

theory of change

To foster the culture of mental health in Brazil so that people can take charge of their emotional development and self-care from an early age and thus fulfill their potentials, prevent mental disorders, and contribute to society.

advanced outcomes	Culture of MH PROMOTION and PREVENTION introduced in the SCHOOL environment			A HEALTHIER, more INCLUSIVE, and WELCOMING society (LESS STIGMA)			Change in PUBLIC POLICIES in EDUCATION and HEALTH to ensure early identification and treatment		
intermediate outcomes	A welcoming, compassionate, and inclusive environment in schools	Educators' overload in dealing with MH matters reduced	Individuals with MD treated	Improved school performance of individuals with MD	Reduced school dropout among individuals with MD	Reduced risk behaviors in individuals with MD	Reduced incidence of severe MD	Replicable model for MH promotion and prevention	
primary outcomes	Educators' ability to promote MH and management skills expanded	Educators' ability to implement Comprehensive Education actions	Educators' MH self-care ability expanded	Cases identified and referred correctly	Reduced stigma	Increase in the number of people impacted by MH content	People sensitized and engaged in self-care	Political agents engaged in the topic	
outputs	FOR EDUCATORS		FOR THE SCHOOL COMMUNITY	FOR SCHOOLS		FOR ACADEMIA	FOR THE PUBLIC AT LARGE		FOR THE GOVERNMENT
	Educators trained Problem-solving resources provided High-quality, applied MH content offered*	Personalized MH content offered Continuous learning offered	Families informed Youth sensitized	Referral protocols implemented Learning community created	Self-diagnosis journey available Best Practices recognized	Scientific content produced and delivered	High-quality, applied MH content offered* Media relations coordinated	Campaigns completed Ambassadors/influencers engaged	Cross-sector MH networks coordinated Usina de Conhecimento (Knowledge Hub) operational and recognized.
strategies	Ame Sua Mente	"Bússola" project for educators	"Escola que Ama Sua Mente" Seal	Awareness			Public Policy		
micro-strategies	EDUCATION			ADVOCACY					
assumptions	MENTAL HEALTH, A CHALLENGE OF OUR TIME			THE EARLIER, THE BETTER					
	HIGH INCIDENCE 20% of the population has disorders, and 1% of the population is disabled	HIGH SOCIOECONOMIC COST In addition to causing suffering to individuals and families, mental disorders are the leading cause of work disability	HIGH STIGMA STIGMA delays the start of treatment by more than 10 years	LACK OF PREVENTION Treatment only begins after the disease has been established			EARLY IDENTIFICATION AND TREATMENT 75% of cases could be identified before the age of 24		