize the wide range of mood and mental health experiences out there. Some people go through intense mood swings, with highs and lows that might be classified as bipolar disorder, but many mental health experts debate whether an underlying illness is the only explanation for these experiences.

There's growing evidence that a continuum model could be more beneficial. We all have our ups and downs, but for some, these fluctuations are much more pronounced. While these extremes can bring about positive aspects like bursts of creativity and high energy, they can also lead to challenges, such as impulsive actions during those high-energy moments.

It's essential to appreciate that each person's experience and coping strategies are unique. Some individuals find it helpful to think of their experiences in terms of "illness," while others see them as a natural part of who they are.

Historically, mental health services have often assumed that those seeking help for significant mood instability will experience recurring issues. However, research shows that this is true for less than half of those individuals. While medication has been a common approach, it doesn't work for everyone. Talking therapies and self-help strategies have also proven effective in managing extreme mood states.

In the end, understanding that each person's journey with mood and mental health is unique is crucial for providing the right kind of support that truly meets their needs.

## **SITUATION**

Recent news has highlighted the experiences of prominent individuals facing serious mental health challenges or exhibiting associated symptoms.

Schizophrenia is a significant mental illness with the potential for considerable impact on an individual's life. It's important to remember, however, that the trajectory for individuals with schizophrenia is not always one of decline. The life of Professor John Nash, who was diagnosed with paranoid schizophrenia and lived with it for three decades, provides a compelling case in point.

Despite his condition, Professor Nash made groundbreaking contributions to economics, earning the Nobel Prize. His story has offered encouragement to many affected by schizophrenia and prompted important conversations about the potential links between mental illness and creativity.

While Professor Nash's level of success may be exceptional, his experience underscores that mental illness does not inherently prevent a person from leading a rich life or making significant contributions. It also highlights the ongoing need for robust support systems and diverse treatment options for those living with mental illnesses like schizophrenia.

## **Kanye West Opens Up About Bipolar Diagnosis**

Public discussions have recently focused on the mental health of prominent figures, including reports of concern surrounding the well-being of rapper and entrepreneur Kanye West. Mr. West, 43, received a diagnosis of bipolar disorder in 2016, and there have been suggestions that he may be experiencing a manic episode.

In a recent interview with David Letterman, musician Kanye West shared insights into his bipolar disorder diagnosis and its impact on his daily life. Having previously disclosed limited information about his mental health since his diagnosis and hospitalization in 2016, his appearance on Letterman's show offered a more detailed perspective on his condition and management strategies.

Mr. West recounted his initial experience of psychiatric care, describing being separated from family and loved ones. "They handcuff you, they drug you, they put you on the bed, and they separate you from everyone you know," he explained. While acknowledging the difficult nature of this experience, Mr. West stated his hope to contribute to positive change in such situations.

Describing the experience of a manic state, Mr. West noted, "When you're in this state, you're hyper-paranoid about everything... Everyone is now an actor. Everything's a conspiracy... You pretty much don't trust anyone." He also emphasized the variability of individual experiences during bipolar episodes, highlighting that manic episodes can involve racing thoughts and compulsive actions that influence behavior.

### **Report Confirms Funny Face is Bipolar**

The mental health status of Ghanaian Entertainer Funny Face has been a subject of recent attention, with a new report confirming a diagnosis of bipolar disorder. This confirmation follows a court directive for a psychological re-examination at the Accra Psychiatric Hospital, as reported by Kwasi Aboagye on Peace FM.

Mr. Aboagye detailed the subsequent challenges in finding appropriate care for Funny Face. Despite the court order and the diagnosis of bipolar disorder, efforts to secure a bed at psychiatric facilities across Accra, including the main Accra Psychiatric Hospital and a previous attempt at Korle Bu Teaching Hospital, were reportedly unsuccessful. Consequently, Funny Face was taken back to the Police Hospital due to the lack of available beds.

Sharing the information, Mr. Aboagye stated, "I'm hearing that they roamed the entire Accra without getting a bed... I have been told that Funny Face has finally been diagnosed with a form of bipolar. Due to the no bed syndrome, he was sent back to the police hospital."

These events unfolded after Funny Face had publicly acknowledged struggling with depression. His subsequent arrest was prompted by recent threats and insults directed towards figures such as Fada Dickson, Bola Ray, and Adebayor, as well as threats made against his children's mother, Vanessa, and indications of self-harm.

Following his arrest, the court intervened and mandated a psychological assessment, leading to the reported bipolar disorder diagnosis and the subsequent difficulties in finding appropriate in-patient care.

### **Abena Korkor Recalls How Her Bipolar Illness Started**

Abena Korkor, a well-known and often talked-about figure on Ghanaian social media, has recently reflected on the onset of her bipolar illness. She recalled that her experiences began when she was a level 300 student at the University of Cape Coast (UCC).

Sharing her memories of campaigning for the SRC Presidency, she described dancing as a way to connect with students. She also voiced her own thoughts on

her diagnosis, questioning if it is truly bipolar disorder due to her clear recollection of events. "I don't know if it's my intelligence or it's actually bipolar because I remember everything I do. And everything I do I really want to do it and I do it," she explained.

Ms. Korkor also mentioned that she has encountered beliefs from some pastors who suggest her challenges are rooted in witchcraft. Additionally, she shared her efforts to find solutions through various spiritual means, none of which she found to be effective.

In describing the experience of her bipolar episodes, she said, "When I am in my bipolar state, sometimes I see visions, sometimes I go off, sometimes I am hyperactive, I am all over the place, and for a whole year I couldn't sleep even after taking sleeping pills."

### **My Son Is Bipolar, I Still Love Him - Archbishop Duncan-Williams**

The General Overseer of Action Chapel International, Archbishop Nicholas Duncan-Williams, has made a heartfelt plea to the media to stop publishing stories regarding his son's social media posts, citing his son's struggle with acute bipolar disorder.

This appeal was made in a statement issued on Tuesday, June 9, 2020, in response to the widespread circulation of video posts by Daniel Duncan-Williams. The family's statement revealed that Daniel has been battling this health condition for the past six years.

The statement explained that interruptions in his prescribed medication regimen result in relapses, which are the cause of his social media activity.

"The significance of psychological health has become very personal to Archbishop Nicholas Duncan-Williams and his family. Six years ago, Archbishop's son, Daniel Duncan-Williams, was diagnosed with acute bipolar disorder. Through the unwavering support of his family, Daniel has received top-tier medical interventions, treatments, and hospital care. Despite this, he unfortunately experiences relapses when he does not consistently adhere to his prescribed medication," the statement emphasized.

### **BIPOLAR DISORDER IS POORLY UNDERSTOOD IN GHANA: KNOWING THE FACTS CAN HELP PREVENT SUFFERING**

In Ghana, bipolar disorder remains a poorly understood condition, and this lack of accurate knowledge contributes to significant suffering.

Societal attitudes towards mental health are often shaped by awareness levels

and prevailing beliefs. Bipolar disorder is particularly susceptible to misunderstanding and stigma. In Ghana, it is commonly referred to as *atenkabrane nsesae yaree*, describing extreme mood changes. A study conducted in the Volta Region, for instance, indicated that less than 1% of respondents could identify the signs and symptoms of bipolar disorder. Misconceptions persist, with some believing it is hereditary or even contagious.

These beliefs can lead to negative consequences for individuals with bipolar disorder. Upon discharge from hospitals, they may face rejection from their families, contributing to overcrowding in psychiatric facilities. Even within healthcare settings, insensitive treatment can occur.

Addressing this stigma requires actively challenging existing beliefs and social norms through education and awareness initiatives. As mental health specialists, our aim here is to provide accurate information and foster greater understanding.

### **BIPOLAR DISORDER FACTS IN GHANA**

Bipolar disorder is one of the commonest mood conditions, along with depression and anxiety. Statistics from the World Health Organisation suggest that in Ghana there are about 157,543 people with bipolar disorder: 83,354 are females and 74,189 are males. Among them, 46,054 (29%) are young adults (20-29) and 3,257 (2%) are over 70 years of age. This condition is more prevalent in young adults than older people because of vulnerability and developmental changes.

### **BIPOLAR TREATMENT IN GHANA**

Unfortunately, less than 2% of people with bipolar disorder get treated in Ghana.

Services are typically provided at Ghana's three main tertiary psychiatric hospitals in Pantang, Accra and Ankafu. Regional hospitals and primary care facilities also provide treatment for the condition. Severe cases are referred to the tertiary psychiatric hospitals.

Beyond these care pathways, Ghanaians sometimes use complementary and alternative therapies, especially spiritual interventions. This may be influenced by the family caregivers' understanding of the condition. Spiritual interventions like prayer camps are sometimes provided under poor hygienic conditions. And there is an increase in relapse because the patients aren't given the mood stabilisers and psychotherapy they need.

More education and awareness creation is needed at the community level in Ghana to tackle stigma and encourage the use of the correct medication and psychotherapy.

## **THE JAMES STORY: JAMES HAS BIPOLAR DISORDER.**

Four months ago, James found out he has bipolar disorder. He knows it's a serious illness, but he was relieved when he found out. That's because he had symptoms for years, but no one knew what was wrong. Now he's getting treatment and feeling better.

James often felt really sad. As a kid, he skipped school or stayed in bed when he was down. At other times, he felt really happy. He talked fast and felt like he could do anything. James lived like this for a long time, but things changed last year. His job got very stressful. He felt like he was having more "up" and "down" times. His wife and friends wanted to know what was wrong. He told them to leave him alone and said everything was fine.

A few weeks later, James couldn't get out of bed. He felt awful, and the bad feelings went on for days. Then, his wife took him to the family doctor, who sent James to a psychiatrist. He talked to this doctor about how he was feeling. Soon James could see that his ups and downs were serious. He was diagnosed with bipolar disorder, and he started treatment.

These days, James takes medicine and goes to talk therapy. Treatment was hard at first, and recovery took some time, but now he's back at work. His mood changes are easier to handle, and he's having fun again with his wife and friends.

## **ABENA TAY MINISTRY SHOWS LOVE TO FEMALE PATIENTS OF ACCRA PSYCHIATRIC HOSPITAL**

**Abena Tay Ministry in collaboration with Women in Gospel Music has organised Mothers' Day Musical Concert** for mothers and female patients of the Accra Psychiatric Hospital to commemorate Mother's Day.

The concert which was held under the theme: Womens Mental Health "Loving Women A Little Louder" was aimed at putting a smile on the faces of the inmates especially the women as the world commemorate Mothers' Day.

As part of the occasion, the Ministry also donated assorted items including, sanitary products, clothes, toiletries and food provisions to the inmates. They also embarked on another giant step by facilitating the interior and exterior painting of the entire ward in order to give the hospital a facelift.

In interview with Lady Rev. Dr. Abena Tay, the President and founder of the Abena Tay Ministries (ATM) she bemoaned the manner in which the mentally challenged persons especially the women have been neglected.

"There are women who have been neglected and have been forgotten because of their mental health status. They ought to be taken care of, encouraged, loved, because they are as human as any other persons. They are mothers, sisters,

daughters who ought to be loved, "she lamented.

Stressing that, there is the need to bring the plight of women living with mental health to light. According to her, the event was aimed at putting a smile on the faces of the inmates. And also to help water down the stigmatization against the mentally challenged persons in the society.

The Public Relations Officer of Accra Psychiatric Hospital Dr. Amma Boadu, who received the items on behalf of the hospital expressed gratitude to Abena Tay Ministry and Women in Gospel Music for embarking on such benevolent exercise.

Adding that, the items donated would go a long way to put smiles on the faces of the inmates and also alleviate the burden on the hospital. However, she also hinted that lack of infrastructural and logistics at hospitals has been the major factors hampering the treatment of mentally challenged patients.

"The state of hospital is worrying and there was the need for its improvement," she emphasized. She therefore entreated the government and well-meaning Ghanaians to come to their aid in order to help champion the well-being of mental patients in the country.

The Mothers' Day Musical Concert which held in a grand style saw top female gospel musicians such as Mary Ghansah, Bernice Offei and others passing through.

**By Ike Dzokpo - May 12, 2019**

**Source: <https://newsghana.com.gh/abena-tay-ministry-shows-love-to-female-patients-of-accra-psychiatric-hospital/>**

## **THE NEED**

Bipolar disorder, which involves dramatic changes in mood, energy, activity levels, focus, and the ability to manage everyday tasks, is often misunderstood and carries a heavy stigma in Ghana. This lack of awareness and the misconceptions surrounding it can result in:

- **Delayed or Misdiagnosis:** People might not recognize the symptoms or may feel reluctant to seek help because of the stigma attached.
- **Treatment Non-Adherence:** A lack of understanding and support can make it tough for individuals to stick to their treatment plans.
- **Social Isolation and Discrimination:** Stigma can lead to being shunned by family, friends, and the broader community.
- **Increased Risk of Relapse:** Without proper support and understanding, individuals are at a higher risk of experiencing mood episodes and relapses.

- **Burden on Families and Caregivers:** Families often find it challenging to understand and support their loved ones effectively without the right information and resources.

## OUR APPROACH: A MULTI-FACETED STRATEGY

The **"Surviving The Mood"** campaign takes a well-rounded, year-round approach to connect with various segments of the Ghanaian community. At the heart of this strategy is the annual **"Surviving The Mood" Summit** on Bipolar Wellbeing: **Innovation, Inclusion, and Empowerment**. This premier event is all about enhancing understanding, treatment, and the lived experiences of bipolar disorder in the Ghanaian context. Here's a glimpse of our broader approach:

- **Public Awareness Campaigns:** We're leveraging radio, TV, print, and digital platforms to spread accurate information and combat stigma with messages that resonate culturally, all while building up to and expanding on the key themes of the Summit.
- **Community Engagement Initiatives:** We host workshops, forums, dialogues, and community events to spark open discussions and promote understanding at the grassroots level, often serving as a lead-in or follow-up to conversations from the Summit.
- **Educational Programs:** We create and share accessible educational materials and workshops for the general public, families, healthcare professionals, and community leaders, drawing on the latest research and best practices highlighted at the Summit.
- **Partnership Building:** We collaborate with healthcare institutions, schools, faith-based organizations, community groups, and businesses to widen our reach and amplify our impact, with the Summit acting as a vital platform for networking and collaboration.
- **Digital Resource Hub:** We're building and maintaining a user-friendly online platform (including a website and social media) that offers a treasure trove of information, resources, and connections to support networks, serving as a continuous resource before, during, and after the Summit.
- **Lived Experience Sharing:** We're shining a light on the voices and stories of those living with bipolar disorder (with their consent and a focus on ethical storytelling) throughout the campaign, placing significant emphasis on their experiences and perspectives.

## THE CAMPAIGN: 'SURVIVING THE MOOD'

**Abena Tay Ministries** is launching a comprehensive and impactful campaign, **'Surviving The Mood,'** dedicated to fostering widespread awareness and understanding of bipolar disorder and its multifaceted challenges. Through a carefully curated series of activities, we aim to:

- **Increase Public Literacy:** Clearly articulate the nature of bipolar disorder and dispel common misconceptions.
- **Empower Self-Management:** Provide practical strategies and resources for individuals living with the condition to effectively manage their mood episodes and enhance their quality of life.
- **Promote Professional Help-Seeking:** Underscore the critical importance of seeking timely and appropriate clinical intervention from qualified mental health professionals.
- **Strengthen Community Support Systems:** Advocate for the development and utilization of robust community-based support networks for individuals and families affected by bipolar disorder.

## CAMPAIGN OVERVIEW

**Abena Tay Ministries** is proud to announce the strategic introduction of **'Surviving The Mood,'** a targeted campaign designed to significantly elevate awareness and provide crucial support for individuals navigating life with bipolar disorder. This initiative is driven by a commitment to **evidence-based information dissemination, destigmatization of mental health challenges,** and the cultivation of understanding and empathy across our communities.

Through a well-structured program encompassing strategically planned events, informative workshops led by mental health professionals, and impactful community outreach initiatives, **'Surviving The Mood'** will deliver essential resources to empower those affected by bipolar disorder to access the support and accurate information they urgently need. By fostering open and informed dialogues, we are dedicated to creating a more inclusive and supportive environment that champions acceptance and understanding for individuals living with this condition.

## CORE OBJECTIVES

Our overarching goal is to empower individuals living with bipolar disorder by:

- **Enhancing Resilience:** Equipping individuals with coping mechanisms and strategies to navigate the complexities of bipolar disorder.
- **Fostering Self-Compassion:** Promoting self-acceptance and reducing self-stigma among those living with the condition.
- **Improving Access to Effective Care:** Connecting individuals with appropriate mental health services and advocating for accessible and quality treatment options.

We extend a sincere invitation to all members of the community, healthcare professionals, educators, policymakers, and individuals touched by bipolar disorder to actively participate in this vital endeavour. Your involvement is crucial

as we collectively strive to cultivate a culture of empathy, informed support, and reduced stigma for those living with bipolar disorder.

**Abena Tay Ministries** is committed to making a tangible difference in the lives of individuals affected by bipolar disorder through this impactful campaign.

### **Living Well With Bipolar Disorder: Understanding and Embracing Bipolar Wellbeing**

**Living Well with Bipolar Disorder:** Understanding and Embracing Bipolar Wellbeing campaign, under the theme; "**Surviving the Mood**" aims for a comprehensive and impactful approach to addressing bipolar disorder.

**Overarching Philosophy:** To move beyond mere awareness and cultivate a culture of understanding, acceptance, and proactive support for individuals living with bipolar disorder in Accra and beyond. We will emphasize resilience, lived experiences, and accessible, culturally sensitive resources.

### **KEY STRATEGIC PILLARS:**

#### **1. Culturally Relevant Awareness & Education**

##### **· Leveraging Local Media**

- **Radio Drama Series:** Develop a compelling radio drama series featuring relatable characters navigating the challenges and triumphs of living with bipolar disorder. This format resonates deeply in Ghanaian culture and can effectively convey information and empathy.
- **Interactive SMS Campaigns:** Utilize mobile technology for short, engaging messages dispelling myths and providing basic information about bipolar disorder in local languages (e.g., Ga, Twi, Ewe). Include call-to-action prompts to access further resources.
- Utilize existing platforms like Peace FM, Citi FM, Joy FM, and Ghana Television (GTV) for targeted advertisements (both audio and visual) featuring relatable scenarios and expert interviews.
- Develop visually appealing posters and brochures with culturally relevant imagery and messaging in local languages, distributed through community centres, healthcare facilities, and places of worship.
- **Partner with reputable local journalists and media outlets** to produce informed and sensitive news stories and features on bipolar disorder.

##### **· Community Engagement**

- Organize community forums and talks featuring mental health professionals and individuals with lived experience sharing their stories in accessible language.
- Collaborate with traditional leaders and community elders to gain their support and disseminate accurate information within their communities.

- **School and Workplace Workshops:** Develop age-appropriate workshops for schools and corporate organizations to educate about mental health, reduce stigma, and promote early identification of potential issues.

## 2. Comprehensive and Accessible Resource Provision

- **Digital Resource Hub (Mobile-First):** Create a user-friendly, mobile-optimized website and potentially a mobile application serving as a central hub for information, FAQs, self-help resources (in English and local languages), and a directory of mental health professionals and support groups across Ghana and beyond.
- **Develop a comprehensive directory** of mental health professionals (psychiatrists, psychologists, counsellors) specializing in bipolar disorder, including contact information, location, and areas of expertise.
- **Establish and promote support groups** for individuals with bipolar disorder and their families, facilitated by trained professionals or peer leaders. Ensure facilitators receive ongoing training and supervision.
- **Partnership with Pharmacies:** Collaborate with local pharmacies to discreetly provide informational leaflets and direct individuals to mental health resources.
- **Develop clear pathways** for accessing mental health services, outlining the steps involved in seeking help at different levels of care (primary healthcare, clinics, psychiatric hospitals).

## 3. Destigmatization Through Authentic Voices

- **"Brave Stories Ghana" Campaign:** The campaign will feature compelling video and written testimonials of individuals from diverse backgrounds in Ghana living successfully with bipolar disorder. It will ensure ethical storytelling practices, informed consent, and professional production quality.
- The campaign will also highlight the achievements and contributions of individuals with bipolar disorder in various fields (arts, business, academia) to challenge negative stereotypes.
- The campaign will engage influential figures (celebrities, athletes, respected community members) to publicly advocate for mental health awareness and share messages of hope and acceptance.
- **Art and Cultural Initiatives:** The campaign will include the Organization of art exhibitions, poetry slams, and theatrical performances centered around themes of mental health and bipolar disorder to foster empathy and understanding in a non-stigmatizing way.

## 4. Strategic Advocacy for Systemic Change

- **We will conduct evidence-based advocacy** by collecting data on the prevalence of bipolar disorder, access to care, and the impact of stigma in Ghana.
- We will engage with policymakers at the Ministry of Health and other relevant government bodies and development partners to advocate for:

- Increased funding for mental health services and research.
- Improved integration of mental health care into primary healthcare settings.
- Better insurance coverage for mental health treatments, including medication and therapy.
- **Development of National Mental Health Literacy Programs:** Advocate for the inclusion of mental health education in the national curriculum.
- Collaborate with mental health advocacy organizations in Ghana to amplify lobbying efforts.

## 5. Meaningful Engagement and Collaboration

- Actively engage individuals with lived experience in the planning, development, and implementation of the campaign. Establish a Lived Experience Advisory Panel to ensure authenticity and relevance.
- Partner with other NGOs, community-based organizations, faith-based organizations, and corporate entities to broaden reach and resources. Develop formal partnership agreements outlining roles and responsibilities.
- Utilize social media platforms strategically (Facebook, Instagram, X, TikTok) to share information, engage in conversations, and build an online community. Host regular online Q&A sessions with mental health professionals.
- **Media Training for Advocates:** Provide training to individuals with lived experience who are willing to share their stories publicly, equipping them with the skills to communicate effectively and safely.

## 6. Robust Monitoring and Evaluation

- We will establish clear, measurable, and culturally relevant indicators to track the campaign's progress and impact. This includes:
  - Changes in public awareness and understanding of bipolar disorder (through surveys).
  - Reduction in reported stigma (through attitude scales).
  - Increased utilization of mental health services (through healthcare data).
  - Growth of support group participation.
  - Media coverage and sentiment analysis.
  - Engagement metrics on digital platforms.
- Conduct regular evaluations (mid-term and final) using both quantitative and qualitative methods to assess the effectiveness of different campaign activities.
- Develop a comprehensive evaluation framework from the outset, outlining data collection methods, analysis plans, and reporting mechanisms.
- Use evaluation findings to adapt and refine the campaign strategy for maximum impact.

**"Surviving the Mood"** campaign strategy is structured to move beyond simply raising awareness to fostering genuine understanding, reducing stigma, and

improving the lives of individuals living with bipolar disorder across Ghana. The strategy aims to create a more impactful, sustainable, and culturally relevant campaign for the benefit of society.

## **CAMPAIGN PROGRAMME OUTLINE: "SURVIVING THE MOOD" - YEAR-ROUND**

This programme outline details the key activities and initiatives planned for the **"Surviving The Mood"** campaign in Ghana, throughout the year. It is designed to be dynamic and adaptable, aligning with the campaign's strategic pillars and target audiences.

**Overarching Theme: "Surviving The Mood":** Understanding, Supporting, and Thriving with Bipolar Wellbeing in Ghana."

### **1. Foundational Phase (Ongoing Throughout the Year)**

#### **A. Public Awareness & Education Initiatives**

- **"Mood Meter Ghana" Public Awareness Displays:** Install visually engaging and informative displays in high-traffic areas (markets, bus terminals, community centres) featuring basic information about bipolar disorder, its symptoms in a relatable context, and where to seek help. Rotate content regularly.
- **"Surviving The Mood" Website & Mobile Resource Hub ([SurvivingTheMood.ORG](http://SurvivingTheMood.ORG))**
  - a) Continuous updates with blog articles, expert Q&As, lived experience stories (with consent), and downloadable resources in English and key local languages (Ga, Twi, Ewe, Hausa).
  - b) Maintain an up-to-date directory of mental health professionals and support groups in Accra and surrounding regions.
  - c) Host the **"Interactive Self-Assessment Tool"** (with clear disclaimers).
- **Social Media Engagement**
  - a) Daily content dissemination (facts, tips, lived experience snippets, event promotion) across Facebook, Instagram, Twitter, and potentially TikTok.
  - b) Regular **"Mood Matters Live" Q&A sessions** with mental health professionals.
  - c) Targeted social media advertising campaigns reaching specific demographics.
  - d) Engaging with influencers and mental health advocates online.
- **Radio & Television PSAs:** Consistent broadcast of short, impactful

messages on bipolar disorder, help-seeking, and campaign activities across major Ghanaian media outlets.

- **Print Media Distribution:** Ongoing distribution of culturally relevant posters and brochures through community centres, healthcare facilities, educational institutions, and places of worship.
  
- B. Partnership Development & Stakeholder Engagement**
  - a) Regular meetings and collaborations with healthcare institutions (Accra Psychiatric Hospital, Korle Bu, Etc.), universities, community leaders, faith-based organizations, and other relevant stakeholders.
  - b) Engagement with corporate organizations for potential sponsorships and employee mental health awareness initiatives.
  - c) **"Mental Health Ambassadors Network":** Recruit and train respected community members and local leaders to serve as mental health ambassadors, disseminating accurate information and reducing stigma within their networks.

## 2. Key Campaign Events & Activities (Scheduled Throughout the Year)

- **Campaign Launch & Foundational Awareness Drive**
  - a) **Official Campaign Launch Event:** High-profile event to introduce **"Surviving The Mood,"** key objectives, spokespeople (including Archbishop Duncan-Williams/Abena Tay, Etc.), and initial activities. Extensive media coverage targeted.
  - b) **"Community Listening Tours":** Conduct a series of small-scale community meetings across different communities across Ghana to listen to people's experiences and understanding of mental health and bipolar disorder. This will inform future campaign messaging and activities.
  - c) Initial rollout of **"Mood Matter Ghana"** displays in select locations.
  - d) Commencement of the "Mood Matters" Radio Series on partner stations.
  - e) Targeted social media campaign focusing on basic facts about bipolar disorder and challenging common myths.
  
- **Education & Empowerment Focus**
  - a) **Surviving the Mood Summit' on Bipolar Wellbeing:** The flagship conference bringing together experts, individuals with lived experience, families, and professionals for knowledge sharing, networking, and empowerment.
  - b) **"Mood Matters Workshops" Series:** Conduct a series of accessible workshops in community centres and workplaces focusing on practical self-management strategies for mood swings, stress management, and building resilience. Offer sessions for individuals with bipolar disorder and separate sessions for family members and caregivers.

- c) Launch of the **"Brave Stories Ghana" Campaign**, featuring compelling testimonials online and potentially at community events.
- d) Partnerships with educational institutions to deliver mental health talks and workshops for students.
- **Destigmatization & Community Support Building**
  - a) **"Mindful Movie Nights" or Documentary Screenings (Monthly):** Public screenings followed by expert-led discussions to foster empathy and understanding.
  - b) **"Support Circle Saturdays":** Facilitate regular peer support group meetings in accessible community locations, providing a safe and confidential space for individuals and families affected by bipolar disorder to connect.
  - c) Targeted social media campaign focusing on challenging stigma and promoting positive portrayals of individuals with bipolar disorder.
  - d) Engagement with faith-based organizations to deliver sermons and discussions on mental wellbeing and reducing stigma.
  - e) Art and Mental Health Exhibition (September - leading up to **'World Mental Health Day'**).
- **Advocacy & Sustainability Planning**
  - a) **World Mental Health Day Activities:** Organize a major public awareness event (e.g., a walk, a community festival) in Accra to commemorate 'World Mental Health Day' and highlight the **"Surviving The Mood"** campaign.
  - b) **Policy Roundtable Discussion:** Engage policymakers, mental health leaders, and advocates to discuss policy recommendations and advocate for improved mental health services.
  - c) **"Corporate Mental Wellness Challenge":** Encourage local businesses to participate in a month-long challenge focused on promoting mental health awareness and providing resources for their employees.
  - d) Evaluation of campaign activities and impact throughout the year.
  - e) Development of plans for the following year's activities and sustainability of the campaign.
  - f) Appreciation events for partners, volunteers, and supporters.

### 3. Ongoing Support & Resource Provision

- Maintenance and promotion of the "Surviving The Mood" Digital Resource Hub.
- Regular updates to the directory of mental health professionals and support groups.
- Training and support for peer support group facilitators.
- Distribution of informational materials at healthcare facilities and community centres.

- Responding to inquiries and providing information through designated channels (website contact form, helpline if established).

#### 4. Monitoring & Evaluation

- Regular tracking of media coverage, website analytics, social media engagement, and event attendance.
- Collection of feedback from participants, partners, and stakeholders.
- Conducting pre- and post-campaign surveys to measure changes in awareness, attitudes, and help-seeking behaviour.
- Quarterly review meetings to assess progress, identify challenges, and adapt campaign strategies as needed.
- Annual impact report summarizing key achievements, reach, and recommendations for future activities.

#### KEY PRINCIPLES GUIDING THE CAMPAIGN

- **Cultural Sensitivity:** All materials and activities will be developed and delivered with sensitivity to the cultural context of Ghana, incorporating local languages, values, and beliefs.
- **Accessibility:** Efforts will be made to ensure that campaign information and activities are accessible to all segments of the population, regardless of socioeconomic status, education level, or location.
- **Collaboration:** Strong partnerships and collaborations will be central to the campaign's success.
- **Empowerment:** The campaign aims to empower individuals living with bipolar disorder, their families, and the wider community with knowledge, resources, and support.
- **Sustainability:** Efforts will be made to build local capacity and ensure the long-term impact of the campaign.
- **Ethical Considerations:** All activities, especially those involving personal stories and mental health information, will adhere to strict ethical guidelines, including informed consent and confidentiality.

#### SURVIVING THE MOOD" SUMMIT

**Surviving the Mood"** Summit on Bipolar Wellbeing: Innovation, Inclusion, and Empowerment," aims to be the premier gathering in Accra, Ghana, dedicated to advancing understanding, treatment, and lived experiences of bipolar disorder within the local context.

Innovation, Inclusion, and Empowerment; **Surviving the Mood" Summit** is the leading national forum in Ghana, dedicated to advancing the understanding, treatment, and lived experiences of bipolar disorder. This dynamic summit convenes a diverse audience of leading experts, researchers, healthcare

professionals, individuals living with bipolar disorder, their families, advocates, policymakers, and community leaders.

Our comprehensive program features culturally adapted tracks exploring the latest advancements in clinical research, empowering lived experience perspectives, examining community and faith-based approaches, and driving policy and advocacy efforts within the Ghanaian context. Through engaging keynote presentations by renowned local and international experts, interactive and culturally sensitive workshops, insightful panel discussions, **"Ask the Experts" clinics**, is a powerful creative expression showcase, and dedicated forums for families and caregivers, attendees will gain invaluable knowledge, practical skills, and meaningful connections.

The **"Surviving the Mood" Summit** offers a unique platform for collaborative learning, evidence-based knowledge sharing, and robust networking opportunities. We are committed to empowering the public and professionals alike with the tools and understanding necessary to improve patient care, reduce stigma, and foster a more inclusive and supportive society for individuals affected by bipolar disorder in Ghana.

**Enhanced Vision:** To create a dynamic and impactful summit that not only shares cutting-edge knowledge but also actively fosters collaboration, empowers individuals, and drives tangible improvements in the lives of those affected by bipolar disorder in Ghana.

#### **KEY IDEAS TO ENHANCE THE CAMPAIGN'S FOCUS**

- **Culturally Adapted Program Tracks:** Instead of a generic program, we will feature distinct tracks tailored to the specific needs and cultural nuances of the Ghanaian context. These could include:
  - **Clinical Innovations & Research (for professionals):** Focusing on the latest diagnostic tools, treatment modalities, and research findings relevant to the Ghanaian population.
  - **Lived Experience & Peer Support (for individuals and families):** Creating a safe and empowering space for sharing stories, building community, and learning from peer experiences.
  - **Community & Faith-Based Approaches:** Exploring the role of traditional healing practices, faith-based organizations, and community support systems in bipolar wellbeing in Ghana.
  - **Policy & Advocacy (for stakeholders):** Addressing systemic barriers, advocating for policy changes, and promoting mental health literacy at a national level.
- **Interactive Cultural Sensitivity Workshops:** Incorporate dedicated workshops designed to enhance the cultural competence of healthcare professionals and community members in understanding and responding to bipolar disorder within the Ghanaian cultural framework. This will

address potential stigma rooted in traditional beliefs.

- **"Ask the Experts" Clinics:** Offer dedicated time slots where attendees can have informal, confidential conversations with mental health professionals in a less formal setting than traditional presentations.
- **Creative Expression Showcase:** Feature an exhibition of artwork, poetry, Drama, music, and other creative expressions by individuals living with bipolar disorder, celebrating their resilience and unique perspectives.
- **Family and Caregiver Support Forum:** Dedicate specific sessions and resources to address the unique challenges faced by families and caregivers of individuals with bipolar disorder, providing practical guidance and fostering mutual support.
- **Keynote Speakers with Local and International Expertise:** While featuring leading international experts, the conferences will prioritize and highlight prominent Ghanaian mental health professionals, researchers, and advocates who possess a deep understanding of the local context.
- **Evidence-Based Content with Practical Application:** We will ensure all presentations and workshops emphasize evidence-based practices while also providing actionable strategies and resources that attendees can implement in their professional or personal lives within the Ghanaian setting.
- **Structured Networking Opportunities:** Beyond informal interactions, the conferences will incorporate dedicated networking sessions facilitated around specific themes or professional interests to encourage meaningful connections and collaborations.
- **Pre-Conference Workshops and Post-Conference Resources:** We will offer in-depth pre-conference workshops on specific topics (for bipolar disorder, family psychoeducation) and provide attendees with comprehensive post-conference materials, including presentation slides, recordings (with consent), and curated lists of local resources.
- **Formal Call for Abstracts and Peer Review Process:** We will implement a rigorous call for abstracts for presentations and workshops, ensuring a high standard of content through a transparent peer-review process involving local and international experts.
- **Partnership with Local Universities and Medical Institutions:** As an open campaign, the campaign will formalize collaborations with Ghanaian universities (e.g., University of Ghana, Kwame Nkrumah University of Science and Technology and others) and medical institutions (e.g., Korle Bu Teaching Hospital, Accra Psychiatric Hospital) to co-host sessions, involve faculty and students, and enhance the conference's credibility and reach.
- **Dedicated Exhibitor and Resource Fair:** There will be a dedicated space for mental health organizations, support groups, pharmaceutical companies (with ethical considerations), and other relevant entities to showcase their services and resources.
- **Mentorship Program Launch:** We will utilize the conference as a platform to launch a mentorship program connecting experienced mental health

professionals with early-career practitioners or individuals with lived experience who are interested in advocacy.

- **Policy Roundtable Discussion:** There will be a dedicated roundtable discussion involving policymakers, mental health leaders, and advocates to discuss current challenges and propose actionable policy recommendations related to bipolar disorder in Ghana.

We invite you to join us as we collectively work towards enhancing our understanding of bipolar disorder, promoting innovative solutions, championing inclusion, and ultimately empowering individuals and families impacted by this important mental health condition.

## **PUBLICITY AND PROMOTIONS STRATEGY FOR THE "SURVIVING THE MOOD" CAMPAIGN**

**Campaign Goal:** To maximize reach, engagement, and impact of the "**Surviving The Mood**" campaign in Accra and the Greater Accra Region, fostering awareness, understanding, reducing stigma, and promoting help-seeking behaviour related to bipolar disorder.

### **Target Audiences**

- General Public (Accra and Greater Accra Region)
- Individuals living with bipolar disorder and their families
- Healthcare professionals (GPs, nurses, mental health specialists)
- Community leaders and influencers
- Religious leaders
- Educators
- Policymakers
- Media outlets

### **Overarching Theme:**

**"Surviving The Mood":** Understanding, Supporting, and Living Well With Bipolar Disorder

### **Key Strategic Pillars for Publicity & Promotions**

#### **Multi-Platform Media Engagement (Dominating the Information Landscape)**

##### **Traditional Media Blitz**

- **Radio**
  - a) **"Mood Matters" Radio Series:** Develop short, engaging **Public Service Announcements (PSAs)** and a weekly/bi-weekly radio

segment on popular stations and their affiliates across Ghana featuring mental health professionals, lived experience stories, and practical tips for managing mood swings and seeking help.

- b) Secure interviews with campaign organizers and spokespeople on prime-time radio talk shows to discuss bipolar disorder, the campaign's objectives, and upcoming events.
- c) Run targeted radio advertisements during peak listening hours, utilizing compelling audio and clear calls to action (website, helpline, event details).

#### · **Television**

- a) Develop visually engaging PSAs for broadcast on selected major Ghanaian television channels. Feature diverse individuals and emphasize hope and recovery.
- b) Secure appearances on morning shows and current affairs programs to discuss bipolar disorder with mental health experts and individuals willing to share their stories responsibly.
- c) Partner with a popular local drama series or Drama Group** to subtly integrate storylines featuring characters navigating mental health challenges, including bipolar disorder, with accurate and sensitive portrayals.

#### · **Print Media**

- a) Issue press releases to national and local newspapers (Daily Graphic, Ghanaian Times, Business & Financial Times) announcing the campaign launch, key events, and significant milestones.
- b) Develop informative advertorials** featuring expert opinions and campaign messaging, placed in widely read newspapers and magazines.
- c) Distribute posters and flyers with key campaign messages and contact information through community centres, healthcare facilities, educational institutions, and places of worship.

#### · **Digital Media Domination**

##### - **Dedicated Campaign Website**

- a) Serve as the central hub for all campaign information, resources, event details, FAQs, and contact information.
- b) Host blog articles, infographics, videos, and downloadable resources in English and key local languages.
- c) Feature a directory of mental health professionals and support groups in the across Ghana.
- d) Include a secure online forum (moderated) for individuals and families affected by bipolar disorder to connect and share experiences.
- e) Interactive Self-Assessment Tool (Disclaimer Provided):** Develop a non-diagnostic, user-friendly online tool that provides general insights

into mood patterns and encourages individuals to seek professional evaluation if needed.

- **Social Media Powerhouse (Facebook, Instagram, Twitter, potentially TikTok)**
  - a) Create engaging and informative content (text, images, videos, live sessions) tailored to each platform.
  - b) Utilize relevant hashtags (**#SurvivingTheMoodGhana, #BipolarGhana, #MoodMatterGhana, #MentalHealthGhana, #SurviveGhana**).
  - c) Run targeted social media advertising campaigns reaching specific demographics and interest groups within Ghana.
  - d) Host regular **"Mood Matters Live" Q&A sessions** with mental health professionals on Facebook, Instagram and TikTok Live.
  - e) Share lived experience stories (with consent) in visually compelling formats.
  - f) Partner with popular Ghanaian social media influencers who are passionate about mental health to amplify campaign messages. Ensure influencers are briefed on accurate and sensitive messaging.
  - g) Run online contests and giveaways to increase engagement and reach.
  
- **Email Marketing**
  - a) Build an email list through website sign-ups and event registrations to disseminate campaign updates, event reminders, and valuable resources.

## 2. Strategic Partnerships and Collaborations

- **Healthcare Institutions**
  - b) Partner with the Accra Psychiatric Hospital, Legon Medical Centre, Korle Bu Teaching Hospital, and other clinics to host joint awareness events, distribute campaign materials, and facilitate referrals.
  - c) Integrate campaign messaging into patient waiting areas** through posters, brochures, and digital displays.
  
- **Educational Institutions**
  - a) Collaborate with universities and colleges to organize campus awareness events, workshops, and student-led initiatives.
  - b) Engage with secondary schools to deliver age-appropriate mental health talks and distribute informational materials.
  
- **Community and Faith-Based Organizations**
  - Partner with local churches, mosques, and traditional councils to disseminate information, address stigma within these communities, and encourage help-seeking. Develop culturally sensitive messages

tailored for different faith-based contexts.

- **Corporate Social Responsibility Initiatives**
  - Engage with local businesses to sponsor campaign events, display promotional materials, and promote mental health awareness among their employees. Develop sponsorship packages with clear benefits and recognition.
- **Mental Health Advocacy Groups**
  - Collaborate with existing mental health NGOs and advocacy groups in Ghana to leverage their networks and expertise.

### 3. High-Impact Events and Activities

- **Campaign Launch Event:**
  - Organize a high-profile launch event in a prominent Accra location, featuring key speakers (mental health experts, government representatives, lived experience advocates, Archbishop Duncan-Williams/Abena Tay, Etc.), media presence, and cultural performances.
- **"Surviving The Mood" Conference**
  - Heavily promote the conference across all media channels, highlighting the diverse program, expert speakers, and networking opportunities.
- **Community Awareness Walks/Runs**
  - Organize public walks or runs in key communities to raise awareness and funds for bipolar disorder support initiatives.
- **"Mindful Movie Nights" or Documentary Screenings:** Host public screenings of films or documentaries related to mental health and bipolar disorder, followed by panel discussions with experts and individuals with lived experience.
- **Peer Support Group Launch Events:** Organize community events to officially launch new bipolar disorder support groups, creating a welcoming and inclusive atmosphere.
- **Art and Mental Health Exhibitions:** Showcase artwork created by individuals living with bipolar disorder, providing a platform for expression and challenging stigma.

### 4. Influencer Engagement

- Identify and engage influential figures in Ghana (celebrities, musicians, athletes, respected public figures) who are willing to lend their voice to the campaign.
- **Develop clear engagement agreements with influencers** outlining expectations, messaging guidelines, and compensations.
- Encourage influencers to share campaign messages, participate in events, and speak openly about mental health (if they have a personal

connection).

## 5. Public Relations and Media Management

- Develop a comprehensive media kit for journalists, including press releases, background information on bipolar disorder and the campaign, speaker biographies, and high-resolution images.
- Proactively build relationships with key journalists and media outlets.
- Monitor media coverage and address any misinformation or stigmatizing language.
- **Develop key message points** to ensure consistent and accurate communication across all platforms.

## 6. Evaluation and Reporting

- Track media coverage (reach, tone, sentiment).
- Monitor website and social media analytics (traffic, engagement, reach).
- Collect data on event attendance and participant feedback.
- Conduct pre- and post-campaign surveys to assess changes in public awareness, attitudes towards bipolar disorder, and help-seeking intentions.
- **Develop regular progress reports** outlining key achievements, challenges, and future plans.

## Timeline: Year-Round Engagement

The "**Surviving The Mood**" campaign will be an ongoing, year-round initiative in Ghana, designed to maintain consistent momentum and align with key campaign milestones and events throughout the year.

## **Concluding Statement**

The **"Surviving The Mood"** campaign will shine the light on the significant knowledge gaps surrounding bipolar disorder that exist within families, communities, and among those living with the condition in Ghana. These gaps can directly influence relapse rates and how well individuals stick to their treatment plans. Our campaign aims to tackle these issues head-on through targeted and culturally sensitive awareness initiatives, working to bridge these divides and improve outcomes across the country.

We're looking forward to the insights and findings that will come from our planned activities, such as conferences and community engagements. These will provide valuable information that can help refine clinical guidelines and protocols within the Ghanaian healthcare system.

Moreover, we're committed to fostering a more supportive and understanding community response towards individuals living with bipolar disorder. Our ultimate goal is to enhance treatment adherence and overall wellbeing throughout Ghana.

This campaign is a testament to our dedication to this important cause. We believe that the knowledge and resources shared during and after the campaign will spark collaborative discussions and contribute to the ongoing development and implementation of effective strategies to support those living with this complex mental health condition in Ghana.

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**Join us in making a meaningful difference in the lives of individuals and families affected by bipolar disorder in Accra. Together, we can help our community thrive.**



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