

Instituto Ame Sua Mente

Activity Report | 2025

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Activity Report
| 2025
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Dr. Rodrigo Bressan

Founder and President of the
Ame Sua Mente Institute

We are now living through a decisive moment for mental health in Brazil. This has become the leading health concern for Brazilians — surpassing even cancer — yet few effective actions are being proposed. For pervasive problems, such as mental disorders, nothing is more effective than early intervention to prevent severe and debilitating conditions.

The data presented in this report demonstrate the urgency of meeting this challenge. Children and adolescents face rising levels of emotional distress, while schools must deal with demands that go beyond traditional teaching. Changes in how people relate to one another, the impact of social media, entrenched social inequities, and the lingering effects of the pandemic all add to the complexity of the situation.

This reality reinforces the principle that has guided the Ame Sua Mente Institute since its founding: promoting mental health means acting before suffering becomes illness, strengthening protective factors, and creating the conditions for new generations to develop in a healthy way.

We consider 2025 to have been a year of significant progress and a real expansion of the Ame Sua Mente Institute's impact. For example, we expanded our presence nationwide, bringing our social programs to every region and deepening our connection to the diverse realities of Brazilian public education. Throughout the year, our projects reached more than 7,400 educators — including teachers and school administrators — and indirectly reached over 269,000 students. In doing so, we strengthened the capacity of education networks to promote mental health, prevent illness, and identify early signs of psychological distress.

At the same time, we refined our training methodologies and expanded the production and dissemination of quality knowledge on mental health in the school environment. We also began developing an integrated intervention that engages the entire school community, thus laying the groundwork for an ecosystem of practical, mental health programs in multiple sectors that can be implemented in a single school or across an entire municipality.

I am deeply grateful to everyone who shares this mission with us. The commitment of our partners, supporters, educators, experts, and collaborators is essential to expanding our impact.

We know there is still a long way to go. Transforming the culture around mental health requires continuity, collaboration, and a long-term vision.

We will therefore keep working to ensure educators are increasingly well-prepared, schools become established as environments that promote mental health, and students find safe spaces to learn, grow, and build their futures.

Saúde mental infantojuvenil

Child and adolescent mental health: Mental health has become one of the main challenges facing Brazilian society. In 2025, this issue proved to be especially critical in children and adolescents, underscoring the need for structured, sustained responses.

According to the World Health Organization, 1 in 7 adolescents live with a mental disorder.¹

Depression, anxiety, and behavioral disorders are among the leading causes of disability, with a significant impact on development, learning, and quality of life^{1 2}.

In Brazil, the latest edition of the National School Health Survey (PeNSE 2026), conducted by the Brazilian Institute of Geography and Statistics (IBGE) in more than 12 million students aged 13 to 17, found that 3 out of 10 adolescents frequently experience sadness. In addition, 18.5% reported that they feel life is not worth living, and 42.9% said they frequently feel irritable, anxious, or moody.

The severity of the situation is also reflected in the more serious indicators, as for example, the suicide risk in young people, which is the highest in the country.

This situation may be driven by multiple factors, including changes in patterns of social interaction, increased exposure to digital environments, and growing performance pressures. The pandemic intensified these trends, increasing social isolation and reducing the opportunity for in-person social interactions.

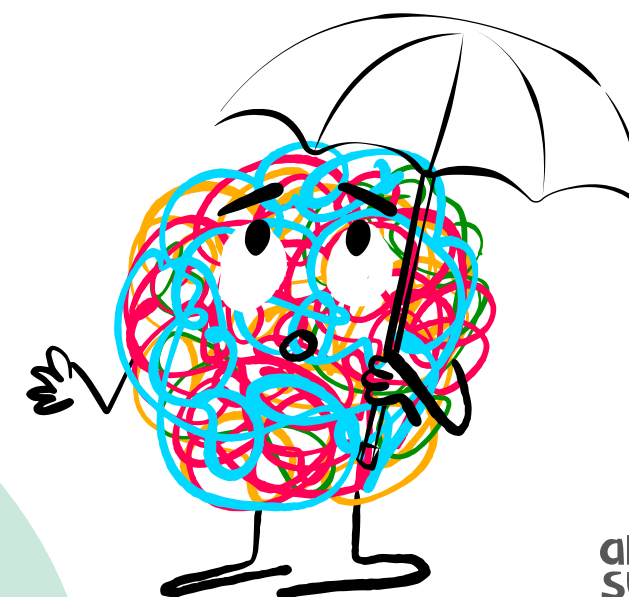
Brazil: Indicators of Greater Severity

Suicide is the third leading cause of death among adolescents (ages 15–19)^{1 5}

The suicide rate in young people is higher than that of the general population⁵

137 cases of self-harm and suicide attempts have been reported in adolescents⁶

One case of self-harm is reported every 10 minutes⁶



Digital Environment and Well-Being

Expansion of the digital environment has transformed the daily lives of children and adolescents. According to the TIC Kids Online Brazil 2025 survey, internet access is widespread and organized into different usage patterns.

SOCIAL MEDIA USE

(by age)

- **33%** from 9 to 10 years of age;
- **63%** from 11 to 12 years of age;
- **89%** from 13 to 17 years of age.

DEVICES AND ACCESS

The mobile phone is nearly universal:

- **98%** of adolescents aged 15–17 own a mobile phone;
- **82%** of children aged 9–10 own a mobile phone;
- Access at schools has dropped to **37%**.

INTERNET USE IN CHILDREN AND ADOLESCENTS

- **95%** access the internet daily at home;
- **92%** of young people aged 9–17 use the internet;
- Among the most socioeconomically vulnerable groups, access reached **87%**;
- In rural areas, access reached **89%**.

EARLY ACCESS

- **28%** first accessed the internet by age 6; among children aged 9–10;
- **87%** are already internet users.

Source: TIC Kids Online Brazil 2025

Although most adolescents connect daily, the conditions under which they use the internet— including access, supervision, and online safety—vary significantly depending on socioeconomic and family factors.

Among young people in more socially vulnerable settings, the following patterns are observed:

- more intensive use;
- more limited access to adult supervision;
- greater exposure to risks;
- less protection in the digital environment.

These inequalities directly influence how children and adolescents experience the digital environment, including their exposure to potentially harmful content and dynamics.



Exposure and risks in the digital environment

Exposure to sensitive content:

- **8%** encountered sexual content online;
- **20%** received messages of a sexual nature.

Exposure to platform dynamics:

- **55%** are exposed to advertising on social media;
- **84%** are exposed to advertising disguised as content;
- **53%** are exposed to gambling-related content.

Risks associated with the digital environment:

- Exposure to cyberbullying and harmful content;
- Constant social comparison;
- Seeking social validation.

Source: TIC Kids Online Brazil 2025

Problematic Internet Use

Given this reality, problematic internet use has received growing attention. The OECD (Organization for Economic Co-operation and Development) and the WHO (World Health Organization) define it as a pattern characterized by difficulty controlling screen time, compulsive behavior, prioritization of digital activities, and continued use despite negative consequences.^{8 10}

1 in 10
adolescents exhibit
problematic internet use.¹²



Artificial Intelligence in Everyday Life

The expansion of artificial intelligence has introduced new dynamics into the digital environment. AI tools are already part of the daily lives of children and adolescents, particularly in the educational context.

Use of artificial intelligence by children and adolescents (Brasil)

65% of young people aged 9 to 17 already use AI, including:

- **59%** for school research or studies;
- **42%** to search for general information;
- **21%** to create content;
- **10%** to discuss personal problems or emotions.

Source: Tic Kids Online Brazil 2025. – American Psychological Association (APA)

Impact

- poorer sleep quality
- difficulty concentrating
- poorer academic performance
- low self-esteem
- body dissatisfaction
- difficulties in emotional control
- impaired social relationships
- increased risk of anxiety and depressive symptoms

This scenario is accompanied by ambivalent perceptions on the use of these technologies. Many young people recognize benefits such as increased productivity, personalized learning, and support with schoolwork. At the same time, concerns are growing about reduced creativity, increased dependence on technology, and the potential impact on the future of work.¹¹

In the area of emotional well-being, AI may pose risks when used as a substitute for human support—particularly in situations that require skilled listening and, in some cases, follow-up care or treatment from mental health professionals.¹³

Advances in Prevention and Promotion

Despite the challenges, 2025 was also marked by important advances including increased integration of mental health into public policies.

Among the key initiatives, Law No. 15,211/2025, known as the Digital ECA, stands out. This law establishes guidelines for protecting children and adolescents on digital platforms and expands the responsibility of companies and technology providers for security, transparency, and risk mitigation in the online environment.¹⁴

In schools, one of the recent milestones was the implementation of Law No. 15,100/2025, which regulates mobile phone use in educational institutions to protect mental health and promote the responsible use of technology.¹⁵

Evidence suggests that environments with stronger regulation of device use are associated with improved attention and academic performance, fewer conflicts, and reduced exposure to online risks, including cyberbullying.¹³

Also in 2025, Law No. 15,231 amended the National Policy for the Prevention of Self-Harm and Suicide (Law No. 13,819/2019) and the Law of Guidelines and Bases of National Education (Law No. 9,394/1996). This amendment requires educational institutions to notify the Child Protection Council of cases of violence in the school environment, including self-harm, suicide attempts, and suicide.¹⁶

In addition, policies that promote school retention and violence prevention programs strengthen protective factors such as school engagement, trusted relationships, a sense of belonging, and future prospects, thereby helping to create safer and more inclusive environments.

A New Perspective on Mental Health

This set of transformations reflects a shift in how mental health is being addressed in Brazil. The focus, once centered primarily on treatment, is expanding to include prevention, the promotion of well-being, and the creation of safer environments.

In this context, schools are becoming strategic spaces for care, enabling early identification, qualified listening, and stronger relationships. Advancing this agenda requires coordinated action across sectors, sustained investment, and a commitment to the holistic development of children and adolescents.

As a result, discussions around technology must now consider not only access, but also the quality of online experiences, the availability of support networks, and the development of digital and socio-emotional skills.

Therefore, promoting safer digital experiences and strengthening collaboration among schools, families, and public policies are becoming increasingly important.



About Us

Ame Sua Mente Institute is a Civil Society Organization that develops initiatives focused on promoting mental health, reducing stigma, and preventing and supporting the management of mental health disorders. In this context, educators play a central role, both because of their close relationship with students and their deep understanding of students' experiences and everyday challenges.

Created in 2018, the Institute grew out of the “Cuca Legal” project, which, since 2008, has conducted more than a decade of research within Brazil's public education system focused on promoting mental health and preventing disorders in school settings.

This initiative was conceived by psychiatrist Rodrigo A. Bressan, the Institute's founding president, in partnership with the Paulista School of Medicine (EPM/UNIFESP). The evidence and knowledge accumulated throughout this journey have been essential in shaping and strengthening the actions developed by the organization.

The Institute believes that expanding understanding of mental health and neurodiversity— the different ways people think, feel, and learn— together with educator training, is essential to strengthening schools as environments that promote mental health.

Through this approach, it becomes possible to identify signs of distress earlier and help prevent illness among children and young people



Our Strategy for Action

The Institute's work is guided by its mission and the core principles that shape its initiatives.

Mission

To promote a new culture of mental health in Brazil—one in which people take charge of their emotional development from an early age, enabling them to reach their potential, prevent mental disorders, and contribute to society.

Principles



DIVERSITY AND INTERDEPENDENCE

To value and promote different skills, thereby expanding the dissemination of knowledge and developing more effective solutions to the challenges we face.

CREATIVITY AND RIGOR

To do more and do better to transform our reality, focusing on the development of healthcare practices and the practical application of research tools and scientific and academic expertise with discipline, excellence, and innovation.



SINERGY AND BEHAVIOR

To work collaboratively, cohesively, and in alignment with our institutional purpose, fostering efficiency, proactive approaches, and stronger relationships.



LISTENING AND EMPATHY

To practice active listening and approach others with sensitivity, building relationships based on trust that encourage open dialogue and meaningful action.



Sustainable Development Goals

The Institute's work is guided by the 2030 Agenda and contributes to four Sustainable Development Goals (SDGs), established by the United Nations (UN) in 2015.



Theory of Change

impact
2025 - 2030...



objectives



results



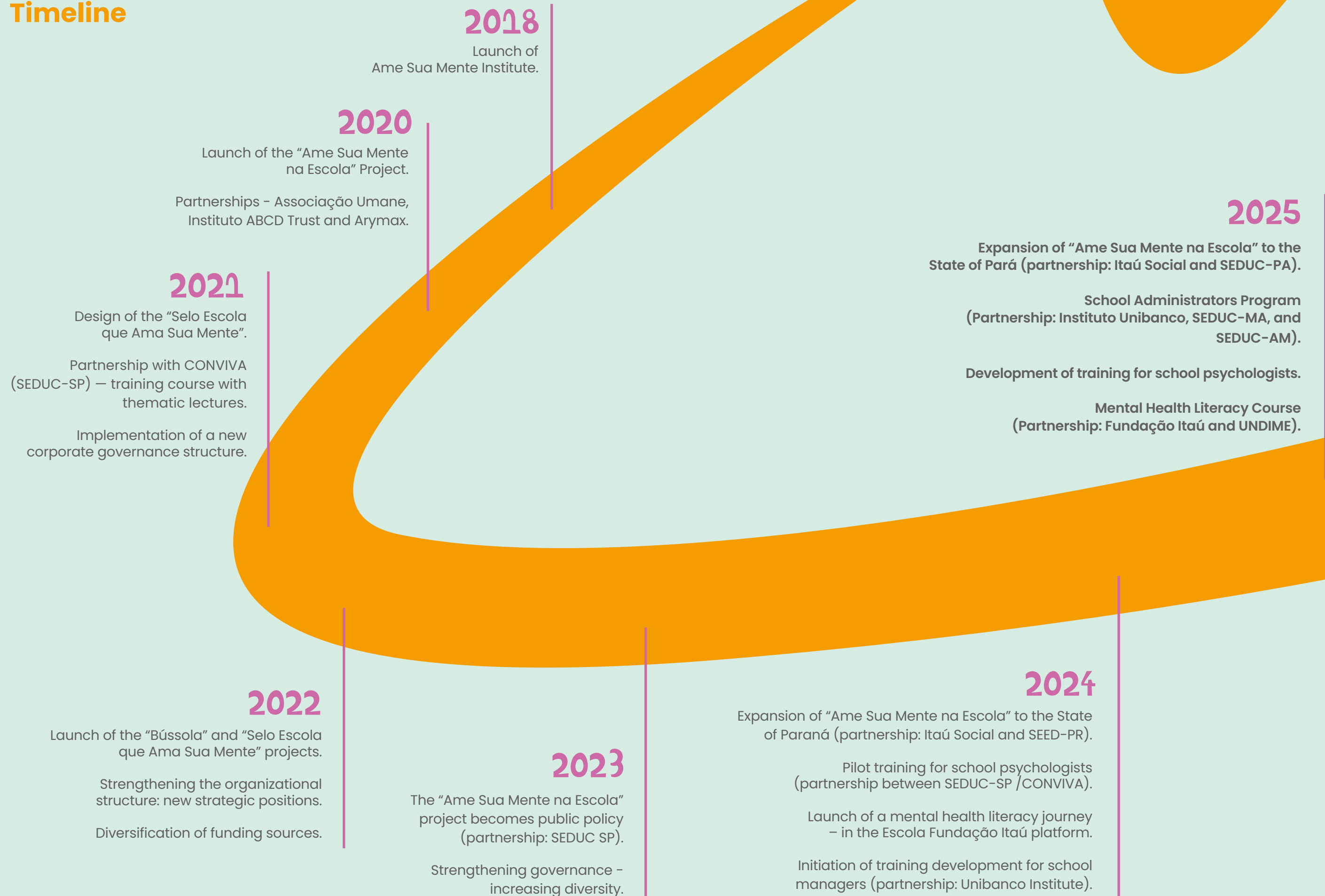
initiatives



EDUCATION

ADVOCACY

Timeline



Areas of Operation

Our work is organized around two complementary pillars that work together to strengthen a stable culture of mental health care. By integrating scientific knowledge, practical application, and purpose, we seek to generate a lasting impact on education and society.

Education

**Taking care of the mind is taking care of ourselves.
The earlier, the better.**

SCHOOL ENVIRONMENT

Childhood and adolescence are critical stages for promoting mental health. In this context, schools are strategic spaces for fostering the socio-emotional development of children and young people.

EDUCATOR AS PROTAGONIST

Educators play a central role in this process, as they interact closely with students and can contribute significantly to their development.

NO OVERLOAD

We empower public school educators while respecting their limitations—after all, they are not mental health professionals.

PUBLIC POLICIES

Projects aligned with partner Education Departments, transforming them into institutional programs.

Advocacy

Knowledge is the best tool against prejudice!

AWARENESS

To strengthen mental health literacy in civil society through campaigns, educational content, and strategic communication initiatives that promote early prevention and reduce stigma.

ACCESS TO KNOWLEDGE

Translating science into accessible language reduces misinformation and increases engagement across school communities and society as a whole.

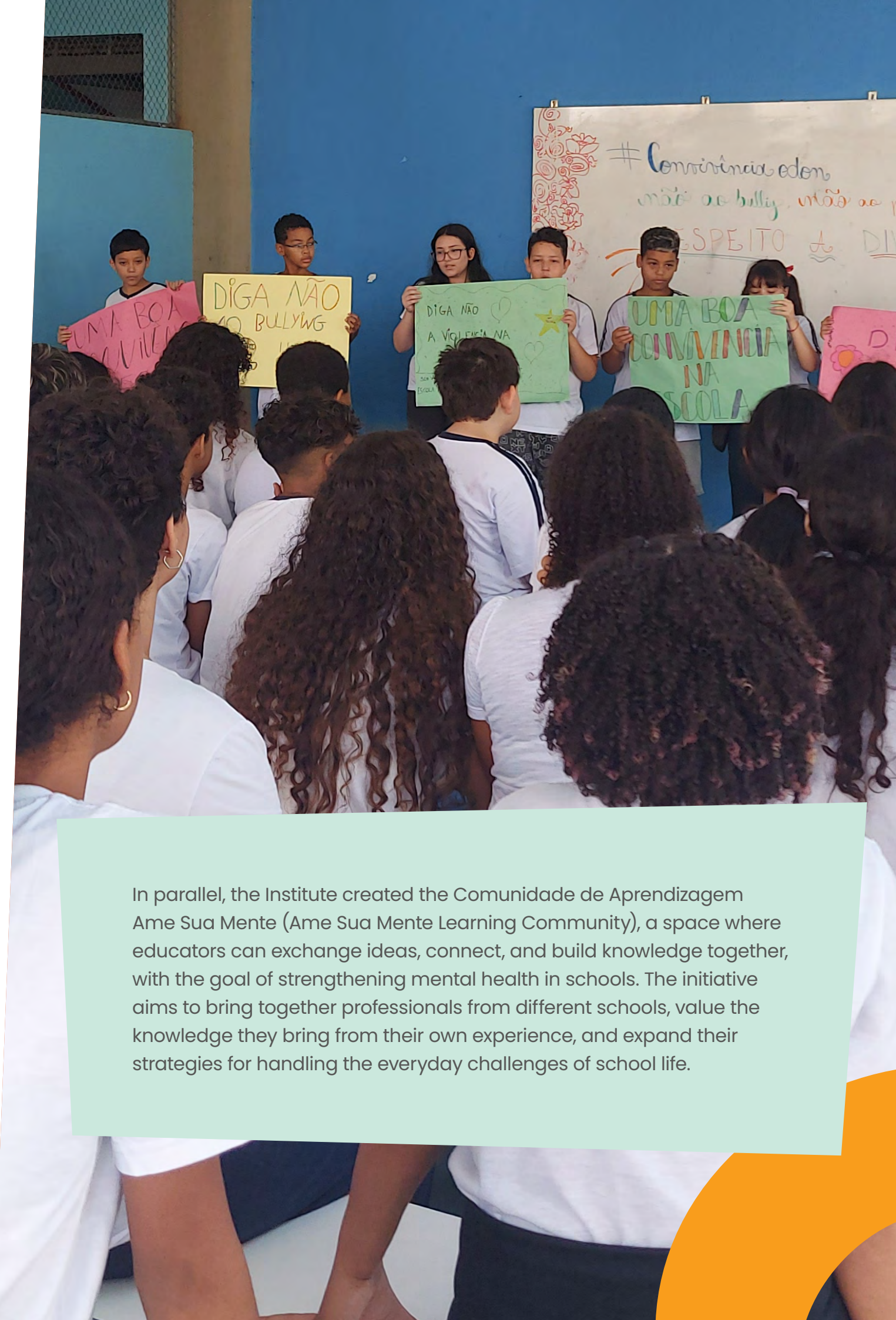


Panorama 2025



Impact

From North to South, our initiatives have reached public school educators across every region of Brazil, expanding our positive impact on the lives of thousands of students.



In parallel, the Institute created the Comunidade de Aprendizagem Ame Sua Mente (Ame Sua Mente Learning Community), a space where educators can exchange ideas, connect, and build knowledge together, with the goal of strengthening mental health in schools. The initiative aims to bring together professionals from different schools, value the knowledge they bring from their own experience, and expand their strategies for handling the everyday challenges of school life.

projects

	schools	direct beneficiaries*	students who benefited impacted**
2020	10	107	3,745
2021	67	217	7,595
2022	189	512	17,920
2023	733	1,878	65,730
2024	2,209	6,556	178,815
2025	2,975	7,405	269,510
total	6,183	16,645	543,315

*DIRECT BENEFICIARIES: Starting in 2024, this group includes educators, school administrators, and school psychologists reached through our training programs.

instagram

From January to December

303,105
followers

23.76 million
people reached

13 million
views

680,000
social media
interactions

media

144
media appearances

70 million
people impacted





ame sua mente

na
escola

Mental health literacy course for public school educators.

In 2025, the Ame Sua Mente na Escola project advanced its national expansion strategy, reaching the North and South regions of Brazil.

Throughout the year, it directly benefited 7,173 educators, indirectly impacting 251,055 students in the public education system.

The goal is to empower educational professionals to promote mental health, prevent disorders, and reduce stigma in the school environment. The project also supports educators' well-being, strengthening their ability to manage stressful situations and psychological distress, while contributing to the building of healthier relationships in the school environment.

Developed by experts from the Institute, the initiative uses a hybrid training model — combining distance learning (EAD) with synchronous sessions — to support scalability, accessibility, and the practical application of mental health knowledge in everyday school settings.

HIGHLIGHTS

Throughout the year, the Ame Sua Mente na Escola program advanced not only in reach but also in the quality of its work through:

- geographic expansion (North and South)
- stronger institutional partnerships
- development of solutions adapted to local contexts
- expansion of the target audience to include, school psychologists and technical teams

Impact

Throughout 2025, the Ame Sua Mente na Escola program expanded its reach and strengthened its integration into pedagogical practices across public school systems.

Operating in the states of São Paulo, Paraná, and Pará, the program has supported schools and education systems by:

- taking a preventive approach;
- strengthening mental health care practices in everyday school life;
- expanding the ability to identify signs of psychological distress;
- establishing institutional guidelines to promote mental health.

Program Highlights

- Alignment with public policies that guide the education sector;
- Alignment with the National Common Curriculum Base (BNCC), with an emphasis on socio-emotional skills;
- Content developed by experts in mental health and education;
- Practical application of the curriculum content in everyday school settings.



Teachers and pedagogical teams are among the first to notice changes in behavior and signs of emotional distress.” When these professionals have access to mental health knowledge, along with appropriate training and tools, we significantly expand our capacity for prevention and early identification.



Rodrigo Bressan

psychiatrist and founding president
of Ame Sua Mente Institute



Training Methodology

The training program is designed to integrate technical knowledge with practical application through:

- **asynchronous distance learning**
- **synchronous classes with mental health specialists**
- **multimedia resources and practical tools**

The curriculum addresses key topics relevant to the educational context, including:

- **anxiety and mood disorders**
- **attention-deficit/hyperactivity disorder (ADHD)**
- **disruptive behaviors**
- **substance use**
- **management and referral protocols**
- **self-care practices to promote educators mental health**

Throughout the training, educators have access to supplementary materials, including e books, podcasts, lesson plans, and educational games, as well as tools such as the Bússola channel, which provides practical guidance for managing situations of psychological distress.

Bússola Ame Sua Mente is a free channel where users can access learning journeys led by a chatbot, which uses accessible and objective language.

Send a “Hi” to the number
(11) 9 9113 0019 or click to access



Ame Sua Mente na Escola | São Paulo

In 2025, the “Ame Sua Mente na Escola” program expanded its reach in the state of São Paulo through a partnership between the Secretariat of Science, Technology and Innovation, and the Paula Souza Center, extending the initiative to teachers, school administrators, and administrative staff from ETECs (State Technical Schools) and FATECs (Technology Colleges).

Furthermore, we strengthened our partnership with the São Paulo State Department of Education (SEDUC-SP), through EFAPE — the “Paulo Renato Costa Souza” School for Training and Professional Development of Education Professionals of the State of São Paulo.

Since 2023, Ame Sua Mente Institute has been the only mental health organization accredited by the Department of Education to provide mental health training for educators and school administrators. After five years of implementation, the initiative, made possible through donor support, conducted two training cycles for the first time in 2025.

Since 2024, the project has also offered dedicated training sessions for school psychologists, in partnership with the School Coexistence and Protection Improvement Program (CONVIVA SP).



The Impact on Educators

Ame Sua Mente na Escola – Centro Paula Souza



95,6%

would recommend the training (NPS+94.4).



64,1%

shared the content with other educators.



Significant gains in knowledge on key topics:

anxiety

47.8% → 79.4%

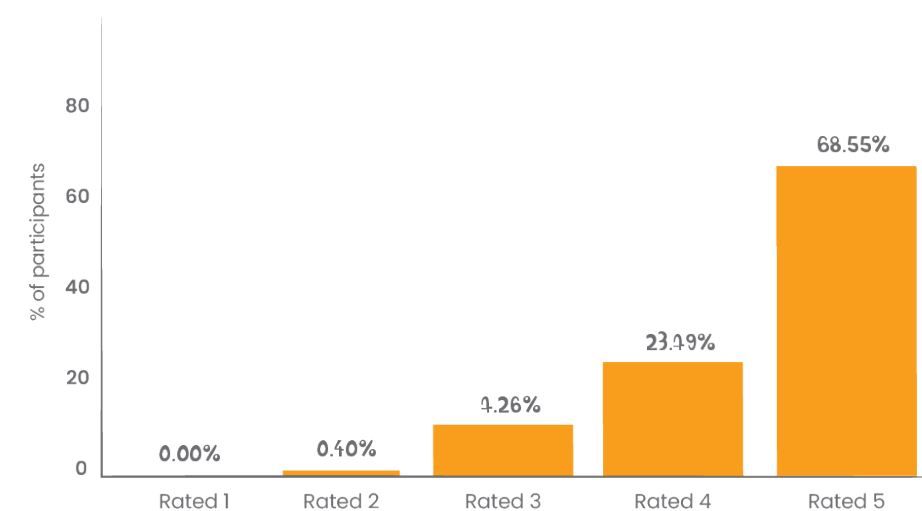
adhd

40.7% → 72.2%

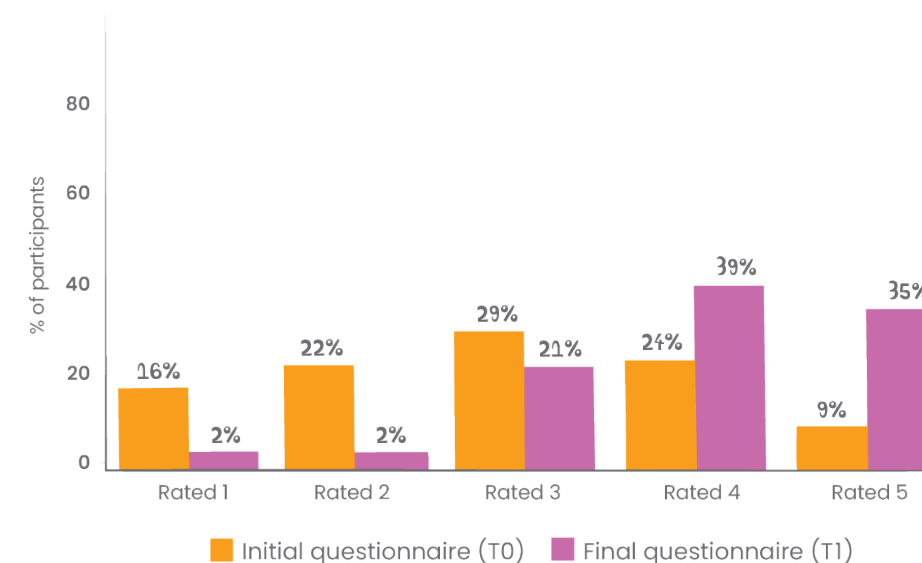
depression

73.6% → 96%

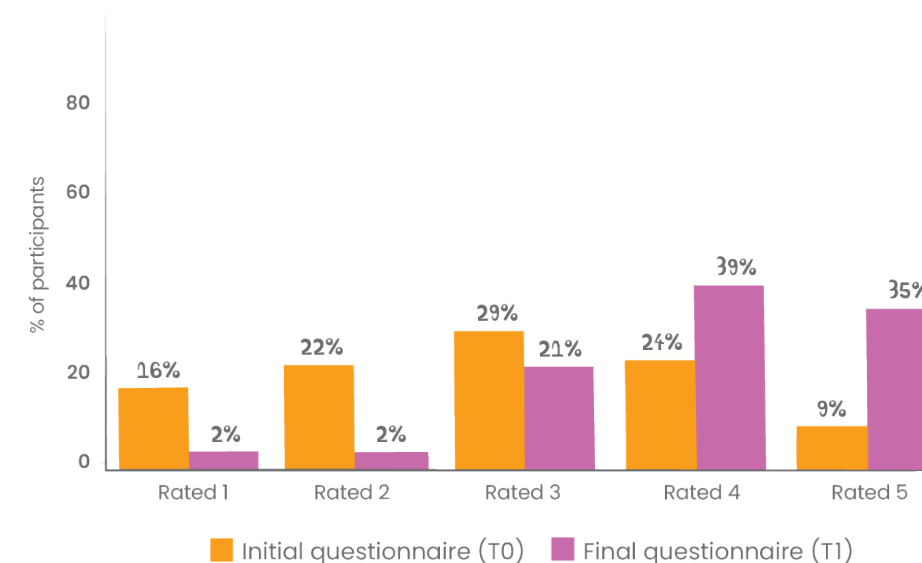
The contribution of education to mental health self-care



Perception of preparedness to refer potential cases related to mental health problems



Perception of preparedness to refer potential cases related to mental health problems



The Impact on Educators

Ame Sua Mente na Escola – SEDUC-SP



88.5%

agreed that welcoming and referring students is also part of the school's role.



84%

agreed that mental health initiatives are more feasible than they had previously imagined.



85%

identified concrete opportunities for action within the school setting.

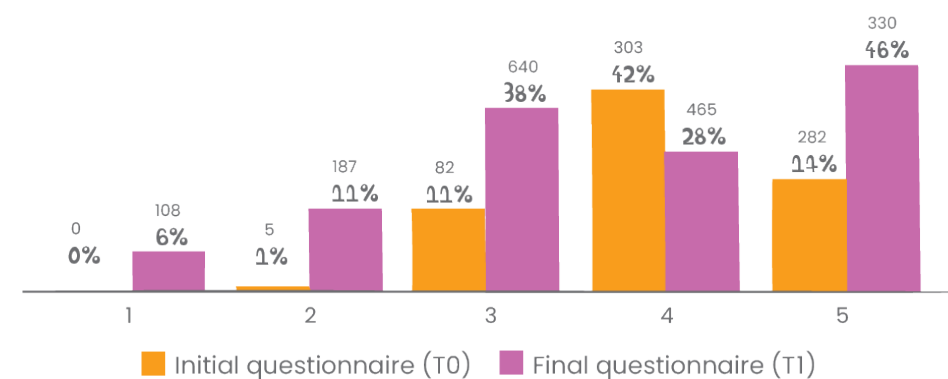


89%

said that the training helped them rethink self-care and well-being.

The Literacy Stigma Reduction Index (IRL-E, Índice de Redução de Estigma por Literacia), calculated based on the average percentage of correct responses to statements related to the topic, increased from 69.37 to 85.78, representing a gain of 16.41 percentage points.

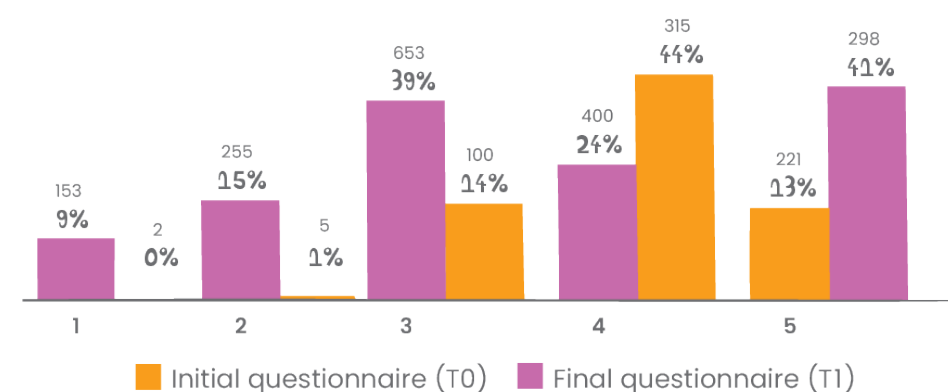
Perceived Preparedness to Identify Mental Health Concerns



Increased perceived preparedness

T0 – 45% rated at levels 4 or 5
T1 – 88% rated at levels 4 or 5

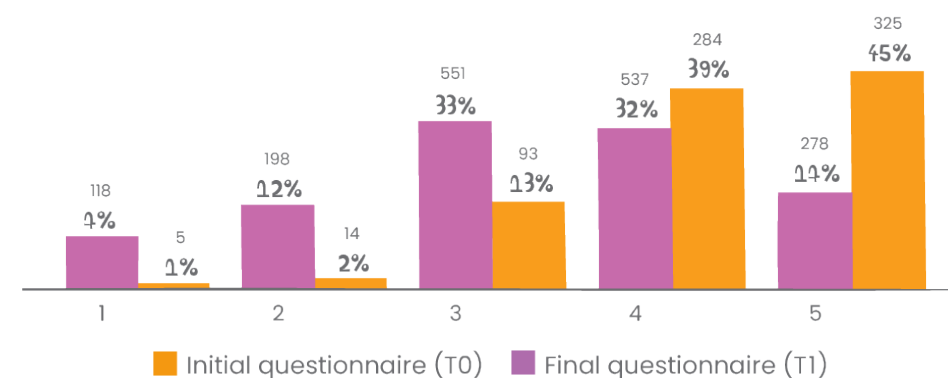
Perceived Preparedness to Respond to Potential Mental Health Cases



Increased perceived preparedness

T0 – 36,9% rated at levels 4 or 5
T1 – 85% rated at levels 4 or 5

Perceived Preparedness to Refer Potential Mental Health Cases



Increased perceived preparedness

T0 – 49% rated at levels 4 or 5
T1 – 84% rated at levels 4 or 5

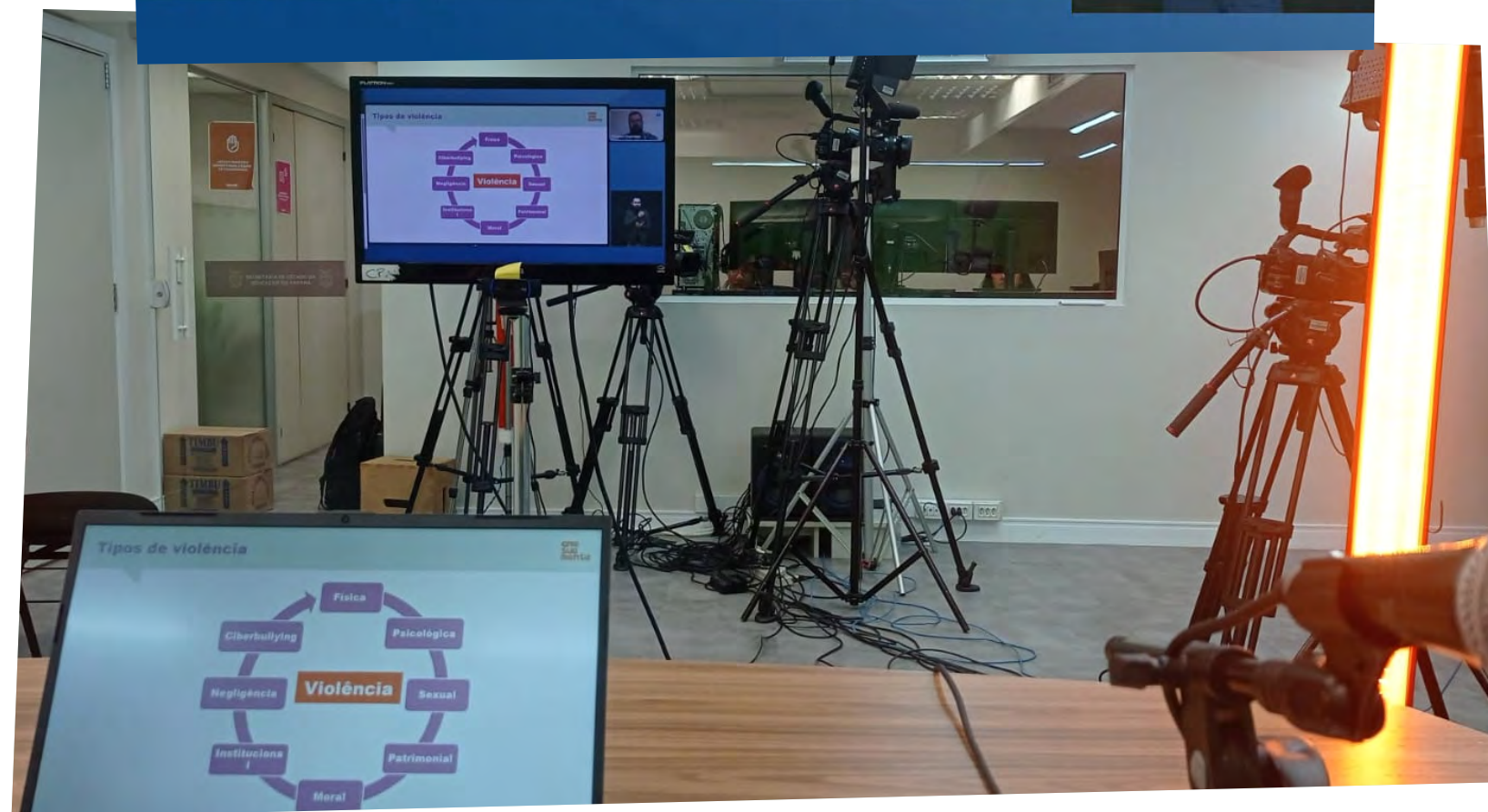
Ame Sua Mente na Escola | Paraná

In 2025, the Institute expanded its work in the Southern region of Brazil through the implementation of the multiplier training model in the state of Paraná, with support from the Fundação Itaú Social and in partnership with the State Department of Education (SEED-PR).

The initiative built on the training conducted in 2024, which was designed for professionals from the Department of Inclusive Education (DEIN), regional education teams, school administrators, and educators.

Following the initial training, professionals trained in partnership with the Institute collaboratively identified the most pressing mental health challenges within the State Education System. With support from the Institute's technical team, they also co-developed training programs aligned with these needs, thus helping to institutionalize mental health as a priority area within SEED-PR.

In the next phase, these professionals began serving as multipliers, sharing knowledge across different regions of the state and strengthening local capacity to address urgent mental health challenges. In this way, the initiative has become an ongoing professional development strategy, supporting the integration of mental health into school culture in a structured and sustainable manner.



Ame Sua Mente na Escola | Pará

In 2025, the Institute began its work in the state of Pará, marking the expansion of the Ame Sua Mente na Escola program to Brazil's Northern region.

The initiative—made possible through a partnership with the Fundação Itaú Social and the Pará State Department of Education (SEDUC-PA)—was structured as a training program for educators, school administrators, and other professionals working in the state public education system.

In addition to the training activities, the initiative included the creation of a working group composed of education professionals from the system who, together with specialists from the Institute, developed mental health protocols tailored to local needs.

These resources support school administrators and educators in making informed decisions when facing complex situations, thus providing guidance adapted to the realities of the state public education system.

The topics addressed include:

- Crisis management in the school setting
- Violence in schools
- Addressing bullying and cyberbullying
- Preventing self-harm in students

This strategy strengthens the development of sustainable solutions aligned with regional needs and contributes to the institutionalization of mental health practices within public institutions.



Training for School Administrators

In 2025, the Institute launched a new distance learning course designed exclusively for school administrators, recognizing the strategic role these professionals play in transforming school culture.

The training program was developed in 2024 in partnership with the Instituto Unibanco, and its pilot phase was implemented in 2025 in the states of Maranhão and Amazonas, with school administrators from the respective State Departments of Education.

The initiative seeks to strengthen the knowledge of these professionals by providing strategies and management tools to promote mental health within the school setting.

Furthermore, it takes into account the broader school community context and recognizes mental health as a key pillar for improving basic education in Brazil.

The curriculum was structured based on the “Recommendations on Mental Health for School Management” and covers topics including:

- **mental health in the school setting**
- **the role of schools in promoting mental health**
- **building a favorable school climate**
- **strategies for preventing mental health disorders**
- **preventive initiatives aimed at students and their families**
- **crisis management – with practical guidance**



Diagnosis Before Training

The pilot study showed that, while school administrators recognize the importance of mental health in everyday school life, they still face practical, conceptual, and institutional limitations.

Among the main findings from the research conducted with school administrators before the training were:

- **limited confidence in handling cases and crises, with protocols that are not yet fully established**
- **gaps in conceptual understanding**
- **mental health promotion initiatives that remain sporadic and insufficiently structured**
- **limited coordination across sectors**
- **constraints related to time, resources, and engagement when implementing strategies**
- **emphasis on self-care, even when practiced irregularly**

"Before, I didn't know how to properly recognize when a student was struggling; I thought it was just a lack of interest. After the training, I learned how to identify signs and think about ways to provide support. I started talking more with teachers about the topic and realized that they, too, began to see students differently."

School Administrator, State Department of Education of Maranhão

Impact on Leadership Performance

After the training:



100%

stated that they had expanded their understanding of how school climate impacts the well-being of students and staff.



85%

reported feeling more prepared to promote healthy school environments.



92%

intend to incorporate mental health topics into meetings and training sessions.



92%

plan to encourage supportive conversations and emotional support initiatives.

Pilot Project Evaluation

The training program achieved highly positive results:



92,3%

said they would recommend the training to others.



100%

approved of the variety of learning formats and the platform's ease of navigation.



100%

gave positive ratings for:

- the connection between theory and practice
- the contribution to their professional performance
- the clarity of the materials
- the organization of the course

Partnership with the Escola Fundação Itaú

In 2025, the Ame Sua Mente Institute, in partnership with the Escola Fundação Itaú, the Fundação Itaú Social, and Undime (National Union of Municipal Education Officials), conducted a 20-hour hybrid training program.

The initiative targeted educators and technicians from Municipal Education Secretariats affiliated with Undime in 14 Brazilian states, and sought to strengthen knowledge, supportive practices, and referral strategies related to mental health in public schools.

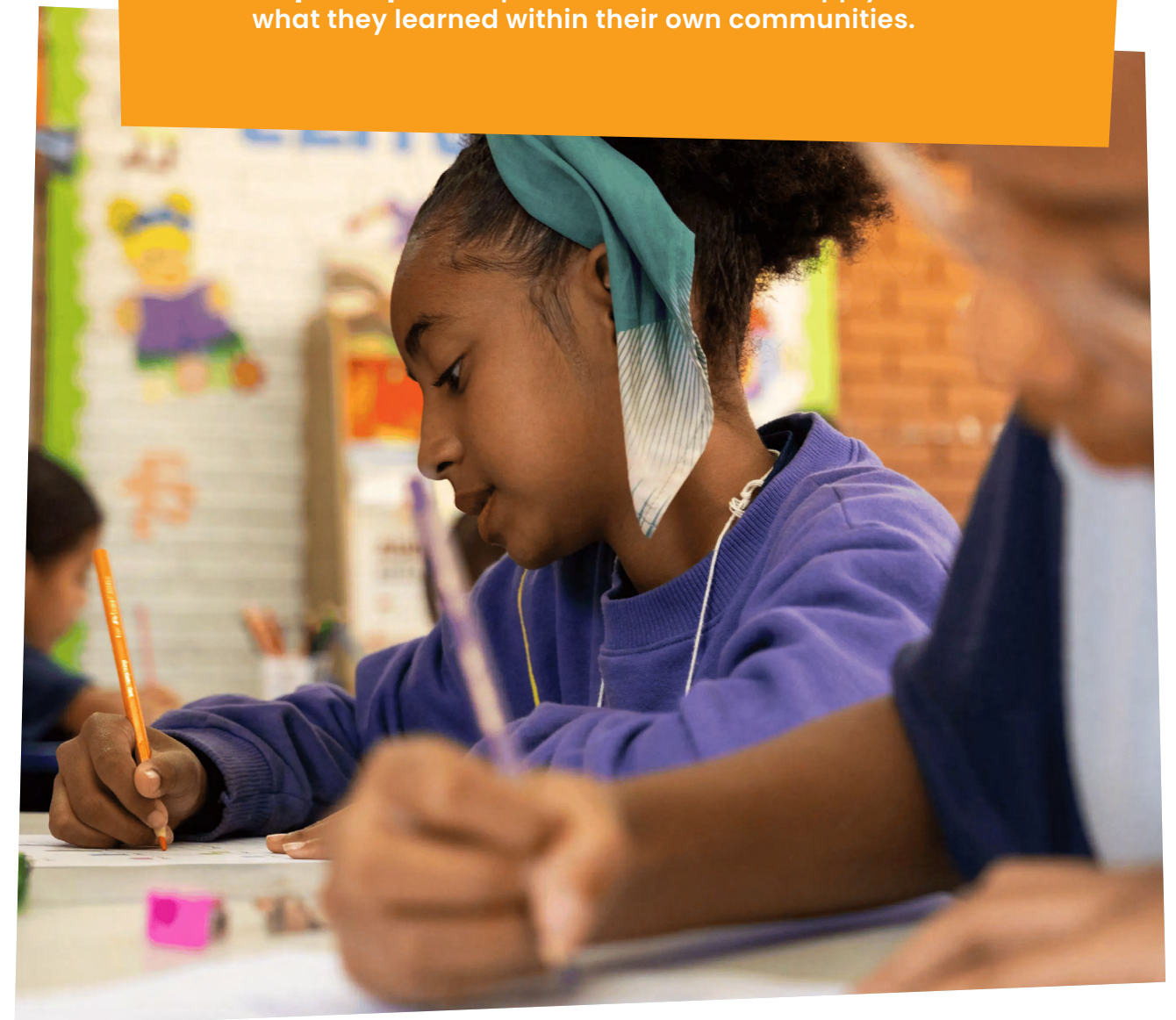
The training took place between April and July 2025, combining asynchronous content and synchronous meetings led by mental health experts from the Institute. The program addressed topics including mental health promotion, anxiety disorders, responding to situations of psychological distress, and referral protocols for mental health concerns in the school setting.

“This training made me rethink my attitudes, my words, and even my silent periods. I realized how much small actions can contribute to—or harm—the emotional well-being of the people around us. I now contribute to caring for mental health as a daily commitment, and believe that promoting this care in the environments where I work is an act of empathy, responsibility, and humanity. Ongoing training on this topic is essential.”

Testimonial from a training participant

Throughout the training, participants reported greater confidence in supporting students experiencing psychological distress, a deeper understanding of anxiety, and practical ways to intervene in everyday school life.

- **100% of the participants stated that the training met their initial expectations;**
- **87% rated usefulness of the referral protocol at the highest level;**
- **All participants reported an intention to apply and share what they learned within their own communities.**



Testimonials from educators impacted by our projects

"I came to understand that mental health is not just the absence of illness, but also emotional and social well-being."

"This course should be mandatory for all teachers."

"This training made me rethink my attitudes, my words, and even my silent periods. I realized how much small actions can contribute to—or harm—the emotional well-being of the people around us. I now understand that caring for mental health is a daily commitment, and that promoting this care in the environments where I work is an act of empathy, responsibility, and humanity. That is why I believe ongoing training on this topic is essential."

"I came to understand that small actions can make a difference."

"I realized that schools can do more than I had imagined."

"The games and lesson plans were essential and easy to apply in everyday practice."

"Today, I feel more prepared to support my students."

"The course was like therapy. I realized I had been putting too much pressure on myself, believing I needed to be strong all the time. When I saw that others felt the same way, I understood that it wasn't weakness—it was simply part of being human. Today, I try to stop, breathe, and take care of myself, because I recognize that this care is reflected in my work. That is why I believe ongoing training on this topic is essential."

"The training helped me take care of myself so I could take care of others."

"The training helped me reorganize my practice."

"I learned that leadership is not just about demanding results; it is also about providing support. When teachers are not doing well, it affects the classroom. Today, I see that my role is to create an environment where they feel supported, because only then can we truly support our students."

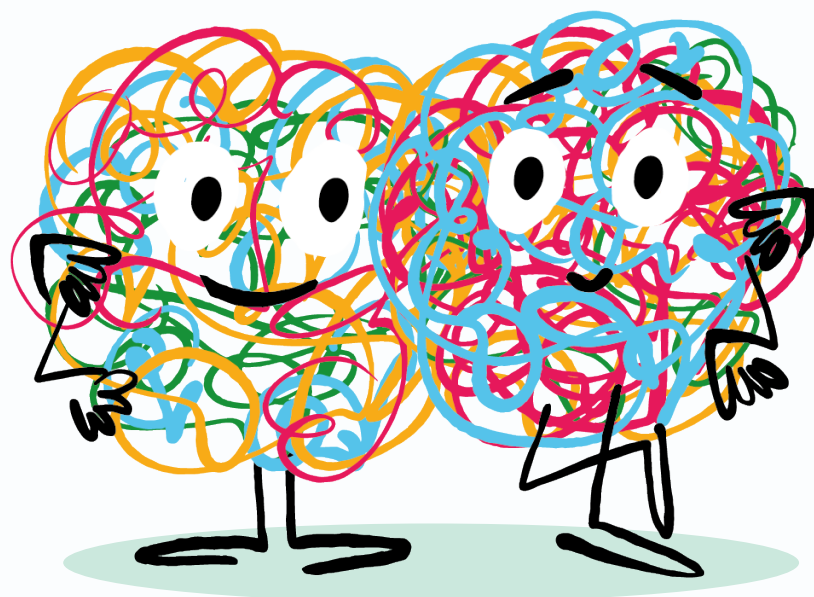
"It was a very positive experience that greatly strengthened my practice as a school psychologist."

"Learning about mental health is empowering."

"Before, I only focused on the most serious cases. Now I realize that mental health is part of everyone's daily life."

Advocacy

Expanding the Public Conversation on Mental Health



In addition to its direct work within the education system, the Ame Sua Mente Institute develops a strategic advocacy initiative focused on sharing knowledge about mental health, with the goal of strengthening the public dialog and improving the quality of information available to society.

This work includes the ongoing production of evidence-based content translated into accessible language, as well as the development of studies, reports, and campaigns that help raise awareness among diverse audiences and reduce the stigma around mental health.

The Institute also maintains an ongoing dialog with the media and invests in its digital presence, expanding the reach of information and fostering engagement with the mental health agenda.

By bringing together content creation, institutional communications, and social mobilization, this initiative helps establish mental health as a priority issue in Brazil's public agenda.

In the Media

In 2025, the Institute achieved 144 media placements, reaching an estimated audience of 70 million people.

The media continues to be a strategic channel for advocacy, helping raise awareness of mental health, sharing reliable and evidence-based knowledge, and reducing stigma around the topic.

Throughout the year, the Institute's mental health and educational experts participated in discussions across national media outlets, using different communication formats to engage a wide range of audiences..

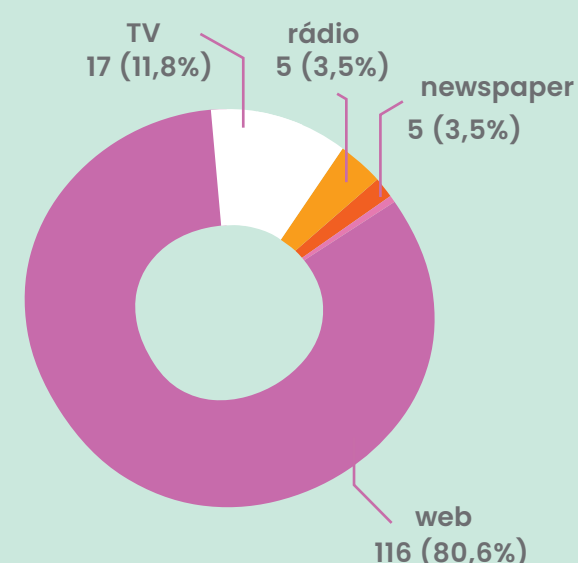
This work strengthens the Institute's role in public conversations about mental health and contributes to building a new culture of mental health awareness in Brazil.

media - cm²

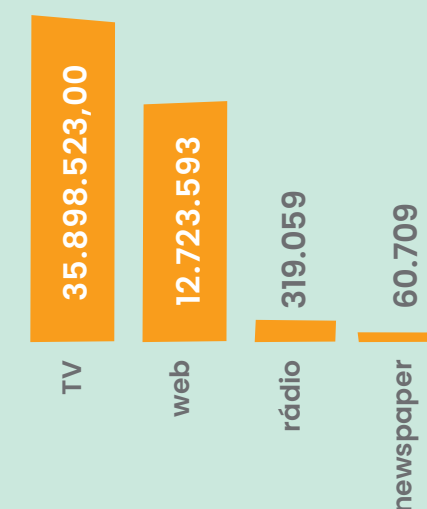


publications	144	savings on advertising space BRL	49.001.884
cm ²	32.203	audience	68.946.087

media - quantity



media - advertising value BRL



In the Media



Teachers’ Mental Health: Intense Routines Can Contribute to Depression and Anxiety

Interviewee: Rodrigo Bressan
TV Globo Meeting – 11/26/2025



Bullying and Cyberbullying Are Not Jokes – They Are Crimes

Interviewee: Pedro Pan
TV Cultura – 1/31/2025



Flavored Drugs: The Invisible Danger Attracting Young People

Interviewee: Clarice Madruga
Estadão – 4/28/2025



The Importance of Sleep for Mental Health

Interviewee: Rodrigo Bressan
CBN Radio – 3/19/2025



Study Identifies Genetic Risk Factors for Depression

Interviewee: Pedro Pan
Folha de S. Paulo – 1/15/2025



The Dilemma of Artificial Companions in Adolescence

Interviewee: Gustavo Estanislau
VEJA – 11/12/2025



Mental Health in Public Schools: How to Support Students and Teachers

Interviewee: Rodrigo Bressan
TV Alesp – 1/21/2025



Screens and Hyperconnectivity: Between the Real and Digital Worlds

Interviewee: Pedro Pan
TV Brasil – 4/7/2025



Violence in Schools: A Warning About the Urgent Need for Intervention in Bullying Cases

Interviewee: Gustavo Estanislau
BandNews Radio – 5/8/2025



Coloring Books: How Drawings Became a Trend Across All Ages

Interviewee: Gustavo Estanislau
SP1 Globo – 6/30/2025





The Importance of Mental Health in Schools

Interviewee: Gustavo Estanislau
Estadão – 9/25/2025



Project Provides Mental Health Training for Educators in São Paulo

Ame Sua Mente Institute
UOL – 8/8/2025



Present Parents Are Essential to Their Children’s Future Well-Being

Interviewee: Pedro Pan
SP1 Globo – 8/9/2025



“Family Link”: Tools That Help Set Limits on Children’s Screen Time

Interviewee: Pedro Pan
O Globo – 2/25/2025



Schizophrenia: Challenges and Paths to Recovery

Interviewee: Rodrigo Bressan
CNN Brasil – 7/12/2025



Schools in São Paulo Recommend the Series “Adolescence” to Parents

Interviewee: Ana Carolina D’Agostini
Metrópoles – 3/25/2025



The Intense (and Dangerous) Relationship Teenagers Have with Their Appearance

Interviewee: Gustavo Estanislau
Gama UOL – 12/24/2025



Between the Cut and the Cry: What Adolescence Is Trying to Say and the World Insists on Not Hearing

Interviewee: Ana Carolina D’Agostini
Estadão – 11/3/2025



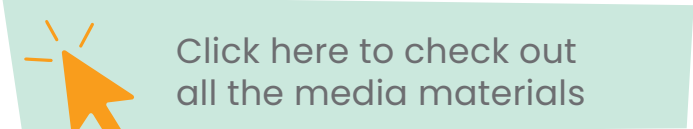
A Reflection on the So-Called “Happiness Board”

Interviewee: Andréa S. Regina
Nexo Jornal – 4/13/2025



Couple Files Lawsuit Against ChatGPT Company Over Manslaughter Allegations

Interviewee: Rodrigo Bressan
Domingo Espetacular – 8/31/2025



Knowledge Pathway

The Institute continuously develops original materials, strengthening a structured platform for sharing information and knowledge about mental health.

Currently, the website features more than 180 articles and 345 videos, in addition to biweekly newsletters, videocasts, web stories, audiobooks, and other resources.

This original content production enables us to explore topics in greater depth, translate scientific knowledge into practical everyday applications, and maintain an ongoing dialog with diverse audiences, complementing its media outreach efforts.

Instagram 2025:

(jan. to dec.)

+303
thousand
followers



1,248 posts
published



680,000
interactions
with Reels



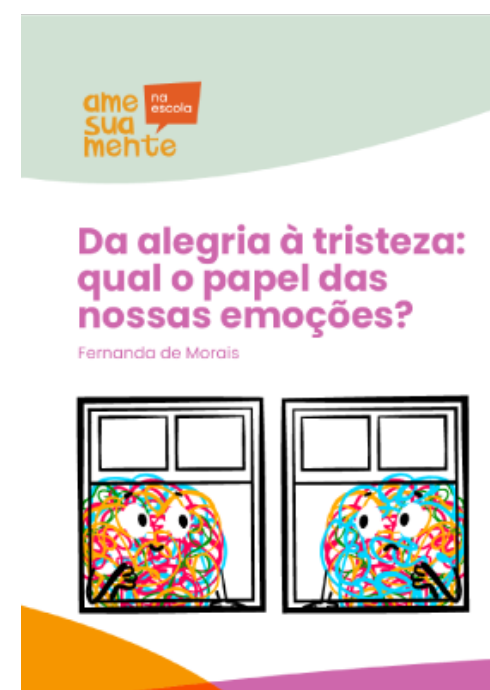
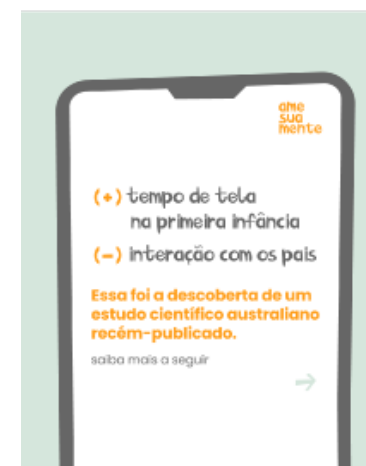
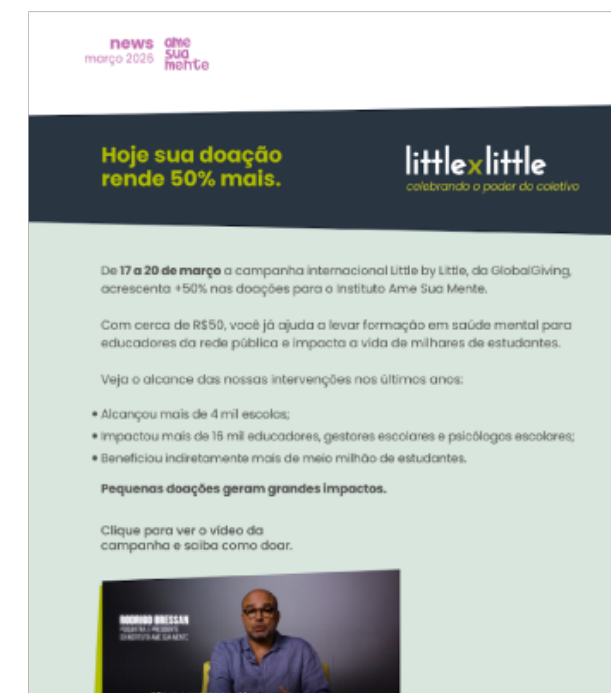
13 million
views



+23,5 million
people reached



Explore
our channels
and content





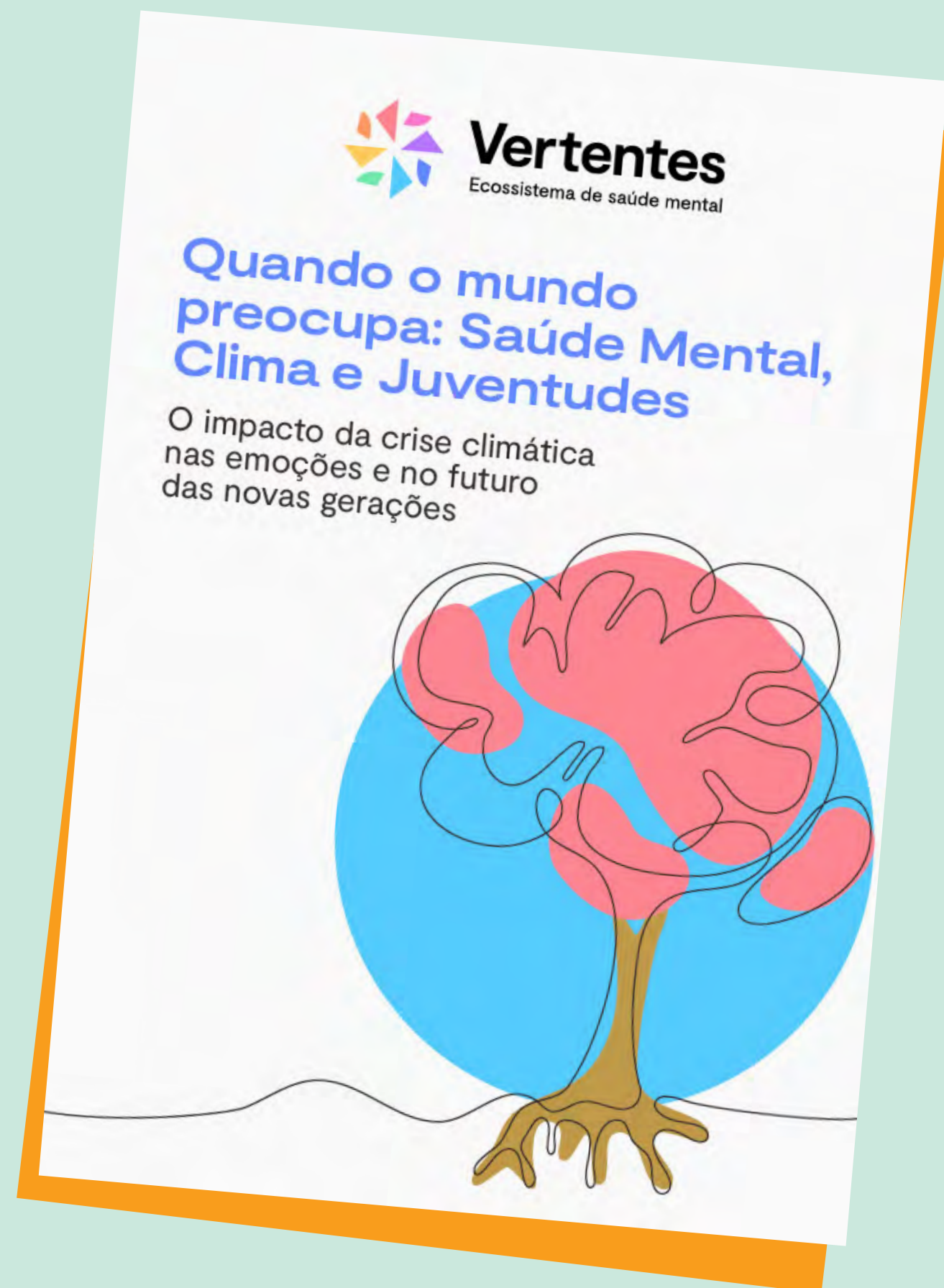
The Ame Sua Mente Institute is a co-founder of the Mental Health Ecosystem – Vertentes. This is a diverse group of institutions that came together to foster a culture of mental health care through social mobilization.

In 2025, Vertentes strengthened its role as an initiative dedicated to placing the mental health of children, adolescents, and young people at the center of public and collective agendas. Throughout the year, it deepened connections among civil society, academia, public institutions, and youth, contributing to a broader understanding of mental health—not only as a response to psychological distress, but also as an essential dimension of sustainable development, human rights, the climate agenda, and the creation of more integrated public policies.

This commitment has translated into advocacy efforts, knowledge production, and ecosystem strengthening. Vertentes participated in strategic national and international forums, including UN events, COP30, Climate Week SP, and discussions in the National Congress. It also developed initiatives in partnership with the Ministry of Environment and Climate Change, including the toolkit “When the World Worries: Mental Health, Climate, and Youth.”

Furthermore, 2025 marked a year of institutional, technical, and political consolidation, laying the foundation for a new cycle of expansion. Together with other founding members – ASEC, Instituto Bem do Estar, RaiaDrogasil and SoulbeGood – the Institute reinforces its commitment to the cause of mental health, by working in an alliance that further enhances its impact.

Learn more about the initiatives, publications, and partnerships promoted by Vertentes at: www.vertentes.org.



Campaigns

Throughout the year, the Ame Sua Mente Institute developed strategic communication campaigns to mobilize society around mental health care.

Based on key dates, we carry out initiatives that combine information, engagement, and awareness-building, encouraging reflection about mental health in everyday life.



Certifications and Awards



For the second consecutive year, the Institute was recognized in the Best NGOs 2025 Award, remaining among the Top 100 NGOs in Brazil.



The Institute was also recognized by The Dot Good, one of the world's most respected nonprofit ranking organizations. It ranked 54th among hundreds of Brazilian nonprofit organizations. Based in Geneva, Switzerland, The Dot Good (formerly NGO Advisor) evaluates civil society organizations around the world. Since 2012, it has published rankings that recognize organizations for their impact, innovation, and influence, including an annual ranking dedicated to Brazilian nonprofits.



We have renewed our certification with the Selo Doar A+ de Gestão e Transparência – one of the leading certification institutions for civil society organizations in Brazil, awarded by the Instituto Doar. The seal recognizes third-sector organizations that demonstrate strong management practices, transparency, and social impact by meeting the Management, Transparency, and Donation Standards (PGTD, Padrões de Gestão, Transparência e Doação).



The Institute was among the 15 finalists for the Prêmio LED – Luz na Educação (LED Award – Light in Education), an initiative by Rede Globo and Fundação Roberto Marinho. Selected from over 2,300 initiatives, the Institute's recognition highlights the importance of mental health as a key component of educational excellence. In 2025, the Institute also joined the LED Award ambassador network.

Corporate Partnerships

At the Ame Sua Mente Institute, we understand that promoting consistent changes in mental health in Brazil — especially within school communities — is a task that is strengthened through committed, long-term partnerships. Therefore, we value the support of companies and organizations that recognize their social responsibility and invest in initiatives with the potential to create lasting transformation.

Throughout 2025, we expanded our ability to advance this work thanks to the trust, commitment, and engagement of partners who support and strengthen our mission.

We are grateful to everyone who stood with us throughout 2025. With this support, we continue to bring together resources, expertise, and collective efforts to help transform Brazilian education through mental health care.

supporters

AD.STUDIO
POR PALOMA DANENBERG

devive

D.A.M.
designe o monte

Fundação
itaú itaú Social

INSTITUTO
UNIBANCO

KONTRAST

LUMINA
CAPITAL MANAGEMENT

NCL
NORWEGIAN
CRUISE LINE

PATBO
PATRICIA BONALDI

RAISSA ROSSI
E ANDRÉ SANCHES

STANLEY
CREATORS
FUND

suzano

Pershing Square
Philanthropies

Vertentes
Ecossistema de saúde mental

VIRAGE

partners

Amor à Vida

CIDADE DE
SÃO PAULO
EDUCAÇÃO

cjffashion
o seu serviço de private shoppers

CIST

CNPq

CPS
Centro
Paula Souza

FAPESP

inpd

Queiroz Lautenschläger
Advogados

PARANÁ
POTERE DO TEXTO
SECRETARIA DA EDUCAÇÃO

GOV.BR

UFRGS

UNIFESP
UNIVERSIDADE FEDERAL DE SÃO PAULO

USP

Major Donors

In addition to the support of partner organizations, the Ame Sua Mente Institute relies on the essential contributions of individuals who are committed to our mission. Each year, we host a fundraising dinner that serves not only as a fundraising opportunity, but also as a space to share results, experiences, and lessons learned throughout the year.

The event is also an opportunity to celebrate, together with our donors, the shared purpose that brings us together. In 2025, the gathering focused on the relationship between technology and mental health, featuring Laura Kroeff, partner at BOX1824, and Marco Bebiano, Business Director at Google Brazil, both members of our Technology Council. The discussion was moderated by journalist Mariana Ferrão.

We are deeply grateful to our major donors for their trust and ongoing support. The commitment and contributions of each donor enable us to expand the reach of our initiatives and create a positive impact on the lives of thousands of children and young people.

The Institute's work is made possible through partnerships with individuals who understand and believe in the transformative power of education and mental health care in shaping Brazil's future.



Cristiana Pipponzi
Luiz Osvaldo Pastore e
Carolina Overmeer
Marcos e Daniela Nader
Mariella Ometto Scarparo
Marina Brito Gonçalves e
Guilherme Vidigal Gonçalves
Marta Kheirallah e André Strauss
Philip Reade e Tracy Francis
Renata e Arturo Profili
Renata e Roberto Ruhman
Valéria Gillet

Diversification of Funding Sources

Crowdfunding

In 2025, we continued to engage donors interested in supporting our social impact through crowdfunding platforms, which enable direct contributions and help increase awareness of our initiatives.

We sincerely thank everyone who contributed through these platforms. Their support allows us to continue expanding our impact and transforming lives.



Cause Marketing

We also launched the second edition of the “Santa Pausa” product line, connecting fundraising efforts with the promotion of healthy habits. The gift basket and popcorn maker were sold in partnership with Shopping Cidade Jardim, through Gift Guide—a personal shopper service by JHSF/CJ Fashion—with 100% of proceeds benefiting the Ame Sua Mente Institute.

Public Calls

Another important area of activity was our participation in public calls, awards, and initiatives focused on institutional strengthening and fundraising. During the year, the Institute took part in seven selection processes with different objectives, ranging from securing project funding to gaining institutional recognition and accessing support for organizational development.

Beyond increasing the Institute’s visibility, these opportunities also contributed to strengthening our operations. In some cases, they resulted in financial awards; in others, they provided access to pro bono consulting and training programs for the third sector, including courses and workshops focused on improving management practices and fostering innovation.



Charity pottery workshop

Partnership: D.A.M.

Madrinhas (Godmothers)

Throughout 2025, we continued to advance our strategy of diversifying funding sources.

As part of this effort, we launched the Rede de Madrinhas (Godmother Network), led by Marina Auriemo, Chair of the Institute’s Fundraising Committee and member of its Board of Directors. The network brings together 15 influential women who voluntarily mobilized their personal and professional networks throughout the year to increase visibility for the cause, reach new audiences, and raise funds for the Institute. In total, six events were held—including talks, bazaars, and initiatives in partnership with companies—focused on well being and raising awareness of mental health, with proceeds benefiting the Institute.

Adriana Kheirallah

Ana Auriemo Meirelles

Andrea Castanho

Andréa Longhi Machado

Angela Tovar

Daniela Nader

Isabella Fiorentino

Jackie de Botton

Luciana Gelfi

Marcela Barci

Maria Zanforllin

Marina Auriemo

Marina Brito Gonçalves

Melissa Moraes

Renata Moraes

Governance

The Ame Sua Mente Institute reaffirms its commitment to fostering a healthy organizational culture grounded in transparency, accountability, and alignment with the Sustainable Development Goals (SDGs) relevant to its work.

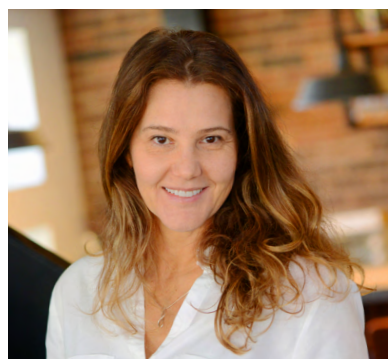
Within this framework, the Board of Directors plays a central role in guiding the Institute's long-term strategy. Its members bring together experiences from different sectors.

This diversity strengthens decision-making, encourages integrated action, and expands the Institute's potential for impact.

Board of Directors



Marco Kheirallah
Chairman



Kika Pipponzi
Vice-Chair



Leticia Lyle
Advisor



Marina Auriemo
Advisor

Also in the field of governance, the Institute maintains a range of advisory bodies that work collaboratively to strengthen governance, enhance decision-making processes, and support organizational strategy. This structure broadens the diversity of perspectives and contributes to a more consistent and effective approach to the Institute's initiatives.

Technology Council

Aminadab Nunes
Laura Kroeff
Marco Bebiano
Maria Isabel Faria
Renata Feltrin
Renato Berezniak Cunha

Advisory Board

Guillain Patrice Louis Marie de Camaret
José Guilherme Carneiro Queiroz
Nicolas de Camaret
Pedro Mario Pan
Ricardo Cavaliere Guimarães
Thais Junqueira Franco Xavier
Tiago Pereira Barretto Guimarães

Honorary Members

André Gola
Carol Gaya
Kika Pipponzi
Gustavo Estanislau
Leticia Lyle
Marco Kheirallah
Marina Auriemo
Pedro Mario Pan

Audit Committee

Cibele Demetrio Zdradek
Fabio Santiago
Fernando Foz de Macedo
Ricardo Eid

Team

Meet the people who make up the Institute

Rodrigo Bressan / President and Founder
 Andréa Regina / Executive Director
 Luci Zeferino / Operations
 Luciana Silva / Operations
 Tauane Ferreira Carneiro / Operations

Social Programs

Carolina Maciel / Social Programs Management
 Daniela Carvalho / Social Programs
 Denise Elias / Social Programs
 Mariângela Carocci / Social Programs Management
 Nayra Baptistelli / Project Coordination
 Olga Paz / Project Coordination
 Rafaela Fagundes / Social Programs

Technology and Innovation

Thiago Gonçalves / Technology and Innovation Management

Institutional Relations

Alessandra Paz / Institutional Relations Management
 Máira Brandão / Institutional Relations

Applied Knowledge

Researchers, consultants and experts in Mental Health and Education

Abner Silva Xavier
 Ana Carolina D'Agostini
 Carolina Gaya
 Clarice Madruga
 Grace Luciana Pereira
 Gustavo Estanislau
 Henrique Akiba
 Pedro Mário Pan
 Rodrigo Bressan



Transparency

INSTITUTO AME SUA MENTE

CNPJ/MF: 28.985.030/0001-13

Balance Sheets

As of December 31, 2025 and 2024 (in reais)

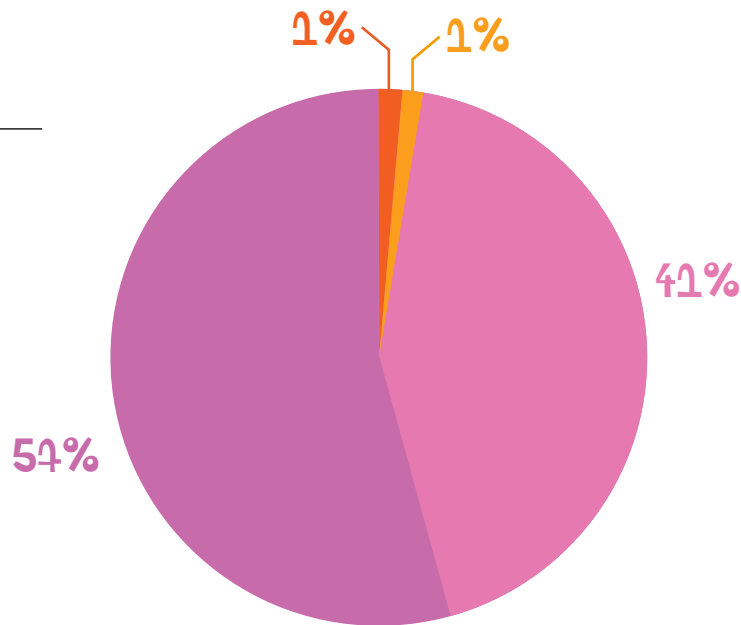
Asset			
	Explanatory Note	31/12/2025	31/12/2024
Current			
Own resources			
Cash and cash equivalents	4	3,094,574	2,176,724
Other accounts receivable		63,404	34,489
		3,157,978	2,211,214
Non-current			
Fixed Assets		16,799	12,149
Intangible		2,904	2,606
		19,703	14,755
Total Assets			
		3,177,681	2,225,968

Management's explanatory notes are an integral part of these financial statements

Funding Sources

2025

- Donations — Individuals
- Donations — Legal Entities
- Project Management Fee
- Provision of Services



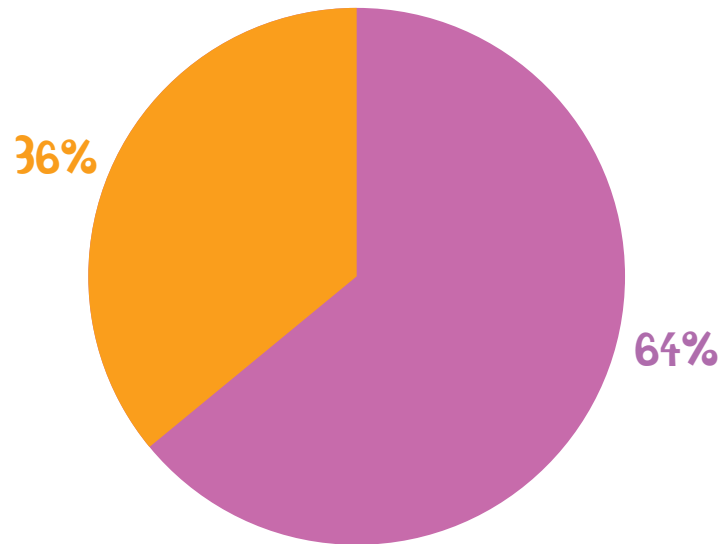
Liability and net equity

	Explanatory Note	31/12/2025	31/12/2024
Current			
Own resources			
Suppliers		10,376	7,892
Labor obligations		13,558	12,392
Tax obligations		4,442	4,058
Demobilization	5	128,380	99,730
Projects to carry out	6	230,610	532,792
		387,366	656,865
Non-current			
Credit for people (Individuals/Legal Entities)		2,627	
		2,627	
Net Equity			
Equity	7	1,569,103	733,886
Surplus/(deficit) for the fiscal year		1,218,585	835,217
		2,787,681	1,569,103
Total Liabilities and Net Equity			
		3,177,681	2,225,968

Investment

2025

- Project Expenses
- Institutional Expenses



* Financial statement audited by BDO.

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16. BRASIL. Lei nº 15.231, de 6 de outubro de 2025.

Dispõe sobre a obrigatoriedade de estabelecimentos de ensino notificarem o Conselho Tutelar acerca de casos de violência ocorridos no ambiente escolar, especialmente casos de autolesão, tentativa de suicídio e suicídio.

Let's go together!

We are just a click, a message or a call away from creating new connections, partnerships and initiatives for the mental health of Brazilian society.



Support our cause today

Click here to donate, and become part of this important movement.



ame
sua
mente

Ame Sua Mente Institute Activity Report – 2025

Written by: Alessandra Paz, Máira Brandão e Neide Martingo

Editorial Review: Alessandra Paz, Andréa Regina e Máira Brandão

Proofreading: Máira Brandão

Design and Layout: Tammy Barros