

Instituto Ame Sua Mente

**Activity
Report | 2024**

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Letter from the President

*By Dr. Rodrigo Bressan,
founder and president of
the Ame Sua Mente Institute*

In recent years, mental health has moved beyond the confines of doctors' offices to become a central topic in public discourse — and this shift is no accident. Today, it is one of the greatest challenges facing our society, affecting millions of people silently — and often, in isolation.

In Brazil, we are facing a true epidemic: more than 56 million people live with some form of mental disorder. We rank first globally in anxiety rates, and depression affects more people in Brazil than in any other country in Latin America. Among young people, psychological distress, depression, and anxiety are increasing at an alarming rate — along with even more serious concerns, such as self-harm and suicide attempts.

This scenario, unfortunately, is aggravated by an increasingly fast-paced, hyper-connected lifestyle full of stimuli. That's why I often say: mental health must be a priority — with the same importance we give to physical health. If you have a fever, for example, seek help. But when the suffering is emotional, it is not uncommon to assume that it will simply pass with time.

To address these challenges, we have made important progress. The enactment of Law No. 14.819/2024, which establishes the National Policy for the Promotion of Mental Health in Schools, is a historic milestone. We also celebrate the recognition of bullying and cyberbullying as crimes — a sign that society has a new perspective on the importance of this issue.

These advances, from a legislative perspective, are aligned with the purpose of the Ame Sua Mente Institute: to build a new culture of mental health in Brazil. A culture that values intervention from childhood, empowers schools as spaces for well-being, fights stigma, promotes evidence-based prevention, and respects neurodiversity.

Since our founding in 2018, we have moved forward with consistency and innovation. In 2024 alone, we trained 6,556 educators and psychologists in 2,209 schools, indirectly reaching over 178,000 students. We also expanded our operations through partnerships with state departments and like-minded institutions, such as Itaú Social and Instituto Unibanco.

We know there is still much work to be done and that the success of public policies depends on the collective commitment. But starting the conversation about mental health is the first step toward truly caring for it.

I appreciate the trust and support of everyone—donors, volunteers, institutional partners, board members, educators, psychologists, and the Ame Sua Mente team. I invite you to explore the results in this report and to join us on this mission.

**Because mental health is part of life.
And yes, it must be a priority.**

Mental Health Crisis in Brazil

Mental health is fundamental to nearly every aspect of life. It directly affects our ability to regulate emotions, face challenges, build healthy relationships, learn, and grow professionally.

Unfortunately, recent research reveals a deeply concerning picture. Mental health has become one of the most pressing public health challenges facing Brazilian society, requiring urgent attention and collective action. The data below illustrates the severity of the crisis and reinforces the need for structural change:

● **Early onset:**
50% of mental disorders begin before the age of 14
45% begin by the age of 24¹

● **Anxiety:**
26.8% of the Brazilian population – around 56 million people – live with anxiety disorders.²

● **Depression:**
5.8% of the Brazilian population – around 11.5 million people – suffer from depression, the highest rate in Latin America.³

● **Absences from work:**
 In 2024, mental health-related absences from work reached their highest level in the last decade, with a **64%** increase compared to 2023 – totaling nearly 500,000 requests for leaves due to mental disorders.⁴

● **Overall global ranking:**
 Brazil ranks the 4th worst globally in overall mental health.
 About **34%** of the population reports stress and emotional distress, with young adults under 35 being the most affected.⁵

Given this scenario, there is an urgent need to implement effective public policies and strengthen initiatives aimed at promoting mental well-being – particularly among vulnerable populations.

1 INSEL, Thomas R.; Disruptive insights in psychiatry: transforming a clinical discipline. J Clin Invest. 2009.

2 COVITEL. Inquérito Telefônico de Fatores de Risco para Doenças Crônicas não Transmissíveis em tempos de pandemia. 2023

3 WORLD HEALTH ORGANIZATION. Depression and Other Common Mental Disorders: Global Health Estimates. 2017.

4 Crise de saúde mental: Brasil tem maior número de afastamentos por ansiedade e depressão em 10 anos. G1 com dados do Ministério da Previdência Social, 10 mar. 2025.

5 Sapiens Lab. The Mental State of the World in 2023. 2024.

Children and Youth at Risk

While the general mental health outlook is already critical, the picture becomes even more alarming when we focus on children and adolescents. Globally, 1 in 7 young people aged 10 to 19 lives with a mental health disorder. Depression, anxiety, and behavioral disorders are the leading causes of illness and disability in this age group.⁶

In Brazil, for the first time, reported cases of anxiety among children and adolescents have surpassed those among adults.⁷

Suicide rates also reflect a growing vulnerability: Between 2011 and 2022, suicide among youth increased by an average of 6% per year.

Reports of self-harm among individuals aged 10 to 24 rose by 29% annually over the same period.

In 2023, there were 1,310 hospitalizations for suicide attempts among young people aged 15 to 19.⁸

The worsening mental health of adolescents is directly linked to a range of factors that have intensified in recent years. These include a lack of investment in socio-emotional skill development, persistent social inequality — with the risk of suicide among Black youths 67% higher than that of their white peers — as well as extreme weather events and prolonged social isolation. Together, these factors have created an environment that is increasingly hostile to the healthy development of young people.

At the same time, early and constant exposure to screens has been shown to interfere with cognitive and emotional development. This exposure is linked to increased anxiety, lower self-esteem, and heightened social isolation. Finally, prejudice and stigma still make it difficult for individuals to seek and receive help. Together, these elements create a growing sense of vulnerability that deeply affects the emotional well-being of younger generations.



6 UNICEF. Adolescent mental health indicators. UNICEF Data. 2019.
7 Folha de S.Paulo, based on data from the Rede de Atenção Psicossocial (RAPS, Psychosocial Care Network) of the SUS (Unified Health System). Registros de ansiedade entre crianças e jovens superam os de adultos pela 1ª vez no Brasil. June 1, 2024.
8 ABRADEDE. Brasil registra mais de 30 internações por dia por tentativas de suicídio e autolesões. 9 set. 2024.

Social Media and Mental Health

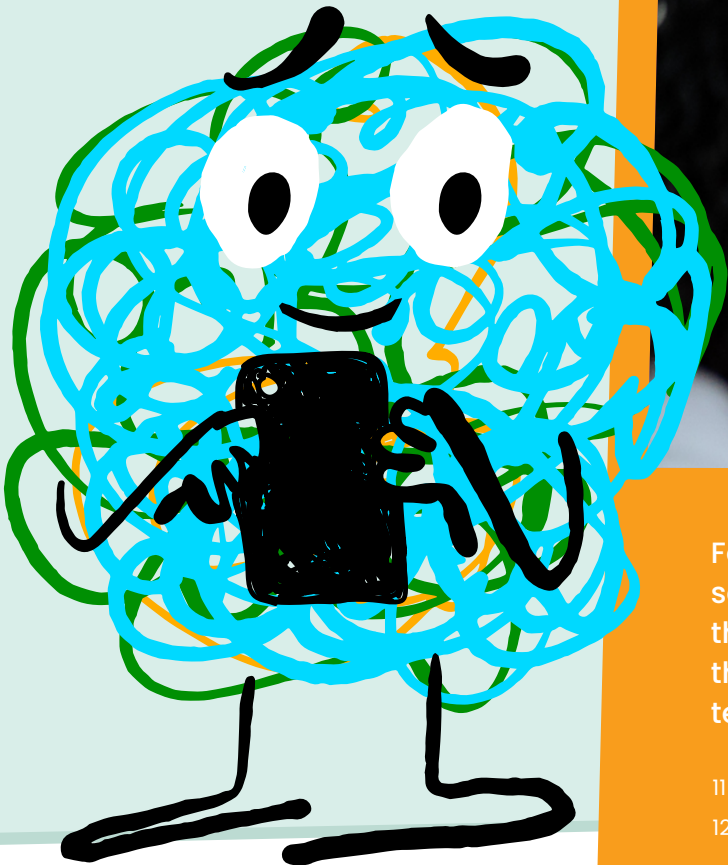
Excessive use of social media has emerged as one of the primary risk factors for declining mental health among children and adolescents. In recent years, international research has shown a strong correlation between time spent on these platforms and the rise in mental disorders among children and young people. Constant exposure to unattainable standards, cyberbullying, and a flood of superficial content can heighten psychological distress—particularly among girls, who report higher rates of emotional problems than boys.

Scientific research has identified a direct link between time spent on social media and increased levels of anxiety and depression. Around 60% of young people aged 16 to 18 spend two to four hours a day online, with extreme cases reaching up to eight hours daily.⁹

The increased use of social media is directly linked to the growth in the number of children receiving treatment in public mental health services.¹⁰

9 Financial Times. Teenage social media use strongly linked to anxiety and depression, 13 out. 2024.

10 Financial Times. Teenage social media use strongly linked to anxiety and depression, 13 out. 2024.



In Brazil, the early use of the internet and mobile devices is also a cause for concern. The percentage of children aged 6 to 8 who access the internet doubled between 2015 and 2024, rising from 41% to 82%. Similarly, the number of children with their own cell phones has increased from 18% to 36% during the same period. Among the highest social classes, this rate reaches 97%.¹¹

A systematic review based on international studies found that 72% of the articles analyzed linked excessive screen use to an increase in cases of childhood depression.¹²



Faced with the rapid growth of these behaviors and their impact, educational, scientific, and social sectors are mobilizing to raise awareness of the severity of the problem. The situation reinforces the urgency of public policies and initiatives that promote mental health from childhood, including regulating the use of technologies and strengthening psychosocial support networks.

11 Cetic.br. Estatísticas TIC para crianças de 0 a 8 anos de idade. 11 fev. 2025.

12 UFMG. Uso excessivo de telas está associado à saúde mental de diferentes gerações. 2023.

Advances in Mental Health Promotion

Laws that strengthen care and prevention

Despite the ongoing challenges in recent years, Brazil has made significant strides in protecting the mental health of its population, particularly children and young people. In 2024, new laws and public policies further reinforced the country's commitment to emotional well-being and violence prevention.

Mental health in schools: a foundational policy

Law No. 14.819/2024, which instituted the National Policy for the Promotion of Mental Health in Elementary Schools, established a link between the education and health sectors. In this way, guidelines were established for initiatives aimed at violence prevention, the promotion of psychological well-being, and access to psychosocial care in the school environment. This legislation represents a historic step forward, creating conditions for public education systems to implement integrated care practices, focusing on the holistic development of students and strengthening the role of educators.

Bullying and cyberbullying are now crimes

Also in 2024, Law No. 14,811 came into force, criminalizing bullying and cyberbullying as forms of violence. The new legislation was motivated by the significant increase in cases that directly affect the mental health of children and adolescents. In 2023, Brazil recorded 120,000 reports of bullying and cyberbullying, a 12% increase compared to 2022.¹³

Beyond serving as a punitive measure, the law plays an educational role by promoting awareness of the impact of such behavior and contributing to the creation of safer, more inclusive school environments. Furthermore, the new legislation helps define the nature of interactions in digital spaces, where words and images have an amplified impact.



A path under construction

These legislative advances are essential for consolidating a national culture of mental health. However, the effectiveness of these policies depends on local implementation, public investment and social mobilization. Valuing each achievement, ensuring the enforcement of laws, and expanding access to quality services are crucial steps in ensuring that mental health care becomes a daily reality in all Brazilian states.

¹³ Colégio Notarial do Brasil. Levantamento sobre registros de bullying e cyberbullying em cartórios de notas aponta recorde nacional em 2023. 2024.

About us

Learn more about the Institute

The Ame Sua Mente Institute is a Civil Society Organization dedicated to developing evidence-based projects aimed at promoting mental health, reducing stigma, and supporting the prevention and management of mental health disorders. To achieve this, we place educators at the center of our initiatives.

Founded in 2018, the Institute has its roots in the “Cuca Legal” project, which, since 2008, has conducted more than a decade of research on the public education system with a focus on promoting mental health and preventing disorders in the school environment. The initiative was conceived by psychiatrist Rodrigo A. Bressan – president of the Institute – in partnership with the Escola Paulista de Medicina – EPM/UNIFESP. The knowledge gained over the years has provided a foundation for shaping our social impact initiatives.



We believe that expanding our understanding of neurodiversity and the complexity of mental health - together with the training of educators - is essential both for building a more welcoming school environment and for transforming the culture of mental health across the country.



Our Strategy of Operation

The Institute’s operations are 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

creativity and rigor

To expand our efforts and increase our effectiveness in transforming our reality, with a focus on advancing healthcare and using research results and tools effectively. Furthermore, to use the scientific/academic experience with discipline, excellence and innovation.

diversity and interdependence

To value and promote different skills in order to share more knowledge and find the best solutions to our challenges.

listening and empathy

To practice active listening, always being sensitive to others so as to build a trusting relationship aimed at promoting open dialog and achieving a greater impact.

synergy and behavior

To engage in collaborative, cohesive, and purpose-aligned work that is both efficient and proactive and fosters trust-based relationships.

Sustainable Development Goals

Our initiatives are aligned with four Sustainable Development Goals (SDGs), established by the United Nations (UN) in 2015. These objectives serve as global guidelines for the implementation of socio-environmental initiatives necessary for sustainable and inclusive development.

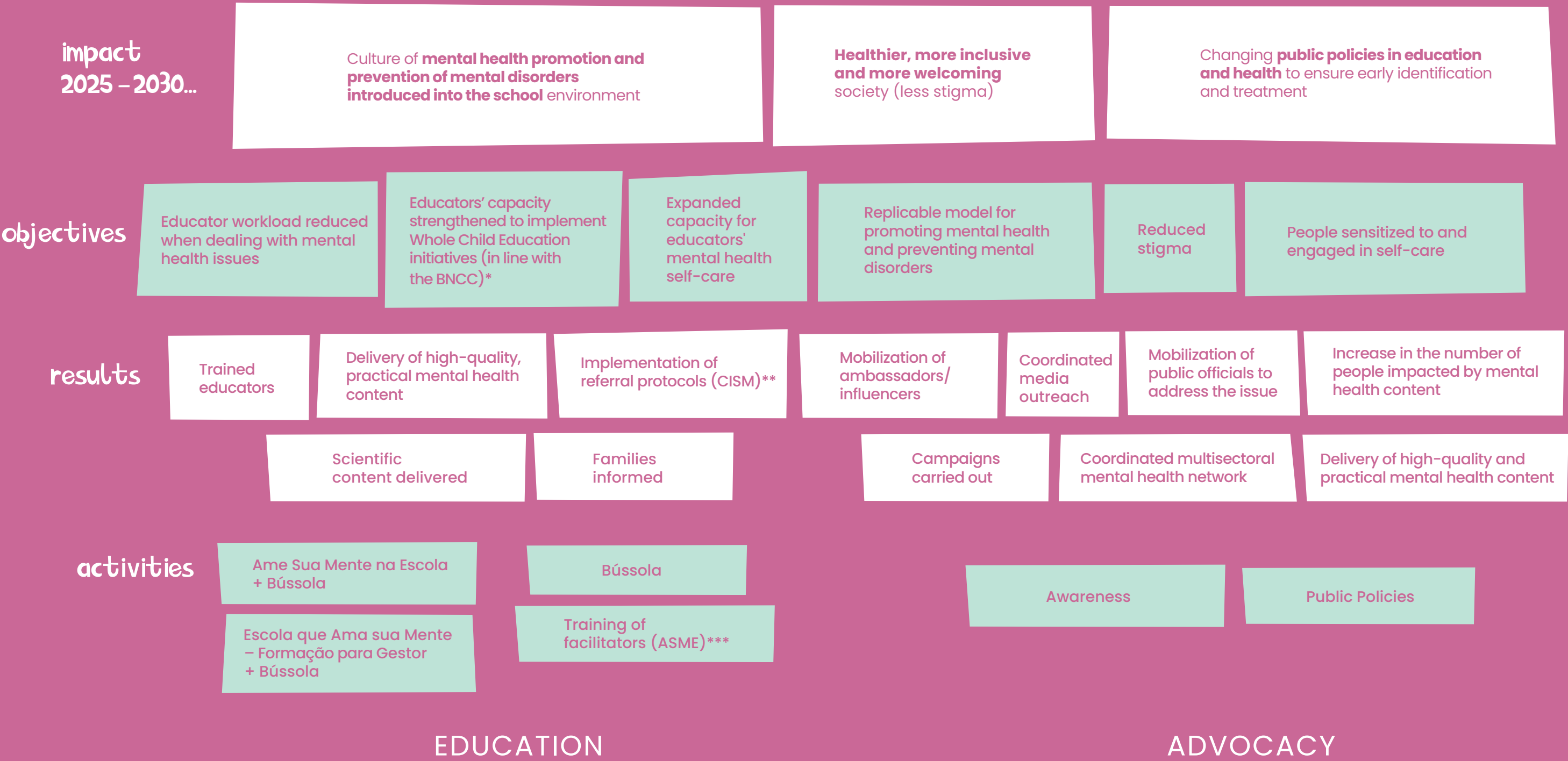
With well-defined strategies and goals, the Institute contributes directly to the global agenda for social transformation. The SDGs (Sustainable Development Goals) we are linked to are:



Theory of Change

Purpose of Ame Sua Mente Institute

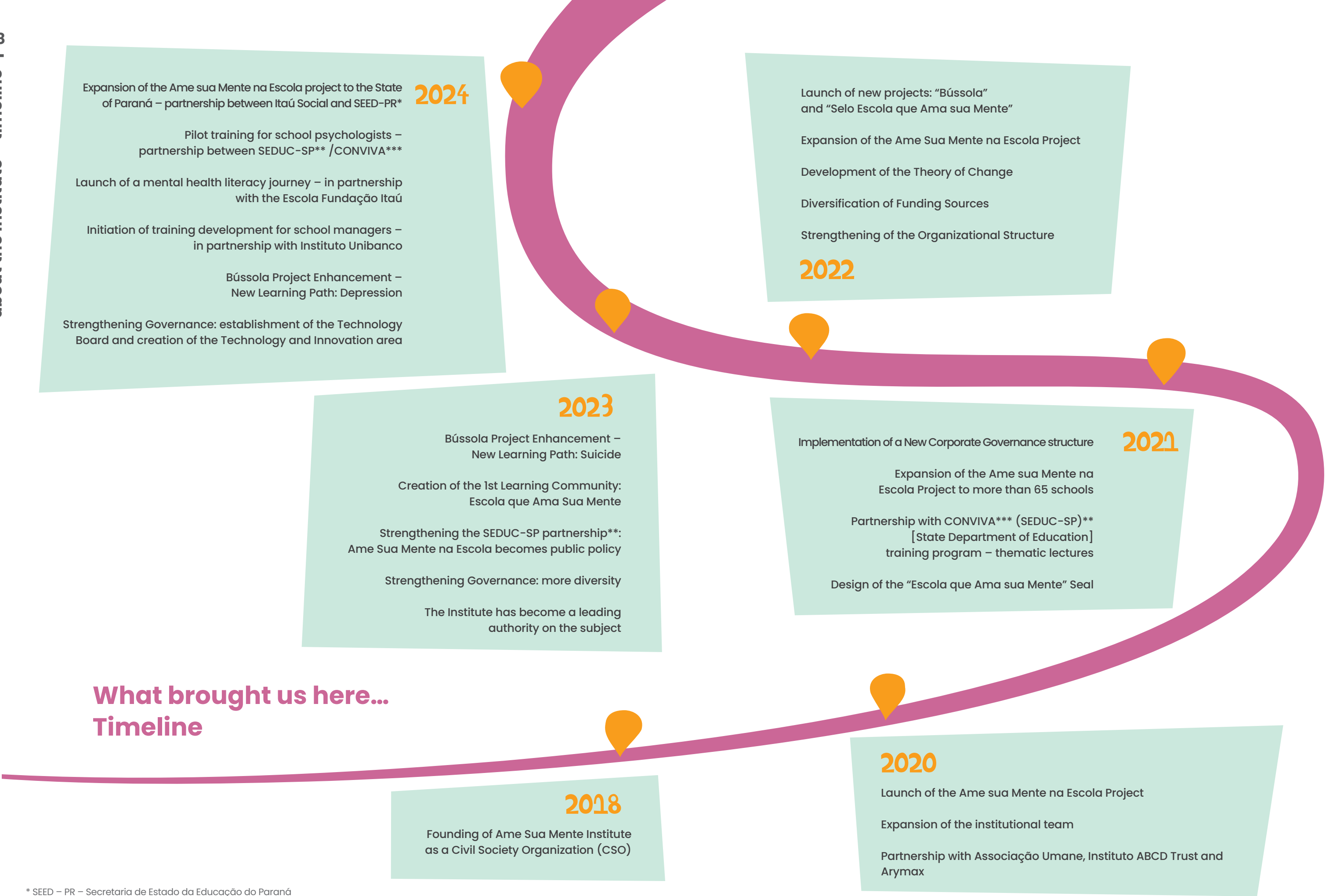
To promote a new culture of mental health in Brazil, so that people take charge of their emotional development from an early age and, thus, can realize their potential, prevent mental disorders and contribute to society.



* BNCC: Base Nacional Comum Curricular

** CISM: Centro de Inovação e Pesquisa em Saúde Mental

*** ASME: Projeto Ame sua Mente na Escola



What brought us here...
Timeline

* SEED – PR – Secretaria de Estado da Educação do Paraná
** SEDUC – SP – Secretaria de Educação do Estado de São Paulo
*** CONVIVA-SP – Programa de Melhoria da Convivência e Proteção Escolar, criado pela Secretaria da Educação do Estado de São Paulo, com a proposta de que toda escola seja um ambiente de aprendizagem solidário, colaborativo, acolhedor e seguro, na busca da melhoria da aprendizagem.

Areas of Operation

We operate in two interconnected areas that together drive a new culture of mental health care. By uniting knowledge, practice and purpose, we seek to promote lasting transformations in education and society, always guided by scientific evidence.

education

Taking care of the mind is taking care of ourselves. The sooner the better.

Childhood and adolescence are essential phases for building a solid mental health foundation throughout life. At the same time, the absence of a culture focused on socio-emotional development and mental health care for children and young people could have serious consequences. Therefore, emotional and psychological well-being becomes the starting point for children and young people to grow up with a good quality of life.

In this context, we believe that the school environment is the ideal space to foster this new culture of mental health. Educators play a strategic role in this process, thanks to the bond of trust they build with students and the in-depth knowledge they have of their experiences and daily challenges. This makes them powerful agents of change, capable of positively shaping the development of children and adolescents.

However, we recognize that educators are not mental health professionals, so our initiatives are designed to empower them without burdening them with responsibilities that are not theirs.

We develop, implement and evaluate programs and projects primarily for educators in the public education network, through partnerships with the responsible public bodies and other organizations that share the same vision as we do.





advocacy

Knowledge is the best weapon against prejudice!

Promoting mental health, encouraging early prevention of disorders, and combating prejudice related to the topic: this is the purpose of our second area of activity, Advocacy.

Through campaigns, educational materials, and strategic communication initiatives, we work to promote literacy and raise awareness in civil society. We also develop projects aligned with public policy, aiming to transform them into institutional programs in partnership with Education Departments.

Our goal is to expand access to scientific knowledge, by translating it into accessible and direct language, which contributes to the reduction of misinformation. Additionally, we use various communication formats and channels to engage the school community and the general public in building a new culture of mental health care.

We are on the right track!

Impact – results

projects

	schools	direct beneficiaries*	indirect beneficiaries (students)**
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
total	3,208	9,270	273,805

* As of 2024, "DIRECT BENEFICIARIES" include not only educators but also school psychologists, who are also impacted by our training.

** BENEFITED STUDENTS: refers to the number of students indirectly impacted.



in the media

267
media appearances

+ 200 million
people impacted

+ R\$ 75 million
saved in
advertising space

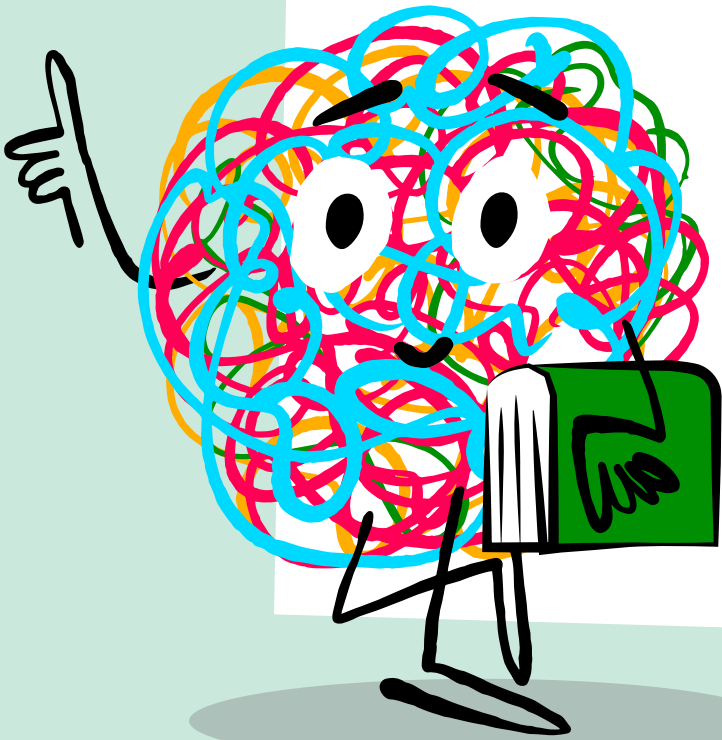


instagram

99,955
followers

11,689,615
people reached

370,214
post interactions



education

Our projects



Mental health literacy course for public school educators

In 2024, we reaffirmed our partnership with the Secretaria da Educação do Estado de São Paulo (SEDUC-SP, São Paulo State Department of Education) to bring the Ame Sua Mente na Escola training to teachers, school administrators, classroom supervisors, pedagogical coordinators and psychologists in the public school system.

We are the only mental health organization accredited by SEDUC-SP, via EFAPE (São Paulo State School for the Training and Improvement of Education Professionals), to work on the topic of mental health with educators and school administrators throughout the State.

Developed by experts at the Institute, the course offers a training journey that combines distance learning strategies with a high-quality, accessible hybrid model designed for scale.

Our goal is to empower education professionals to promote mental health, combat stigma, prevent mental disorders, and minimize the impact of illness among young students in the school environment. Additionally, we seek to support the well-being of educators themselves and offer support in managing mental health issues in the classroom.

This initiative is aligned with the Base Nacional Comum Curricular (BNCC, National Common Core Curricular Base), a normative document that establishes essential learning for Basic Education students.

Introducing the Ame sua Mente na Escola project Awareness Stage

We began the journey by raising awareness among the heads of the Regional Education Directorates (DREs), with the aim of deepening their understanding of the impact of mental health on education. In this way, these managers, who are in a position of great influence in the Network, were able to mobilize educators from their Regionals to participate in the training.

Structured around the theme “Empathic Connections: Emotional Regulation and Nonviolent Communication,” this stage involved 10 synchronous meetings between mental health specialists and educators. Based on the premise that it is necessary to know yourself to know others, our researchers emphasized the importance of self-care, emotional regulation and Nonviolent Communication (NVC).



* SEDUC – SP – Secretaria de Educação do Estado de São Paulo



Training Stage

Developed by experts and researchers from the Institute’s mental health team, the Ame Sua Mente na Escola training takes place through a self-instructional teaching platform with synchronous classes. The course aims to make scientific knowledge more accessible and easier to understand.

The initiative trains teachers and school administrators in the public education system on topics involving mental health, such as mood disorders, anxiety disorders, ADHD (Attention Deficit Hyperactivity Disorder), drug use, among others.

Comprising eight modules, the training program includes a range of multimedia resources to enhance learning, as well as educational materials that educators can use on students in both lower and upper elementary levels, as well as high school. These tools ensure dynamic and engaging learning throughout the journey.

Additionally, during the journey, we provide additional content and offer synchronous classes with mental health specialists from the Institute.

Educators who complete or reach 75% of the course receive a certificate, valid for career progression, in accordance with current legislation.

Resources and tools
Synchronous classes

Synchronous sessions with our experts offer a practical approach to theoretical concepts, facilitating the application of knowledge in the educator’s daily routine, in addition to enabling greater proximity and interaction with students. The 2024 training featured synchronous classes that covered topics such as: “Mental Health at School and the Challenges of Excessive Screen Time by Children and Adolescents”; “Referral Protocol – How to Identify and Refer Potential Cases to the Psychosocial Assistance Network”; and “Educator Mental Health” – focusing on the training path launched in 2024, which addresses the importance of self-care.





Referral Protocol

The referral protocol is a valuable resource developed by the Institute in 2021. It supports schools in referring students who need specialized mental health services.

This instrument helps professionals in the field of Education analyze important indicators for a better assessment of students who show signs of mental disorders, thus favoring early treatment.

The Referral Protocol is also available on our website for any educator to use, regardless of whether they participate in our training.

Social technologies

We offer course participants the Bússola channel, via WhatsApp – at telephone number +55 (11) 991130019 –, a resource that provides concepts and guidance to help educators support children and young people who are experiencing issues such as depression, self-harm and suicide.

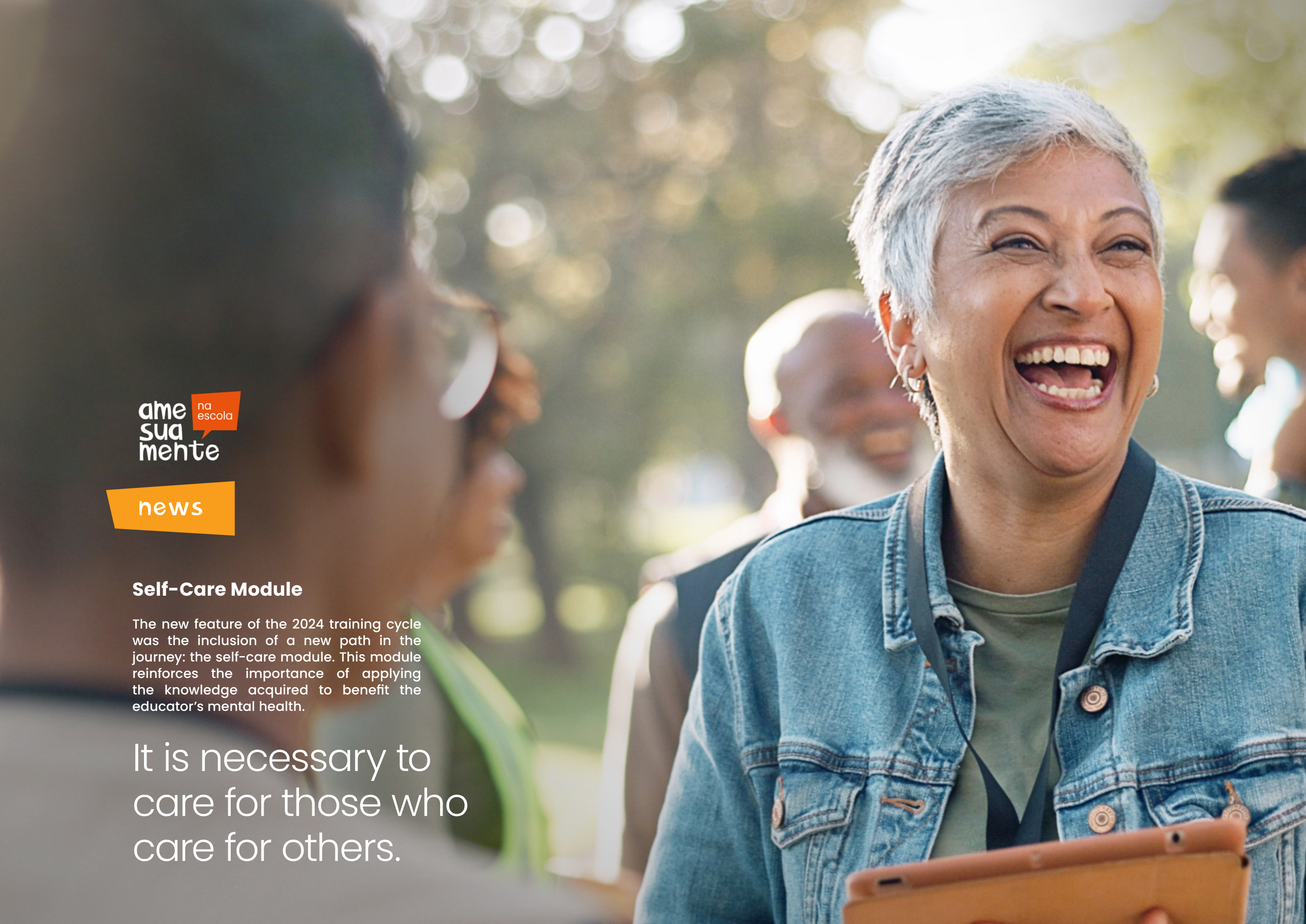
Microlearning pathways, complementary to the training journey, are presented in very simple and practical language.

Toolbox

The journey also includes supplementary materials to deepen knowledge, such as e-books, fact sheets, podcasts, games, and lesson plans, allowing educators to transform theory into practice with their students.

Across the board, communication plays an essential role in disseminating knowledge on mental health. Through specific newsletters, educators receive updated information on relevant topics, helping them address mental health challenges in the school context.





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Self-Care Module

The new feature of the 2024 training cycle was the inclusion of a new path in the journey: the self-care module. This module reinforces the importance of applying the knowledge acquired to benefit the educator's mental health.

It is necessary to
care for those who
care for others.



These are the topics covered in each of the modules that make up the training:

- 1** Mental health: definition, dimensions, causes of disorders and the role of the educator.
- 2** Anxiety disorders: neurobiology, management and self-care.
- 3** Mood disorders: depression in childhood and adolescence, management and impact on the school community.
- 4** Disruptive behaviors: understanding and managing anger and Oppositional Defiant Disorder (ODD).
- 5** Challenges of everyday school life: approaches to drug use and prevention and management strategies.
- 6** ADHD: identification, neurobiology and management in the classroom.
- 4** Referral protocols: role of specialized agents and the use of protocols.
- 8** Self-care: importance of self-knowledge, stress and anxiety management strategies for the educator.

The impact on educators Ame Sua Mente na Escola ¹⁴ / SEDUC – SP*

90% reported an increase in their knowledge of mental health.

84.3% showed progress in overcoming prejudices and building a more welcoming environment open to dialogue about mental health.

92.4% feel more empowered to take care of their own mental health.

90% feel more empowered to identify and deal with mental health issues.

86.4% feel more prepared to perform referrals.

¹⁴ Evaluation of the results included responses from more than 2,700 directly impacted educators.

* Secretaria de Educação do Estado de São Paulo

Pilot training for psychologists

For the first time, we are offering the “Ame Sua Mente na Escola” Training Course to psychologists working in the public education system in the State of São Paulo. This initiative, which aims to expand the knowledge of these professionals to face the challenges of mental health in the school environment, was carried out through the partnership between Ame sua Mente and CONVIVA SP, a program of the São Paulo State Department of Education (SEDUC-SP)**.



* CONVIVA-SP – School Coexistence and Protection Improvement Program – was created by the São Paulo State Department of Education to promote school environments that are safe, supportive, collaborative, and welcoming — all with the goal of improving student learning outcomes.

** Secretaria de Educação do Estado de São Paulo

Ame Sua Mente na Escola at Paraná

In partnership with the Paraná State Department of Education (SEED-PR) and with the essential support of the Fundação Itaú Social, which made possible the necessary investment to expand our training path in the Southern Region of the country.

The Ame Sua Mente na Escola at SEED-PR project aims to train professionals from the Department of Inclusive Education (DEIN) and its regional technicians.

It also includes the collaborative development of training materials, based on the most critical mental health issues facing the state education network.

In the future, a group of trained technicians will be responsible for disseminating the acquired knowledge to more than 2,000 educators and other professionals in the education network.

They are also responsible for engaging the school community in developing a culture of mental health promotion in the school environment.

Scientific research proves the impact of Ame Sua Mente na Escola

The “Ame Sua Mente na Escola” Project was selected by the Center for Research in Innovation and Mental Health (CISM), in 2023, as the subject matter of the scientific research conducted by the Federal University of São Paulo (UNIFESP).

Through a partnership between CISM and the city councils of Jaguariúna and Indaiatuba, our mental health training course has since been implemented in the education networks of these São Paulo cities, with the aim of evaluating its impact on Early Childhood Education, Elementary Education, and Special Education.

In the 2024 evaluation, it was observed that, in addition to expanding teachers’ repertoire on mental health, the training contributed significantly to increasing the perception of preparedness to deal with practical situations in the school environment. Before the course, only 18.4% of educators felt able to identify signs of psychological distress among students; after the training, this percentage more than doubled, reaching 40.1%.



* CISM – Center for Research and Innovation in Mental Health – is the result of a partnership between the University of São Paulo (USP), the Federal University of São Paulo (UNIFESP), the Federal University of Rio Grande do Sul (UFRGS) and the UniEduk group (UniMAX, UNIFAJ and FAAGROH).



In relation to specific disorders, advances were also significant:

- The confidence to deal with ADHD cases** increased from 23.8% to 44.5%.
- Preparedness to recognize and manage conduct disorders increased from 13.9% to 38%.
- Confidence in dealing with depression more than doubled from 13.8% to 38.1%.
- Identification of anxiety cases rose from 15.3% to 42.5%.
- Another highlight was the increased confidence in referring mental health cases for specialized support: initially, 21.5% of educators felt prepared for this task; by the end of the course, the percentage rose to 32.6%.

The analysis of the project’s results took into account factors such as: its effect on educators’ mental health; stigma related to mental health; mental health literacy; identification skills; and case management and referral.

As part of the initiative, a mapping of public mental health services in both cities was also carried out. This work resulted in the development of information guides listing the addresses and hours of operation for primary care, emergency and urgent care services, specialized care, psychosocial support, and social assistance services.

** Attention Deficit Hyperactivity Disorder.



Creation of support materials for school administrators and educators

The lack of support materials for school administrators and educators facing current challenges led us to develop a guide on the topic called “Recommendations on Mental Health for School Management.” The initiative was in partnership with Instituto Camino and Instituto Unibanco.

Developed based on multidisciplinary work by school administrators, psychiatrists, and psychologists, the material brings together six publications that offer practical guidance and effective strategies on essential topics.

Additionally, the publications provide guidelines for identifying early signs of mental health issues and recommendations on how to provide appropriate support to students who require specialized attention.

More than just a one-off topic, we believe that mental health should be a structuring pillar of the school environment. In this sense, the proposed recommendations address a cultural transformation among the main audiences of the school community.

The material also highlights the importance of self-care for school administrators. After all, a manager who takes care of their own mental health is better prepared to deal with the stress and demands of the profession, which impacts the quality of interactions with their team, students, and families.

ame sua mente

Recomendações sobre Saúde Mental para a Gestão Escolar Conceitos Fundamentais

See the topics covered in each notebook:

- Recommendations on mental health for school management;
- Prevention of drug use in the school environment;
- Suicide prevention: recommendations for educators;
- Self-harm and school: support strategies and interventions;
- Bullying and cyberbullying: reflections and strategies for schools;
- Literacy and racial awareness.

A roadmap for
mental health in education.



Support for school managers



In 2024, we began developing a new distance learning course, specifically aimed at school administrators. Created in partnership with Instituto Unibanco, the new training path aims to expand the knowledge of these professionals, offering management strategies and tools to promote initiatives that result in a school culture that promotes mental health.

To institutionalize mental health as a strategic pillar of education, the course curriculum will be structured based on the material “Mental Health Recommendations for School Management,” expanding on its core themes and integrating them into the daily routine of public school principals. Thus, the course will cover:

- **Mental health in the school context;**
- **The role of the school in promoting mental health;**
- **Key factors and safeguards for a supportive school environment;**
- **Preventive strategies for mental disorders;**
- **Preventive strategies aimed at students and their families;**
- **Crisis management – practical guidelines.**





Mental health training at the Escola Fundação Itaú*

In response to the increasing interest in mental health, we have made part of the Ame Sua Mente na Escola training program accessible through the Escola Fundação Itaú platform for all educators associated with it.

The classes are aimed at teachers in the final years of Elementary School (6th to 9th grade), a crucial phase in the development of students. During this period, students enter adolescence and experience physical, psychological and socio-emotional transformations, in addition to significant changes in their school routine.

This initiative is the result of a partnership with the Fundação Itaú Social, which makes it possible to expand the Institute's impact throughout Brazil.



Training for professionals from Sistema Único de Saúde (SUS, Unified Health System)

This year, we also made the Ame Sua Mente na Escola training available to professionals in the Sistema Único de Saúde (SUS) on the Fiocruz platform. This initiative is the result of a partnership with UNICEF and Fiocruz of Mato Grosso do Sul, through the Universidade Aberta do Sistema Único de Saúde (UNA-SUS).

* The Escola Fundação Itaú is a distance learning platform offering courses in the fields of art, culture, and education.

** UNICEF: The United Nations Children's Fund is a UN agency dedicated to ensuring the rights and well-being of all children and adolescents.





Technology in support of educators

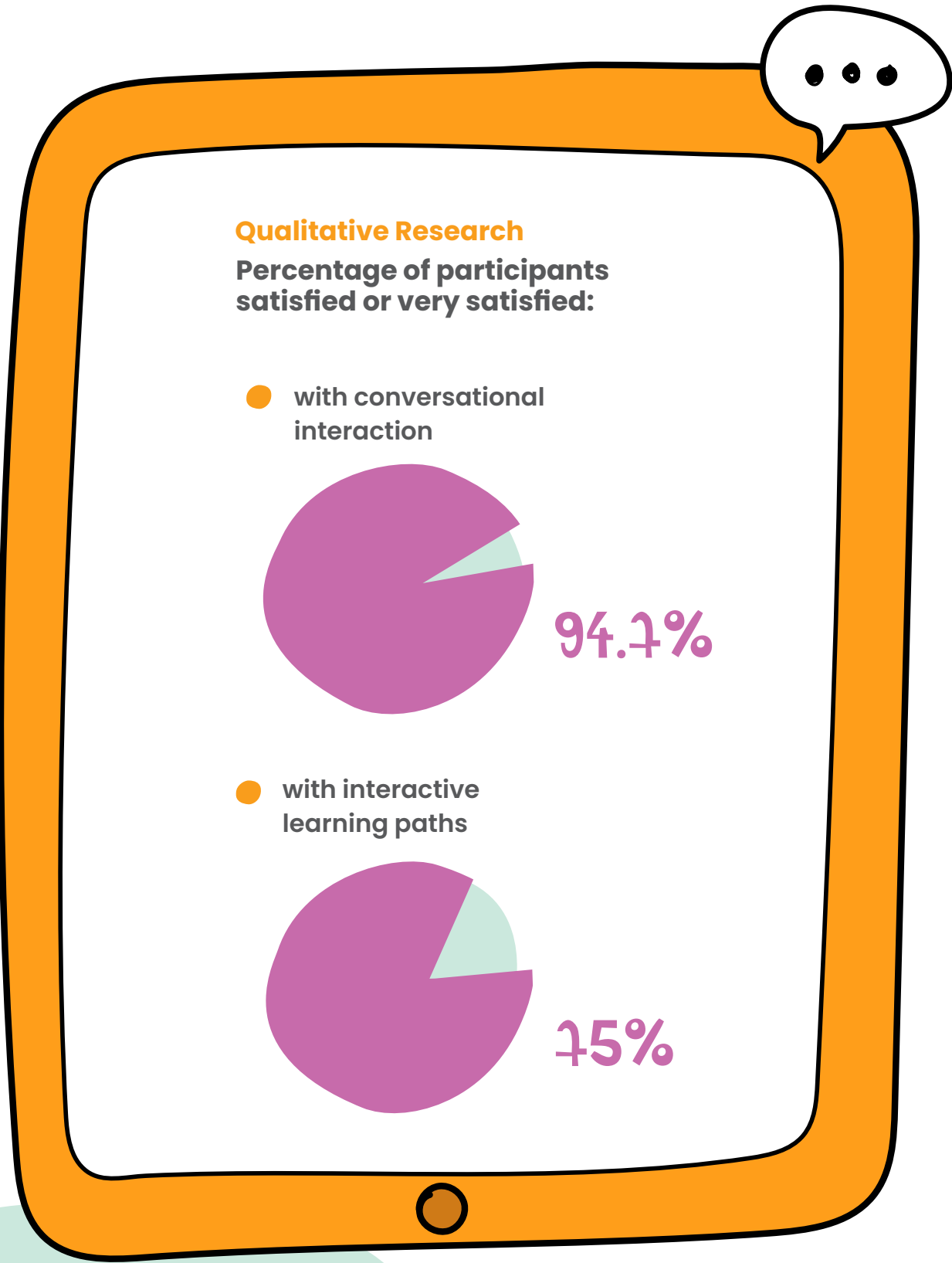
Through a partnership with IDOr Ciência Pioneira, in 2024, we launched a microlearning path on depression, one of the most common mental disorders in Brazil and worldwide. This new journey complements the existing modules on self-harm and suicide, expanding the support resources available to educators. The content is presented in audio, animation and text formats, which can be downloaded, viewed and shared.

During this period, the tool’s interactive functionality was also developed and tested. This initiative, in line with the continuous search for innovation in favor of education, will allow the user to ask the chatbot open-ended questions. Thus, with the support of artificial intelligence, the experience will become more dynamic and personalized.

Additionally, we evaluated the effectiveness of the Bússola Ame Sua Mente, and the results were doubly positive. Along with the excellent reviews of the current chatbot, we saw that artificial intelligence can make the learning experience even richer for educators.

What is the Bússola Ame Sua Mente?

It is a tool developed to support educators in facing mental health challenges in the school environment. Through a free WhatsApp channel, users can access knowledge journeys led by a chatbot, which uses accessible and objective language.



Send a “Hi” via WhatsApp to the number +55 (11) 9 9113 0019 – or click here to access.



Testimonials from educators impacted by our projects

"It contributed to my self-care and self-knowledge first and foremost and later as a professional to help others."

"My biggest motivation for participating and completing this course was the relevance of the topic covered [...] Learning a little more about mental health, mental problems, and mental disorders, knowing how to differentiate them and how to manage them, is essential."

"Being married to someone diagnosed with ADHD and having four daughters, two of whom also have ADHD, this course provided great support for my personal and professional development in dealing with this challenge."

"The synchronous classes were of great value in implementing what was laid out in the written material and videos. The exchange of experiences at these times was essential for learning."

"The information provided helps break down paradigms and stigmas related to mental health."

"Without a doubt, the course material and platform are very dynamic, given the urgency of the topic and new discoveries on mental health. The materials are well-designed and easy to understand, as is navigating the platform. I expanded and demystified topics that were quite vague in my training."

"It was very relevant to my learning and experience with interventions within the school environment."

"I got hooked on the content and it made me want to skip ahead to the next module more quickly."

"The course reinforced the importance of loving and caring for our minds as an essential part of our overall well-being."

"The training was essential for my professional growth, because, although I've always heard about the importance of mental health, it's notable how difficult it is to find support materials and appropriate training that truly helps overcome the barrier of ignorance."

"The relevance of the training, especially in the school context, is indisputable, as it is directly linked to the mental health of students and this directly impacts learning and school life."

"Mental health training is of the utmost importance, especially in a world increasingly marked by emotional and psychological challenges."

"The content presented needs to be disseminated primarily to educators, as knowledge can mitigate problems related to a stereotypical view of mental disorders."

"The training is extremely important in providing scientific knowledge combined with strategies that can be used to prevent/promote mental health in the schools."

"The content is extremely relevant to the routine in the school environment. Excellent course. Motivated for learning. For life."

"I work as a Coexistence Guidance Teacher. This course helped us make decisions and listen to our students more carefully."



advocacy In the media

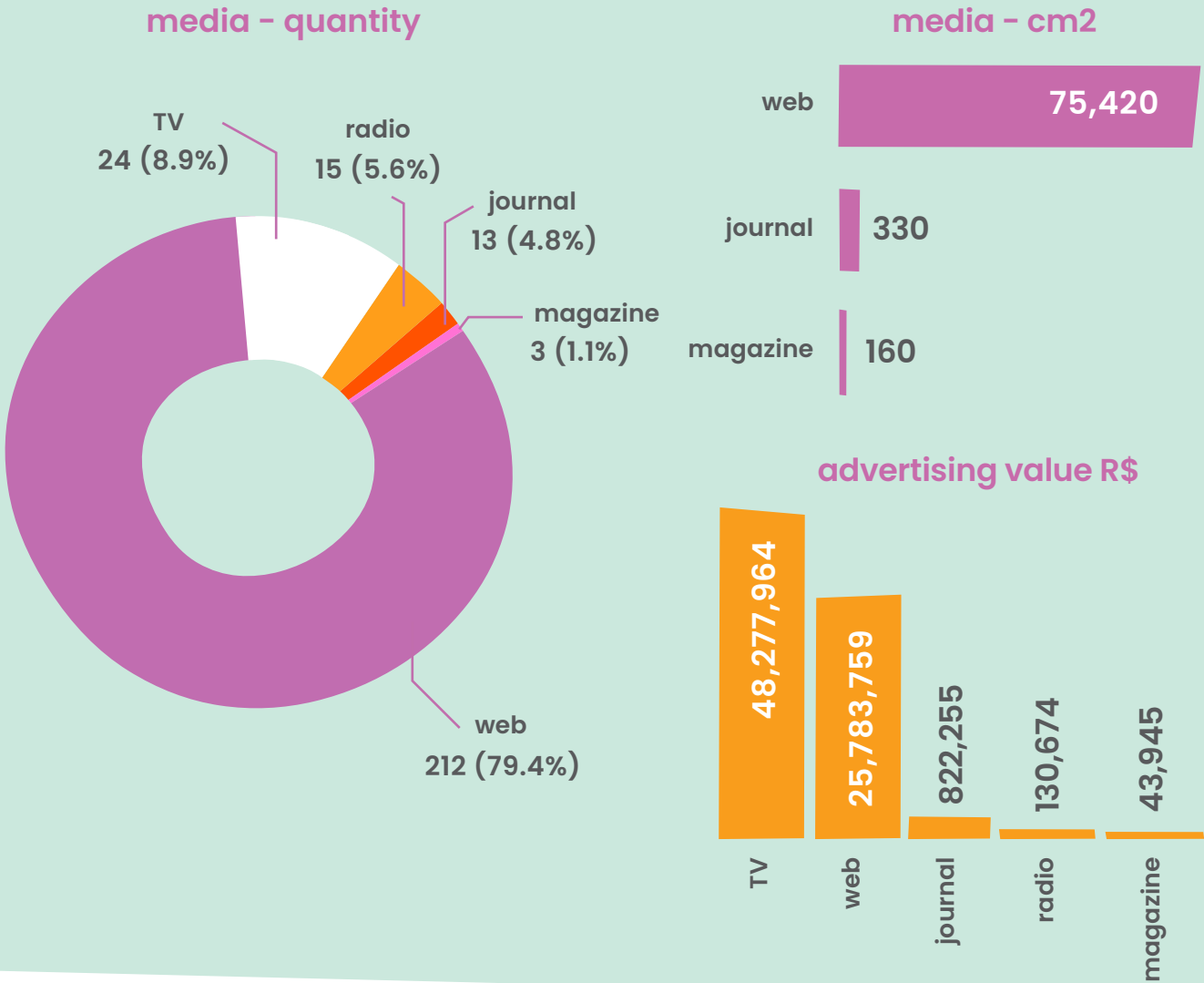
The power of the press in promoting mental health

Major media outlets—television, newspapers, magazines, and the internet—are strategic allies in the Institute’s advocacy work. By raising awareness of mental health issues, the press plays a fundamental role in expanding the dissemination of scientific knowledge, combating the stigmas that still exist, and promoting both awareness and social mobilization.

Our experts have been actively involved in major public debates. Our ongoing presence on leading media platforms enables us to engage with broader audiences, reinforce the legitimacy of our cause, and drive the cultural transformation we seek.

Below, explore the impact and some highlights of our work in 2024.

publications	savings on advertising space R\$
267	75,058,597
cm ²	audience
75,910	200,592,400



Brazil Journal

Mental disorders begin at school

Interviewees: Rodrigo Bressan, Marco Kheirallah, Cristiana Pipponzi
Brazil Journal – 9/14/2024



Marco Kheirallah



Cristiana Pipponzi



Rodrigo Bressan



The impact of stigma on the mental health of children and adolescents

Interviewee: Rodrigo Bressan
Revista Gama – 5/10/2024



Mental health care when going back to school

Interviewee: Pedro Pan
Nova Brasil – 1/31/2024



Soccer and cell phones drive betting among children and teenagers

Interviewee: Gustavo Estanislau
Estadão – 9/14/2024



Brainrot and the mental rot

Interviewee: Rodrigo Bressan
CBN – 12/08/2024



Teachers report students being attacked when they prevent cell phone use in the classroom

Interviewee: Rodrigo Bressan
Folha de S.Paulo – 10/02/2024



Emotional education helps children’s development

Interviewee: Rodrigo Bressan
Veja São Paulo – 10/11/2024



“Cancel Culture: The phenomenon and its impact on mental health”

Interviewee: Gustavo Estanislau
O Globo – 1/05/2024



What is the mental health status of children and adolescents in Brazil?

Interviewee: Rodrigo Bressan
Nexo – 9/23/2024



Yellow September

Interviewee: Pedro Pan
TV Globo – SPTV – 9/14/2024



Anxiety: understand when it’s time to seek help

Interviewee: Rodrigo Bressan
Jornal da Band – 12/13/2024



Back to school and mental health in schools

Interviewee: Rodrigo Bressan
Podcast Café da Manhã – 2/05/2024



School strategies to strengthen the mental health of children and young people

Interviewee: Rodrigo Bressan
Revista Gama – 9/29/2024



The importance of mental health in companies

Interviewee: Rodrigo Bressan
Estadão – 12/17/2024



We need to talk about suicide

Interviewee: Gustavo Estanislau
Programa Opinião – 9/06/2024



Children raised with overprotection

Interviewee: Gustavo Estanislau
Estadão – 10/31/2024



Teens with depression are more likely to vape

Interviewee: Gustavo Estanislau
SBT News – 9/07/2024



RS: the effects of the climate tragedy on mental health

Interviewee: Gustavo Estanislau
Jornal da Record – 5/13/2024



MIT-trained neurosurgeon gives up his career, story about his profession goes viral

Interviewee: Pedro Pan
Economic Value – 7/24/2024



Limiting Cell Phone Use in Schools

Interviewee: Rodrigo Bressan
Programam Encontro – 2/06/2024



Bullying and Cyberbullying are no joke

Interviewee: Pedro Pan
Opinion Program – 10/25/2024



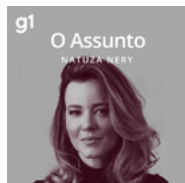
BETS among children and adolescents

Interviewee: Gustavo Estanislau
Estadão – 11/13/2024



Public school in São Paulo, in partnership with an NGO, promotes anti-bullying initiatives

Interviewee: Henrique Teruo Akiba
Jornal da Record – 3/21/2024



How to talk to children and teens about suicide

Interviewee: Pedro Pan
"O assunto" Podcast topic – 8/26/2024



Content factory

Mental health in social media

With the goal of raising awareness and fostering a new mental health culture in Brazil, we continuously produce exclusive content based on scientific evidence. There are almost 100 blog articles and 600 videos published, in addition to biweekly newsletters, videocasts, web stories, audiobooks, manuals, and other formats. To learn more about mental health in the way you prefer and at the time you prefer.

A new culture: we build together!
Check out the impact generated on Instagram in 2024:



followers
99,955



people impacted
+ 11.5 million



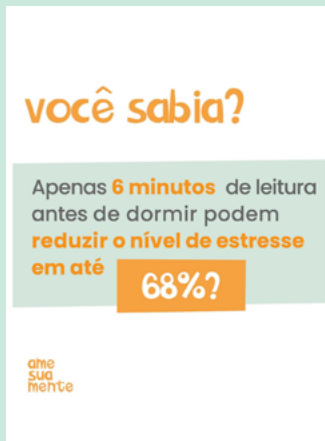
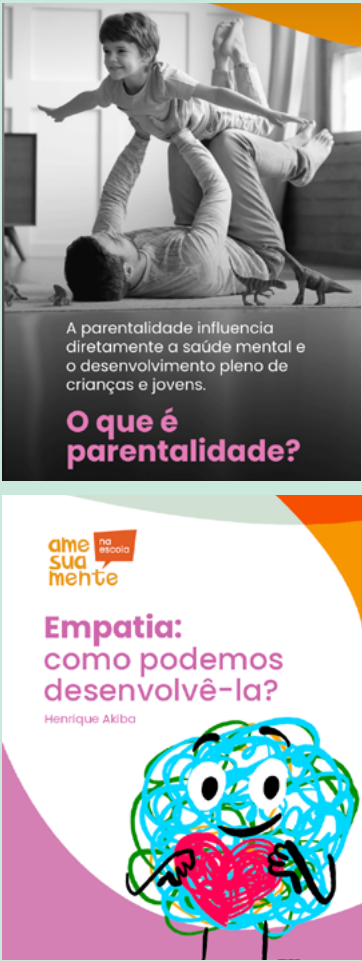
post interactions
+ 370,000



number of published posts
834



Click and access
our content menu



Campaigns

Throughout the year, the Ame Sua Mente Institute developed strategic communication campaigns to mobilize society over the importance of mental health care. We take advantage of important dates to expand the reach of our messages. **Check out our main highlights:**



The best defense is conversation

+ 855 thousand views | 55 thousand likes | 550 comments

In collaboration with Sociedade Esportiva Palmeiras, we produced an awareness campaign among football fans, mostly men. This initiative reinforces the importance of dialog in promoting mental health from an early age. Initiatives included producing a video with Palmeiras players to expand the campaign's reach on digital platforms, organizing a promotional event during a Brazilian Championship match, and delivering a mental health talk for coaches at Palmeiras' youth soccer schools.

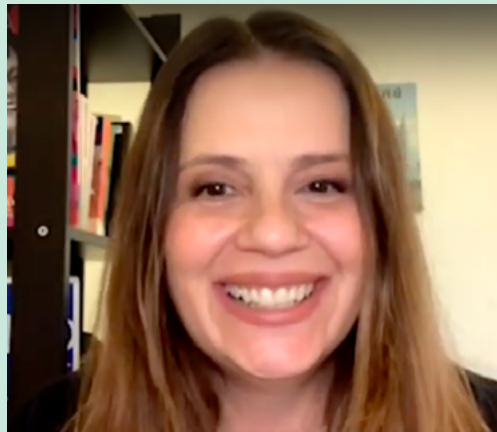
Yellow September

Yellow September, a national awareness movement on suicide prevention, was addressed from a new perspective in the Institute's campaign: "Saúde Mental é Vida!" ("Mental Health is Part of Life!").

Our goal was to emphasize that taking care of the mind is an essential step in preserving life, promoting socio-emotional development, strengthening bonds, and building support networks.

#

saúde
mental
é vida



World Mental Health Day
Turma da Mônica takes care of the mind

On World Mental Health Day (10/10), we expanded our message in a special partnership with the Instituto Mauricio de Sousa. With the help of Turma da Mônica, we disseminated information about habits that promote mental health, raising awareness among children, young people, and families through a collaborative publication on social media.

HÁBITOS QUE AJUDAM NA NOSSA
SAÚDE MENTAL



PENSAMENTO OTIMISTA

Sem negar problemas, mas buscando **soluções**. O hábito de refletir sobre nossas reações às adversidades ajuda a **cuidar** da saúde mental.

MINDFULNESS

Ao prestar atenção no momento **presente**, desenvolvemos regulação emocional, compaixão e resiliência.



ENVOLVIMENTO SOCIAL

Envolver-se em **atividades, hobbies e esportes** ajuda na criação de relações de **confiança**, sendo importante **priorizar** esses momentos.

DESENVOLVIMENTO SOCIOEMOCIONAL

A autoconfiança, empatia e resiliência são **importantes** para lidar com os desafios de forma **saudável**, além de ajudar a construir relações **positivas e verdadeiras**.



TRIPÉ DA SAÚDE MENTAL

- Um **sono** regulado ajuda a reduzir o estresse e melhora a concentração.
- Uma **alimentação** balanceada é fundamental para a regulação do cérebro.
- Praticar **atividades físicas** libera hormônios que promovem a sensação de bem-estar.





dia 01

Aceita o desafio?

10 dias

10 práticas benéficas para a saúde mental



#DesafioAmeSuaMente

Complementing our campaign, we launched the #DesafioAmeSuaMente. Between October 1 and 10, we proposed a daily challenge with simple, scientifically based practices to promote new protective habits and encourage healthier daily routines.



Vertentes

A mental health ecosystem

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

In order to drive systemic change, Vertentes prioritizes Advocacy – focusing on awareness, public engagement, and influence in public policy.

In November 2024, the Fundo Filantrópico Vertentes (Vertentes Philanthropic Fund) was launched and structured by IDIS (Instituto para o Desenvolvimento do Investimento Social) to raise, manage and allocate donations and sponsorship resources to mental health projects and programs aligned with its principles.

This initiative is made possible by the support of RaiaDrogasil and, to ensure transparent and strategic financial management, a partnership was established with Sitawi Finanças do Bem.

The Institute, together with its other members – Associação pela Saúde Emocional (ASEC), Instituto Bem do Estar, Instituto Vita Alere, RaiaDrogasil and SoulbeGood – reinforces its commitment to the cause of mental health, by working in an alliance that further enhances its impact.

Support



Founders



Certifications

The year 2024 was especially remarkable for the Ame Sua Mente Institute. We reap the rewards of our serious work and our commitment to our purpose of transforming the culture of mental health in Brazil.

We are proud to share the awards and recognition we received throughout the year.



Best NGOs

The Institute was included in the list of the 100 best non-profit organizations in the Best NGOs Awards. Each year, the initiative recognizes Brazilian institutions that stand out for their excellence in management, governance, financial sustainability and transparency.



The Dot Good Ranking

We are now included in the ranking of the 50 best Brazilian NGOs by The Dot Good, one of the most respected international platforms for evaluating the work developed by social organizations. The platform selects institutions based on governance, innovation and impact criteria.



Doar A+ Seal

The Doar Seal is for NGOs what ISO 9001 certification is for companies. The seal recognizes organizations that follow best management, transparency, and fundraising practices, based on the main international certification models for civil society organizations.



3rd ACESSA Self-Care Award in Health

We were among the three finalists in the “Health Communication and Self-Knowledge” category of the 3rd ACESSA Self-Care in Health Award, organized by Abril, and ACESSA (Associação Brasileira da Indústria de Produtos para o Autocuidado em Saúde, Brazilian Association of the Industry of Products for Self-Care in Health). The award highlights initiatives that contribute to literacy and awareness in the health sector.



Mapping Mental Health Practices in Schools – Instituto Cactus

Our “Ame Sua Mente na Escola” training was recognized as one of the most relevant initiatives of the “Mapping of Mental Health Practices in Schools”, an initiative of the Cactus Institute in partnership with Vozes da Educação. The survey, which interviewed educators to identify and systematize good mental health promotion practices implemented in public education systems, highlights our partnership with the São Paulo State Department of Education, through which we have trained more than 7,000 educators since 2023, when we were accredited by the Escola de Formação e Aperfeiçoamento dos Profissionais da Educação do Estado de São Paulo (EFAPE, São Paulo State School for Training and Improvement of Education Professionals) as the official mental health program linked to the State’s Education System.

Each recognition strengthens our conviction in the importance of our cause and motivates us to continue promoting a culture of mental health care throughout the country.

Now, we invite you to learn a little more about the Institute’s work.

amesuamente.org.br



Institutional Development

Social partnerships

At the Ame Sua Mente Institute, we believe that transforming mental health in Brazil through interventions within the school community is a mission that can only be strengthened through strategic alliances. Therefore, we rely on the support of companies and organizations that, aware of their social role, choose to invest in initiatives with lasting impact.

Year after year, we expand our ability to make an impact, thanks to the ongoing support of institutions that have been part of our journey. Such engagement has played a key role in sustaining our initiatives and in positioning knowledge as a strategic driver of cultural change around mental health in Brazil.

We thank each partner who walked with us in 2024. Together, we continue to mobilize resources, talent, and the will to transform the reality of Brazilian education through mental health care.

Supporters



Partners



In addition to organizations, the Ame Sua Mente Institute also relies on the valuable support of individuals. Every year we hold a large fundraising dinner. More than just a fundraising event, this gathering is an opportunity to share experience, lessons learned, and the results of our interventions — and to celebrate, together with our major donors, the cause that unites us.

With each edition, we strengthen our capacity to act with the consistent support of donors who follow our journey.

We express here our immense gratitude to the major donors for their trust in our work. The attitude and contribution of each of you paves the way to expand the impact of our initiatives and transform the lives of thousands of children and young people.

Daniel Goldberg
Daniela e Marcos Nader
Geyze Diniz
Henrique D’Amico

Mariella Ometto Scarparo
Marina Auriemo
Valéria Gillet

Diversification of resource sources

Crowdfunding

In 2024, we expanded our fundraising efforts through new donation platforms, beyond Benfeitoria. Complementing this strategy, we joined Rede Globo's Para Quem Doar platform and the GlobalGiving platform, which connects people around the world to causes with transformative potential.



Click and donate. Be part of this #amesuamente movement



We believe in the strength of the collective and the relevance of our cause for the well-being of all.

Therefore, our sincere gratitude goes to each person who contributed through the donation platforms — it is with your support that we are able to expand our impact and continue transforming lives.





Cause marketing

Reinforcing the importance of strategic alliances for the sustainability of our cause, we established a partnership with Shopping Cidade Jardim to sell social products that were part of three editions of the Gift Guide, a private shopper service of JHSF/ CJ Fashion, with 100% of the proceeds donated to the Ame Sua Mente Institute.

For these initiatives, we created the Santa Pausa line — a collection of exclusive items designed for well-being and meant to inspire moments of connection. On Mother’s Day, the Santa Pausa basket invited families to put their cell phones aside during meals. On Valentine’s Day, the popcorn bucket set the scene for a moment of closeness, this time for two. And on Christmas, the hourglass brought a reflection on time — how we can create meaningful experiences of connection and well-being.

In 2024, people committed to and mindful of the importance of mental health found in the Ame Sua Mente Institute a place to devote their time, talents, and sense of purpose. Among them, we highlight the partnership between Marina Auriemo and Angela Tovar, creators of ATMOSFERA, a fashion brand that combines sport and well-being. Part of the proceeds from the new collection will support our training programs for public school educators.

The movement led by Marina Auriemo, who also chairs the Institute’s Institutional Relations, Communications and Fundraising Committee and sits on the Institute’s Board of Directors, has inspired new mobilizations. Psychologist Andréa Castanho hosted a charity bazaar with 100% of the proceeds going to our cause. The Tatá Moreno brand donated a piece of jewelry to be raffled off, with all proceeds going to the Institute.

These spontaneous and generous initiatives led to the creation of our sponsor group: by the end of 2024, 15 women—volunteers, leaders, influencers, and mobilizers—had accepted the invitation to elevate the visibility of the cause and to strengthen the Institute’s sustainability throughout 2025. Together, they will create networks, promote events, and mobilize resources to promote mental health.





Governance

Commitment to ethics, innovation and mental health

We reiterate our commitment to a healthy organizational culture, guided by coherence, transparency and alignment with the Sustainable Development Goals (SDGs) related to our cause. This commitment was realized with the publication of our Code of Ethical Conduct, which highlights the Institute’s fundamental values, such as integrity and transparency.

This document reaffirms our respect for and commitment to diversity in all its forms, our ongoing pursuit of excellence and innovation grounded in scientific and academic evidence, and our belief in the power of collaboration as a key driver of meaningful social transformation.

Data Protection

To ensure best organizational practices and demonstrate the seriousness with which we treat information, we conducted a complete review of our technical and administrative security measures, in compliance with the General Data Protection Law (LGPD).

We have added sections to our website dedicated to data protection, privacy, and cookie policies, as well as created a channel where individuals can exercise their rights, such as requesting correction, deletion, data portability, or objecting to the use of their data.

Technology and innovation

Another important milestone was the creation of the Technology and Innovation area, accompanied by the launch of the Technology Board, responsible for ensuring the necessary support and debate to continue exploring technological resources that promote mental health in the educational context.

This new board, which joined our governance in April, includes six respected professionals from companies like Google and Boxl824. It also features representation from our main beneficiary—the educator—through Maria Isabel Faria, Director of the Central-South Regional Education Office at the São Paulo State Department of Education.



Aminadab Nunes

Laura Kroeff

Marco Bebiano



Maria Isabel Faria

Renata Feltrin

Renato Berezjak Cunha

Executive Board

The Institute’s governance also gained new perspectives with the arrival of publicist and entrepreneur Marina Auriemo, who joined the Board of Directors and also chairs the Institutional Relations, Communications and Fundraising Committee.

Our advisors bring fundamental and complementary skills in the areas of education, mental health, social initiatives, management, technology and resource mobilization. Working in an integrated manner, they consolidate our operations and expand the organization’s potential for impactful and sustainable growth.



Marco Kheirallah
Presidente do Conselho



Kika Pipponzi
Vice-Presidente do Conselho



Leticia Lyle
Conselheira



Marina Auriemo
Conselheira

Technology Board

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

Audit Board

Cibele Demetrio Zdradek
Fabio Santiago
Fernando Foz de Macedo
Ricardo Eid

Advisory Board

Guillain Patrice Louis Marie de Camaret
José Guilherme Carneiro Queiroz
Nicolas de Camaret
Pedro Mario Pan
Ricardo Cavalieri 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

Team

Meet the people who make up the Ame Sua Mente Institute

Rodrigo Bressan / President-Founder
Andréa Regina / Executive Director
Luci Zeferino / Operations
Luciana Silva / Operations

Social Programs

Claudia Donegá / Social Programs Management
Carolina Maciel / Social Programs Management
Nayra Baptistelli / Project Coordination
Olga Paz / Project Coordination
Rafaela Fagundes / Project Coordination
Daniela Carvalho / Social Programs
Denise Elias / Social Programs
Amanda Aquino / Social Programs
Grace Luciana Pereira / Educational Consultant

Cláudia Tazitu / Bússola Management
Thiago Gonçalves / Technology and Innovation Management
Victor Hugo dos Santos / Information Technology Internship

Communication

Alessandra Paz / Institutional Relations Management
Maíra Brandão / Institutional Relations
André Gola / Creative Advisory - Volunteer

Applied Knowledge

Researchers, consultants and experts in the field of Mental Health

Ana Carolina D'Agostini
Carolina Gaya
Clarice Madruga
Gustavo Estanislau
Henrique Akiba
Laura Trevizan
Mariana Lago
Mariana Rebello
Rodrigo Bressan



Transparency

INSTITUTO AME SUA MENTE

CNPJ/MF: 28.985.030/0001-13

Balance Sheets

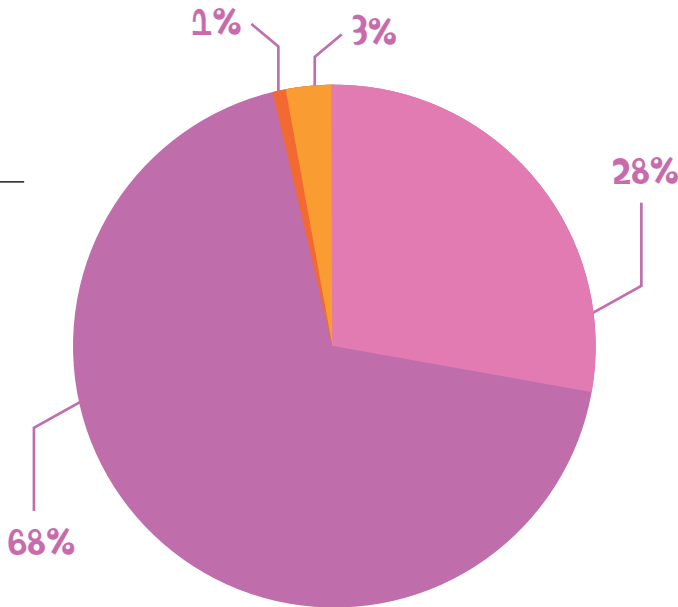
as of December 31, 2024 and 2023 (in reais)

Asset			
	Explanatory Note	31/12/2024	31/12/2023
Current			
Own resources			
Cash and cash equivalents	4	2,176,724	1,453,135
Other accounts receivable		34,489	59,500
		2,211,214	1,512,635
Non-current			
Fixed Assets		12,149	8,284
Intangible		2,606	-
		14,755	8,284
Total Assets			
		2,225,968	1,520,919

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

Funding Sources 2024

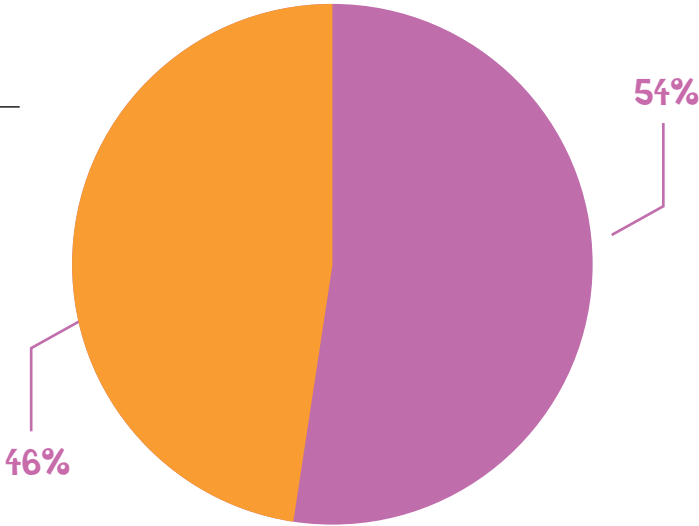
- Donations Individuals
- Corporation Donates
- Project Management Fee
- Provision of Services



Liability and net equity			
	Explanatory Note	31/12/2024	31/12/2023
Current			
Own resources			
Suppliers		7,892	8,745
Labor obligations		12,392	32,569
Tax obligations		4,058	701
Demobilization	5	99,730	69,430
Projects to carry out	6	532,792	675,588
		656,865	787,033
	7		
Net Equity			
Equity		733,886	940,749
Surplus/(deficit) for the fiscal year		835,217	(206,863)
		1,569,103	733,886
Total Liabilities and Net Equity			
		2,225,968	1,520,919

Investments 2024

- Project Expenses
- Institute Expenses



*Financial statement audited by BDO

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.



Instituto Ame Sua Mente
www.amesuamente.org.br

Support our cause today.

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



ame
sua
mente

Ame Sua Mente Institute Activity Report – 2024

Written and Proofread by: Alessandra Paz, Andréa Regina e Maíra Brandão

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