

MINDFUL MAESTROS



INTRODUCTION

Despite efforts to integrate psychiatry into primary health care as a primary intervention, significant challenges remain. There is a persistent lack of societal awareness and enduring stigma surrounding mental illness and emotional expression, which hampers effective management and support. Addressing these issues requires a multifaceted approach that not only improves access to mental health care but also promotes greater understanding and acceptance within the community.

PROJECT MODEL

Mindful Maestros is a 4-month program designed to enhance mental health through art expression. It offers a dual-focused approach: supporting psychiatric patients in reintegrating into society and providing adolescents with a positive outlet for emotional expression. A key component of the program is the sale of participants' artwork at exhibitions, generating income that supports both patients and students. This financial benefit, combined with the creative process, enhances their sense of achievement and provides vital economic support. Additionally, the participant journey will be documented in a docuseries to reduce societal stigma around mental health. By sharing personal stories and successes, the docuseries aims to foster greater understanding and acceptance within the community.

TARGET IMPACTS

- ✓ Increased sense of self autonomy
- ✓ Increased positive perception of value and worth of personal experiences with mental illness
- ✓ Improved outlet for expression of emotions.
- ✓ Heightened recognition of and distinguishment between emotions
- ✓ Increased awareness through public discourse on mental health issues.
- ✓ Reduced misconceptions through education sessions.

MACRO BACKGROUND

In Namibia, the burden of mental illness is alarmingly high, with an estimated prevalence of 25.6%, projected to double by 2025. Key drivers include substance abuse, chronic infections, and socio-economic challenges. The severity of this issue was underscored by reports from January 2020 to June 2021, which documented 749 suicides, with 82% of victims being men and 62% boys.

ABOUT IMPACT TANK



- We are Namibia's first social impact venture builder, founded in 2020.
- Our projects focus on 3 thematic areas: Emerging Technology, Blue & Green economy and Indigenous knowledge.
- We aim to impact the lives of thousands of Namibians and inspire further action by the market.
- Visit www.impacttank.org.na

