

World Mental Health Day 2023

Social Media Cards

Accompanying Text

We've developed 10 social media cards to illustrate some key facts and figures about mental health in Ghana. The cards and other materials can be downloaded here: <https://www.ghanasomubi.com/wmhd-2022>

Below are some example messages which could be used to illustrate the cards for social media, as well as the text of each card itself.

Card 1

Card text: In Ghana, 77% of people think mental health problems can be caused by witchcraft – KAP Baseline Survey (Oct 2021)

Example social media text: Today is #WorldMentalHealthDay. Did you know that more than three-quarters of people surveyed link #MentalHealth with witchcraft? This can hinder people seeking medical support. #PrioritiseMentalHealth

[Download here](#)

Card 2

Card text: In Ghana, 56% of people think that people with disabilities should not be given any responsibility - KAP Baseline Survey (Oct 2021)

Example social media text: This #WorldMentalHealthDay let's start to break down negative perceptions of people with disabilities and #MentalHealth conditions. #PrioritiseMentalHealth

[Download here](#)

Card 3

Card text: In Ghana, 86% of people think it is easy to tell people with mental health conditions from those without – KAP Baseline Survey (Oct 2021)

Example social media text: People with #MentalHealth conditions could be any of us. On #WorldMentalHealthDay it is about time to learn about what mental health really is! #PrioritiseMentalHealth

[Download here](#)

Card 4

Card text: In Ghana, 80.4% of people think that one of the main causes of disabilities is the result of past deeds or curses - KAP Baseline Survey (Oct 2021)

Example social media text: Having a #MentalHealth condition has nothing to do with past deeds. Let's see mental health problems for what they are and seek professional help! #WorldMentalHealthDay #PrioritiseMentalHealth

[Download here](#)

Card 5

Card text: “Due to lack of adequate mental health literacy, many Deaf persons may be unaware they have mental health conditions.” – GNAD research on mental health.

The person featured in the photo is Juventus Duorinaah, Executive Director of Ghana National Association of the Deaf (GNAD)

Example social media text: Our grantee @original_gnad has undertaken research on the #MentalHealth needs of Deaf people in Ghana and identified significant gaps in their mental health literacy. We need to #PrioritiseMentalHealth for everyone #WorldMentalHealthDay

[Download here](#)

Card 6

Card Text: “Some family members deny Deaf people with mental health conditions food and shelter and abandoned them at prayer camps.” – GNAD research on mental health

The person featured in the photo is a sign language interpreter supporting Ghana National Association of the Deaf (GNAD)

Example social media text: This **policy brief** by @original_gnad delves into the #MentalHealth needs of Deaf people. They identified social and policy gaps in mental health support #WorldMentalHealthDay #PrioritiseMentalHealth

[Download here](#)

Card 7

Card Text: “Health workers unduly delay attending to deaf people or are unwilling to provide care because of communication barriers. Let’s equip health professionals with sign language skills to better take care of deaf people!” – GNAD research on mental health

Example social media text: We commend healthcare workers who have started learning sign language to support Deaf people seeing #MentalHealth care. Find out more about @original_gnad research into #MentalHealth needs
<https://gnadgh.org/the-ghana-national-association-of-the-deaf-on-the-dissemination-of-findings-on-study-to-assess-the-knowledge-of-and-barriers-to-mental-health-services-among-deaf-people-in-ghana/>

[Download here](#)

Card 8

Card Text: More than half (52.7%) of the women living in the alleged witches' camps have depression. - SONGTABA research on mental health of alleged witches

The photo shows a woman in an alleged witches camp

Example social media text: The trauma of witchcraft accusations and exile in camps can lead women to experience symptoms of depression. See @SongtabaNGO new **research** on the #MentalHealth needs of residents in alleged witches camps #WorldMentalHealthDay #PrioritiseMentalHealth

[Download here](#)

Card 9

Card Text: Over 97% of alleged witches have low or extremely low quality of life. None have high or excellent quality of life. – SONGTABA research on mental health of alleged witches

Example social media text: The quality of life of women accused of witchcraft leaves much to be desired. @SongtabaNGO new research identified significant #MentalHealth needs #WorldMentalHealthDay #PrioritiseMentalHealth

[Download here](#)

Card 10

Card Text: “There should be quarterly health screening by a multi-disciplinary team, comprising nurses, doctors, clinical psychologists, social welfare officers for residents of the alleged witches camps by the Ghana Health Service to improve their health” – SONGTABA research on mental health of alleged witches

Example social media text: This **policy brief** by @SongtabaNGO delves into the #MentalHealth needs of women accused of witchcraft. They identified significant need for health and #MentalHealth support #WorldMentalHealthDay #PrioritiseMentalHealth

[Download here](#)

Want to tag other organisations for World Mental Health Day? Try some of these:

Our programme

@GhanaSomubi Ghana Somubi Dwumadie

Our grantees

@HFFG_Ghana Hope for Future Generations

@Original_gnad Ghana National Association of the Deaf

@SongtabaNGO SONGTABA

@ThePsyKForum The PsyK Forum

@VoiceGhana Voice Ghana

Our funder

@Ukinghana UKAid through Foreign, Commonwealth and Development Office, UK (FCDO)

Some of our consortium partners

@Optionsinhealth

@BasicNeedsGh

@Sightsavers

@KingsCollegeLon

Some key stakeholders and partners

@CHRAJGHANA Common on Human Rights and Administrative Justice (CHRAJ)

@gfdghana Ghana Federation of Disability Organisations

@GhanaPresidency The Presidency (Jubilee House)

@mehsog Mental Health Society of Ghana

@MindFreedomGh Mind Freedom Ghana

@mha_ghana Mental Health Authority

@MoGCSP_Ghana Ministry of Gender Children and Social Protection

@mohgovgh Ministry of Health

@NcpdGhana National Council of People with Disabilities

@SDGsPresidency SDG office at the Presidency

@WHOghana World Health Organization, Ghana