We want a world in which everyone, everywhere has someone and somewhere to turn to in support of their mental health and wellbeing.

We will only achieve this with a significant increase in political and financial support for mental health to accelerate action to reach the Sustainable Development Goals (SDGs) by 2030 and achieve the right of everyone to good physical and mental health*.  

The Global Mental Health Advocacy Roadmap 2022-2023 sets out clear objectives and opportunities that will help achieve this. It is the product of UnitedGMH, on behalf of the Global Mental Health Action Network in conjunction with the Office of the UN Secretary General, WHO, UNICEF and a host of mental health champions across civil society, governments, international organisations and trusts and foundations. Four years of foundational work and consolidation by the global mental health community in 2018-2021 have delivered notable progress (see boxes below).

The current state of momentum for mental health, especially high-level political, financial support and member state advocacy, remains far from sufficient. Only a proactive approach towards advocacy, action and acceleration to move the mental health and psychosocial wellbeing agenda forward will help deliver tangible and transformational change. Many opportunities exist to help achieve this vision over 2022 and beyond. A growing group of global champions, progressive governments and increasing grassroots efforts, are combining with greater involvement of those with lived experience, to accelerate efforts to achieve good mental health for all.

- The promotion of mental health by key global institutions and organisations, including UN agencies, the World Bank and the Global Fund (in its 2023-2028 strategy and implementation).
- The integration of mental health across sectors and in plans to achieve the UN Sustainable Development Goals (SDGs) through the promotion of a social determinants approach to mental health.
- Increased and improved financial support for mental health through domestic and international investments; and including as a costed component of Emergency Preparedness and Response Plans.
- Prioritization of MHPSS in emergency, migration and conflict settings and integrated into peacebuilding interventions.
- Prioritization of MHPSS in climate change resilience and response and increased investment in mental health as part of the efforts to combat climate change.
- Promotion of workplace practices conducive to mental and physical health and wellbeing.

*This document uses ‘mental health’ as a shorthand for ‘mental health and psychosocial support’ (MHPSS) – but we are clear that both elements are equally important. Mental health includes emotional, psychological, and social wellbeing.
At the heart of our strategy is our vision for a world where everyone, everywhere has someone to turn to for their mental health.

2. Integration of Mental Health in Universal Health Coverage
- The inclusion of mental health as an essential component of Universal Health Coverage (UHC) plans at international and national levels.
- The elevation of mental health as a priority alongside physical health in the national and international response to, and recovery from global health emergencies, specifically the COVID-19 pandemic.

3. Uphold the Rights of All Persons to Good Physical and Mental Health
- In line with the Convention on the Rights of Persons with Disabilities (CRPD) including the scaling up of alternatives to coercion in health and judicial settings.
- Opposed to further developments in legislation, policy and programmes that are contrary to rights-based approaches.
- Promoting a human rights-based approach to mental health as a requirement for quality services.

4. Strengthened monitoring and accountability
- Better collection and harmonisation of disaggregated data. Use of data encouraged by all stakeholders to help ensure political momentum delivers better mental health for all.

5. Development and dissemination of best practice
- Increased political and financial support for mental health research.
- Identifying the best means to prevent and treat mental health conditions.
- Intensified efforts to deliver implementation research that scales up services and support.

Over the past 4 years (2018-2021) mental health has risen sharply up the political agenda. Accelerated by the impact of COVID-19, a broad cross section of society is now calling for greater action. Young people have been joined by parents and employers, from sectors as diverse as banking, music and sport, demanding change and seeking to put in place better mental health policies and practice for all. It is now widely accepted that mental health impacts people throughout the life course including during their most productive years. Research from The Wellcome Trust shows 92% of people consider mental health as important or more important than physical health for overall wellbeing.

Whilst there is more discussion of mental health in political fora, the workplace, on social media and among friends and families than ever before, the dramatic rise in levels of discussion are not reflected in the still woefully limited levels of funding. The combined impact of a challenging economic outlook, the ongoing pandemic, and the impacts of other social determinants such as the climate and ecological crisis has increased the demand for mental health support – for all ages. Yet these same factors have restricted supply due to reduced spending, lack of human capacity and restriction of movement. And there remains considerable stigma surrounding mental health.

Today there is greater recognition than ever before of the social determinants of mental health - from the economic to the environmental - and a multi-sectoral approach will be required. In part due to COVID-19 and due to the sustained momentum global mental health has, the sector is attracting new donors and those who have traditionally funded mental health are increasing their investments. 2022 and beyond will be critical. The increased attention needs to be translated into action - both financial investment and greater human capacity to deliver the changes required to achieve good mental health for all.
During the next two years we anticipate that mental health will remain a concern among the public, and a point of discussion among families and communities, in schools and in workplaces. Parents and children will continue to demand better mental health support; and employers will accelerate efforts to achieve better workplace mental health.

However, around the world, governments’ commitments to act may wane without significant additional pressure by the mental health community due to competing needs and limited public funding. The IMF projects a “great divergence” in economic recovery from the pandemic due to lack of access to vaccines and reduced trade and investment. This means the very poorest countries are likely to fall further behind economically and this is likely to negatively impact mental health. Hence a focus on these countries is particularly important to helping ensure everyone’s right to good mental health is upheld.

A series of international political moments could potentially galvanise action on mental health at global and national level. The annual mental health ministerial summits look set to continue (Italy hosting in 2022), and there are positive indications mental health could be discussed as part of wider reflections on health among the G7 and G20. New international opportunities to put mental health on the international agenda include: the 2022 UN Education Summit, 2023 UN Future Generations Summit and the 2023 UN SDGs Summit. Moreover the 2025 UN Social Summit is an event to work towards to help drive further action, particularly in LMICs among the most marginalised communities. These summits encourage all governments to participate and therefore opportunities to leverage momentum among governments. Combined with ongoing dialogues on the environment including COP27 in Egypt, these international moments will be critical to addressing short- and longer-term mental health needs around the world. In addition, there are opportunities to leverage international assistance. Most notably through: the Global Fund to Fight AIDS, TB and Malaria, the Global Financing Facility, and the World Bank; investment in UHC and in primary health; linking mental health to the response to, and recovery from, COVID-19; and integrating mental health into climate and environment risk reduction and response programming.

To keep the pressure on governments to address short- and longer-term mental health needs, mental health must become a political issue that impacts voting and informs voter choices for commitments to turn to action and investment. National level advocacy and influencing is critically important.
• Targets of the WHO Comprehensive Mental Health Action Plan (2021-2030) garner high level political support and additional funding. This support will reflect the better integration of mental health in Universal Health Coverage (UHC) plans that will be discussed at the UHC high level meeting in 2023; COVID-19 national and international level response and recovery plans; and national SDG plans.

• Increased sustainable multi-sectoral funding for mental health and psychosocial wellbeing is secured through domestic and international investments. It includes continuing work to reach the Lancet Commission proposed targets of national LMICs governments spending at least 5% and high income countries at least 10% of their health budgets on mental health across sectors. Mental health public expenditure increased across other relevant sectors e.g. education, social welfare.

• Existing and new financing mechanisms are leveraged including the Global Fund to Fight AIDS, TB and Malaria, the Global Financing Facility, and the NCDs and Mental Health Trust Fund. Mental health financing is included in discussions at the G7, G20, and replenishments of the GF and GFF.

• From 2022 - 2023 governments produce their SDG review reports for presentation at a UN SDDG summit in 2023. Advocates will encourage governments to integrate mental health in their plans and hold them accountable for their promises through the SDG reports produced.

• Environmental meetings will include acknowledgement of the mental health impacts of the climate crisis and a deteriorating environment, with further pledges to reduce global temperatures, address air pollution and preserve green spaces as ways to improve mental health.

• New announcements by UN agencies to prioritise mental health and psychosocial support. (MHPSS) in emergency and conflict settings are secured. The Minimum Services Package (MSP) for MHPSS in emergencies is launched and implemented across multiple countries. The Red Cross movement continues to roll out MHPSS training across its membership.
Addressing Inequality and Taking a Rights-Based Approach

- The roll out of WHO QualityRights packages and guidance in different languages helps increase policy commitments that are made on upholding human rights in mental health services in line with the CRPD. Guidelines on deinstitutionalisation are adopted by the Committee of the Convention on the Rights of Persons with Disabilities (CRPD) further improving policy and practice.

- Awareness on the importance of rights-based mental health-related legislation is increased when the Human Rights Council adopts a new resolution on mental and human rights in 2022, calling for CRPD-compliant mental health-related legislation and detailed guidance; the OHCHR and WHO launch this guidance.

- Mental health is integrated/highlighted in terms of vulnerable populations at the 2025 UN Social Summit that will focus on the Leave No One Behind agenda.

- Increased momentum and commitments by governments on upholding empowerment, social participation and the rights of all persons to good physical and mental health - in line with Convention on the Rights of Persons with Disabilities (CRPD) - building on the momentum of the French ministerial summit through the G20 and G7.

- Sustained action in support of the campaigns to end shackling (HRW led), end suicide illegality (UnitedGMH/GMHAN led); and end conversion therapy (Outright International led).

Better MHPSS for Children, Adolescents and their Caregivers

- WHO continues its work supporting governments on improving programmes for child and adolescent mental; and launches a new Comprehensive Action Plan on Epilepsy and Other Neurological Conditions in 2023.

- UNICEF continues to roll out its four-year advocacy strategy, until 2025, building on the launch of the State of the World’s Children Report in October 2021. The advocacy strategy will focus on increased investment across MHPSS across all sectors and settings; scaling up parenting support programmes; mental health support services in the school and community; and changing the public conversation on mental health.

- In 2022, the UNSG hosts the education summit: announcements are made to better integrate MHPSS in education, addressing the concerns of children and their parents in light of COVID-19.

- In 2023, the UNSG hosts a summit on Future Generations: mental health is fully integrated in plans for this summit and highlighted as a key issue for action.

- WHO mental health workplace guidelines and policy brief will be launched in Q3 2022 and inspire commitments and action including pledges of action by global CEOs and leverages the support of groups such as the Global Business Collaboration for Better Workplace Mental Health.

- An expansion and roll out of workplace mental health support for UN staff continues.

- Environment, Society and Governance (ESG) reporting by publicly owned companies increasingly integrates mental health as part of all three areas.

- WHO scales up access for Step-by-Step, Self-Help Plus, other digital self-help interventions and e-learning programmes such as e-mhGAP and QualityRights, as well as working to improve national level digital infrastructure.

- The World Economic Forum, together with Salesforce and UNICEF, launches the UpLink innovation challenge on the topic of Digital Mental Health. It aims to source solutions to leverage digital mental health technologies, with youth as a focus area.

- Technology companies increase the quality of and access to digital self-help interventions; regulations are developed to ensure the use of trusted technology by working with health authorities.

- WHO launches a new global report on mental health in Q2 2022 outlining the current situation and the future agenda to help guide the direction of mental health efforts around the world; and a report detailing the impact of COVID-19 on mental health.

- Lancet Commission reports are launched on tackling depression (Q1 2022) and on stigma and discrimination (Q4 2022) to disseminate best practice and encourage reform.

- A high level group of stakeholders promotes the annual Countdown Global Mental Health 2030 reports produced from 2022 onward as a means to highlight progress/lack of progress on mental health.
GLOBAL MENTAL HEALTH ADVOCACY ROADMAP 2022-2023

ROLES KEY STAKEHOLDERS WILL PLAY

National Governments
- Uphold and implement the recommendations of the WHO Comprehensive Mental Health Action Plan (2021-2030) and announce high level political support and additional funding to enable implementation at global and national level.
- Implement the recommendations of the WHO Executive Board paper, “Recommendations on how to strengthen the design and implementation of policies, including those for resilient health systems and health services and infrastructure, to treat people living with noncommunicable diseases and to prevent and control their risk factors in humanitarian emergencies”
- Build on previous commitments and leverage new opportunities in 2022-2023, to accelerate action on mental health including improving human rights.
- Integrate mental health in COVID-19 response and recovery plans and in UHC plans
- Include mental health in plans to combat the climate crisis.

Funders (bilateral, multilateral and philanthropic)
- Increase sustainable funding for mental health; support national governments to reach the target of national LMICS governments spending at least 5% and high income countries at least 10% of their health budgets on mental health.
- Integrate mental health in COVID-19 response and recovery plans and in UHC plans.
- Ensure global health funds and other relevant global initiatives fully integrate MHPPS.

UN Agencies & International Organisations
- Lead and mobilise around World Mental Health Day annually; ensure UN-system wide support to deliver WHO Mental Health Action Plan 2013-2030 and SDG 3; invest in MHPPS in emergency and conflict settings, post-crisis and development programmes.
- Integrate mental health in COVID-19 response and recovery plans and in UHC plans.
- Advocate for increased investment and policy commitments to support, promotive, protective and responsive mental health services across all sectors and settings.
- Include people with lived experience in the design and delivery of mental health interventions.

Civil society
- Develop and deliver coordinated mobilisation around World Mental Health Day and accompanying call to action.
- Advocate for delivering Roadmap goals.
- Strengthen organisations of people with psychosocial disabilities as an independent self-representative voice, able to participate in national and global advocacy.

Researchers & Academics
- Include people with Lived Experience in the design and delivery of mental health research.
- Identify and support common approaches and measurement tools.
- Invest in new research focused on those mental health conditions with the least effective current treatments.
- Intensify efforts to deliver implementation research to scale up quality services and support particularly to those in LMICs and among the most vulnerable groups.

Workplace
- Fully implement the UN Workplace Mental Health and Well-Being Strategy.
- Support and implement the new mental health workplace guidelines launched by WHO and ILO in 2022.
During 2022 we want to promote new knowledge and understanding on mental health to inform policy making and to influence: national SDG plans and reports; G7 and G20 political processes; the outcomes of the UN Education Summit and the mental health ministerial summit; and the Global Fund replenishment.

### KEY DATES AND EVENTS 2022

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 2022</td>
<td>WEF Annual Meeting</td>
<td>Davos</td>
<td>Events on mental health in the workplace</td>
</tr>
<tr>
<td>Jan 2022</td>
<td>WHO Executive Board</td>
<td>Geneva</td>
<td>Discuss WHO Comprehensive Alcohol Action Plan; WHO Intersectoral Action Plan on Epilepsy and other Neurological Conditions</td>
</tr>
<tr>
<td>Jan 2022</td>
<td>WHO Executive Board</td>
<td>Geneva</td>
<td>Discuss WHO NCDs</td>
</tr>
<tr>
<td>Feb 2022</td>
<td>Lancet</td>
<td>Global</td>
<td>New Lancet Commission report on depression and how to address it</td>
</tr>
<tr>
<td>Feb 2022</td>
<td>Global Disability Summit</td>
<td>Global</td>
<td>Mental health is included in commitments made by participants</td>
</tr>
<tr>
<td>Mar 2022</td>
<td>Human Rights Council</td>
<td>Geneva</td>
<td>Report on the consultation on harmonising national laws, policies and practices relating to mental health with CPRD link</td>
</tr>
<tr>
<td>Feb 2022</td>
<td>CRPD</td>
<td>Geneva</td>
<td>(TBC) Discusses General Comment on Right of Persons with Disabilities to Work and Employment; call for comments on draft Deinstitutionalization guidelines link</td>
</tr>
<tr>
<td>May 2022</td>
<td>WHO</td>
<td>Global</td>
<td>Launch of the World Mental Health Report</td>
</tr>
<tr>
<td>May 2022</td>
<td>MTV</td>
<td>Global</td>
<td>Mental Health Action Day [<a href="http://www.mentalhealthactionday.org">www.mentalhealthactionday.org</a>]</td>
</tr>
<tr>
<td>May 2022</td>
<td>World Health Assembly</td>
<td>Geneva</td>
<td>EPotential endorsement of WHO Global Alcohol Action Plan; and the WHO Intersectoral Global Action Plan on Epilepsy and other Neurological Conditions</td>
</tr>
<tr>
<td>May 2022</td>
<td>World Health Assembly</td>
<td>Geneva</td>
<td>Agenda item on Mental Health (TBC)</td>
</tr>
<tr>
<td>June 2022</td>
<td>Conference of States Parties on the Parties of CRPD (COSP 15)</td>
<td>Virtual</td>
<td>Mental health is meaningfully included in discussions (overall theme: “Building disability-inclusive and participatory societies in the COVID context and beyond”)</td>
</tr>
<tr>
<td>June 2022</td>
<td>Commonwealth</td>
<td>Rwanda</td>
<td>Heads of Government Meeting statement includes commitment to decriminalise suicide</td>
</tr>
<tr>
<td>June 2022</td>
<td>G7 Summit</td>
<td>Germany</td>
<td>TBC G7 includes mental health in its meetings and commitments</td>
</tr>
<tr>
<td>July 2022</td>
<td>World Federation for Mental Health</td>
<td>London</td>
<td>World Mental Health Congress, “Mental Health a Global Priority”</td>
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<tr>
<td>July 2022</td>
<td>WHO</td>
<td>Global</td>
<td>Expected Launch of the WHO Technical Guidance on Suicide Decriminalisation</td>
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<tr>
<td>Q3</td>
<td>WHO</td>
<td>Global</td>
<td>Launch of new WHO workplace mental health guidelines</td>
</tr>
<tr>
<td>Sept 2022</td>
<td>UN Education Summit</td>
<td>New York</td>
<td>UN Education Summit includes action on mental health</td>
</tr>
<tr>
<td>Sept 2022</td>
<td>CRPD</td>
<td>Global</td>
<td>New guidelines on deinstitutionalisation to be adopted; General Comment on Right of Persons with Disabilities to Work and Employment adopted link</td>
</tr>
<tr>
<td>Sept 2022</td>
<td>International Association for Youth Mental Health</td>
<td>Copenhagen</td>
<td>International Conference, “Reimagining Youth Mental Health”</td>
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<tr>
<td>Oct 2022</td>
<td>Lancet</td>
<td>Global</td>
<td>New Lancet Commission report on mental health and stigma, and how to address it</td>
</tr>
<tr>
<td>Oct 2022</td>
<td>World Mental Health Day</td>
<td>Global</td>
<td>Theme TBC – global celebration of year of action; additional commitments made especially at country level</td>
</tr>
<tr>
<td>Oct 2022</td>
<td>Mental Health Day</td>
<td>Rome/Italy</td>
<td>Government of Italy to host; theme TBA</td>
</tr>
<tr>
<td>Nov 2022</td>
<td>COP 27</td>
<td>Egypt</td>
<td>UNFCCC COP 27 Climate Change discussions</td>
</tr>
<tr>
<td>Nov 2022</td>
<td>Global Fund Replenishment</td>
<td>USA</td>
<td>Donor commitments in support of the new GF strategy (that integrates mental health) on HIV, TB and Malaria</td>
</tr>
<tr>
<td>Dec 2022</td>
<td>International Day of Persons with Disabilities</td>
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<td>Theme TBC – global celebration of year of action; additional commitments made especially at country level</td>
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<tr>
<td>Dec 2022</td>
<td>UNICEF</td>
<td>Global</td>
<td>UNICEF Child and Youth Forum includes mental health as focus topic</td>
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<tr>
<td>Dec 2022</td>
<td>UHC day</td>
<td>Global</td>
<td>Announcements of integration of mental health in UHC plans TBC</td>
</tr>
<tr>
<td>Dec 2022</td>
<td>Human Rights Day</td>
<td>Global</td>
<td>Action on mental health and HR TBC</td>
</tr>
<tr>
<td>Dec 2022</td>
<td>G20 Heads of State and Govts Summit</td>
<td>Indonesia</td>
<td>TBC G20 includes mental health in its meetings and commitments</td>
</tr>
</tbody>
</table>

Note: a more detailed timetable of all key events and political processes is also being developed and will be kept updated by the Global Mental Health Action Network (GMHAN).
During 2023 we will want to promote greater action on mental health for young people; better integration of mental health in UHC; and accelerated momentum towards the achievement of the SDGs. Key moments include: the UN Summit on the Future Generation; the UN High Level meeting on UHC; the UN SDG summit; and the mental health ministerial summit.

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<td>Mental health specific actions TBC</td>
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<td>UN General Assembly</td>
<td>New York</td>
<td>Future Generations Summit includes child and youth mental health</td>
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<tr>
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<td>UN General Assembly</td>
<td>New York</td>
<td>SDGs Summit reviews global and national progress including on mental health</td>
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<td>UN General Assembly</td>
<td>New York</td>
<td>High level meeting on Universal Health Coverage</td>
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<tr>
<td>TBC</td>
<td>Lancet Commission on Psychosis</td>
<td>Global</td>
<td>New report on the best means to address psychosis</td>
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<td>Mental Health Ministerial Meeting</td>
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<td>TBC host; theme</td>
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• The 2018 High-Level Meeting on Noncommunicable Diseases included for the first time substantial language on mental health in its Political Declaration at the UN General Assembly (UNGA); and subsequently a new Multi-Trust Fund was established for NCDS and Mental Health.

• The UN System Workplace Strategy on Mental Health and Well-being was launched in 2019.

• The 2019 High-Level Meeting on Universal Health Coverage (UHC) for the first time included substantial language on mental health in its Political Declaration.

• A 2019 resolution on Mental Health and Psychosocial Needs of People Affected by Emergencies was adopted by the Red Cross and Red Crescent Movement (RCRC).

• 2020-21, recognition of the need to integrate mental health in the response to, and recovery from COVID-19 was part of WHO resolutions, a UNSG paper backed by member states and multiple reports and surveys.

• The 2019 World Health Assembly approved an extension to the WHO’s Comprehensive Mental Health Action Plan 2013-2030 in 2021 updated annexes were approved; and in 2021 record numbers of ministers spoke in favour of greater action on mental health.

• Sustained efforts led by the Dutch government to secure action on MHPSS in emergencies including through the establishment of the Surge Support mechanism to support early coordination.

• A focus for children’s and young people’s mental health including the 2021 UNICEF State of the World’s Children Report; and the Wellcome Active Ingredients work.

• Increased focus on rights: the theme for the 2021 French ministerial summit; the launch of the WHO Guidance on person-centred and rights-based community mental health services.

• Several new workplace mental health initiatives including the Global Business Collaboration for Better Workplace Mental Health and reports by Wellcome.

• Multiple reports to inform knowledge and understanding of better ways to prevent, diagnose and treat anxiety and depression by Wellcome.

• An International Alliance of Mental Health Research Funders (IAMHRF) report on mental health research funding and the case for further investment.


• A growing Global Mental Health Action Network: now over 1580 members from over 110 countries.

• Suicide decriminalised in Cayman Islands, Singapore and the UAE.

• New promises of action on mental health from national governments particularly in response to COVID-19, and in international declarations e.g. G20 (2021).

• Agreement to integrate mental health in the future strategy of the Global Fund to Fight AIDS, TB and Malaria.

• Wider stakeholders were galvanised through:

  • Sustained efforts led by the Dutch government to secure action on MHPSS in emergencies including through the establishment of the Surge Support mechanism to support early coordination.

  • A focus for children’s and young people’s mental health including the 2021 UNICEF State of the World’s Children Report; and the Wellcome Active Ingredients work.

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