

# DIGITAL IMPACT REPORT

AUGUST 2020-MARCH 2021





## A MESSAGE FROM THE FOUNDERS

There is only one word to describe 2020 and that is resilience.

For better or for worse, 2020 has impacted the lives of all of us. What we've learned through these unprecedented times is the power of togetherness and humanity. Our volunteers and online community helped SOCH extend its boundaries of mental health support across borders by pivoting to online workshops, events, forums and support discussions. Through the support of SOCH's growing online community, we have been able to spread knowledge, raise awareness and drive mental health promotion to South Asians beyond our local neighborhoods. The synchronized work of our community partners, volunteers, and followers has allowed SOCH to expand its wings and transform into a beacon of light that is ignited by its community, for the community.

What started out as a localized initiative spearheaded by two Registered Nurses, has transformed into an effort in solidarity to combat mental health with a growing online platform and global community.

We want to thank all of our SOCH Superheroes, community partners, and sponsors that continue to champion SOCH's values and bring us closer to achieving our objective towards ensuring South Asian mental health continues to become prioritized within all communities worldwide.



ਇਕੱਠੇ ਮਿਲ ਕੇ ਅਸੀਂ ਮਾਨਸਿਕ ਸਿਹਤ ਬਾਰੇ ਆਪਣੇ  
ਕਮਿਊਨਿਟੀ ਦੀ ਸੇਚ ਨੂੰ ਬਦਲ ਸਕਦੇ ਹਾਂ |



## 2020 HIGHLIGHTS

Since August 2020–March 2021, SOCH Mental Health has increased its digital engagement to the broader public on multiple online platforms including Instagram, Facebook and Twitter.

**56**

**TOTAL NUMBER OF  
WORKSHOPS  
CONDUCTED**

**34**

**NEW VOLUNTEERS  
ONBOARDED**

**7.5K**

**TOTAL NUMBER OF  
FOLLOWERS**

**98K**

**TOTAL FUNDING  
RECEIVED**

**05**

**TOTAL ENGAGEMENT  
IN COUNTRIES**

**53K**

**TOTAL NUMBER OF  
PARTICIPANTS  
ENGAGED THROUGH  
PROGRAMS AND  
SERVICES**

## 2020-2021 PROGRAMS AND SERVICES

The 2020-2021 program series included the following:

**WOMEN'S MENTAL HEALTH**

**MEN'S MENTAL HEALTH**

**QUEER AND TRANS MENTAL HEALTH**

**INTERNATIONAL STUDENTS**

**COPING WITH THE PANDEMIC**

**HEALING THROUGH HEARTACHE**

**SENIORS' MENTAL HEALTH**

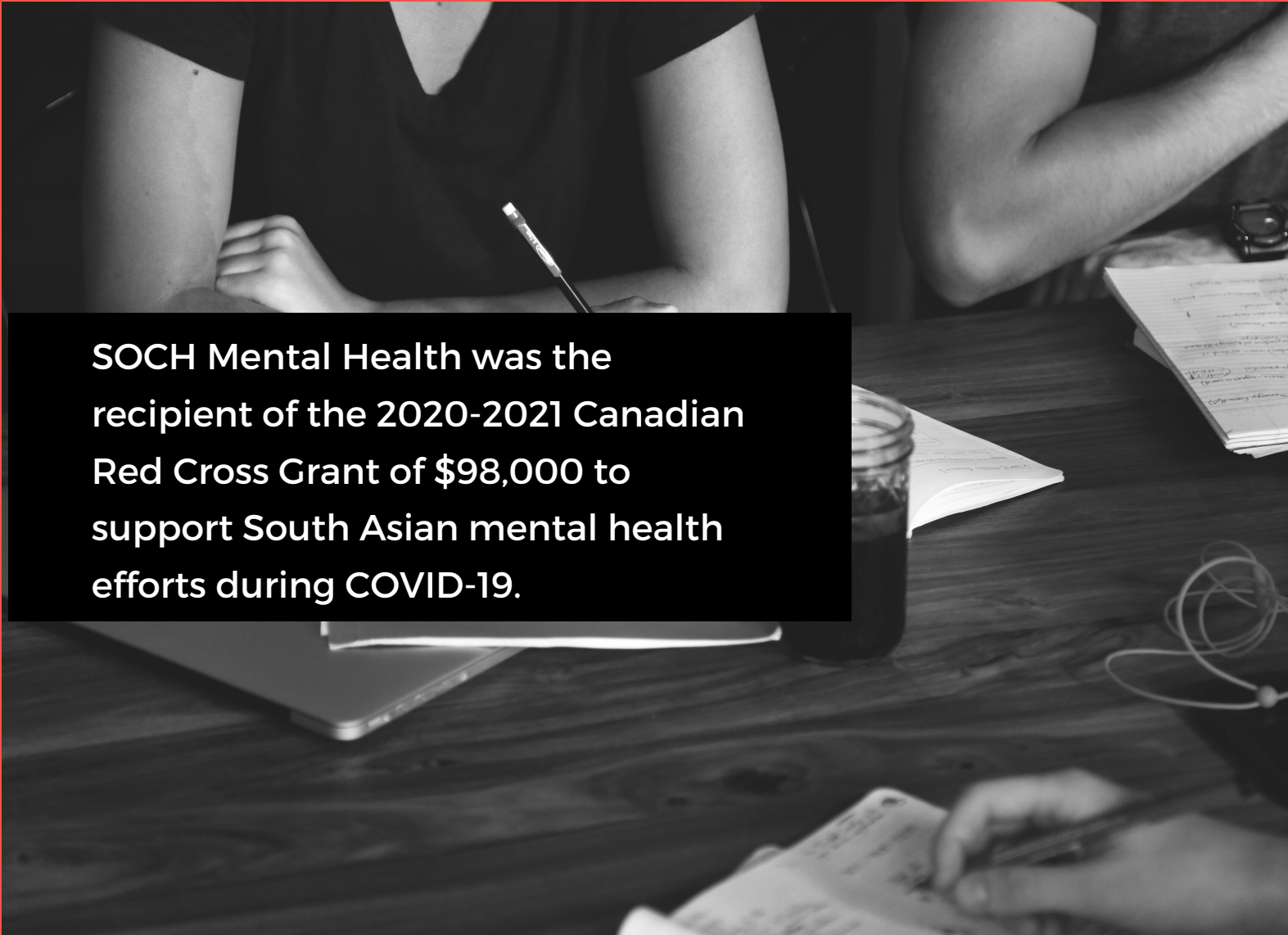
**ADDICTIONS & MENTAL HEALTH**

**SUNERHI SOCH**

**POETRY & MENTAL HEALTH**



# GRANT UPDATES



**SOCH Mental Health was the recipient of the 2020-2021 Canadian Red Cross Grant of \$98,000 to support South Asian mental health efforts during COVID-19.**

This grant provided the South Asian (SA) community with improved access to mental health support by delivering culturally tailored online workshops that target their unique community needs. SOCH has been able to address the social isolation and mental health impacts of the pandemic, increased its capacity to deliver more frequent workshops by onboarding and training more volunteers.

SOCH's efforts through this grant generated mental health support in the following areas:

- Volunteer Growth
- Operational Support
- Increase in Volume of Workshops Provided
- Interaction with Prime Minister Justin Trudeau
- Individual Mental Health Consultations



## GRANT MILESTONES

### FACEBOOK FOLLOWERS:

# 922

Delivering mental health program delivery across multiple platforms has been integral towards SOCH's success to date. SOCH recognizes community members have varied preferences and has pivoted towards agile program delivery models to ensure everyone has access to the mental health support they need.

### INSTAGRAM FOLLOWERS:

# 7,535

Across platforms like Instagram and Facebook, SOCH has facilitated Live workshops and community conversations for fluid and interactive engagement with community members.

### TWITTER FOLLOWERS:

# 1,020

SOCH continues to drive change by using Twitter to engage in meaningful discussions with its followers and connect with likeminded individuals and organizations for effective collaborations to drive change to support pandemic mental health relief.



## PANDEMIC SUPPORT & ADVOCACY



**FACEBOOK  
ENGAGEMENT:**  
**+40%**



**INSTAGRAM  
ENGAGEMENT:**  
**+94%**



**TWITTER  
ENGAGEMENT:**  
**+60%**

The South Asian community faces unique mental health challenges that have increased since the onset of the COVID-19 pandemic. Since March 2020, SOCH has received increased inquiries about mental health concerns across 7 areas: **depression, anxiety, alcohol addiction, domestic violence, managing relationships, senior's mental health, and international students**. Through the ongoing engagement across all online platforms it is clear that the South Asian community required accessible and equitable mental health program delivery.



## VOLUNTEER ENGAGEMENT

This project has onboarded and trained **34 volunteers** to deliver culturally tailored online workshop streams targeting the increased mental health needs of the South Asian community.

Through the August 2020-March 2021 time period, SOCH's mental health activities focused on:

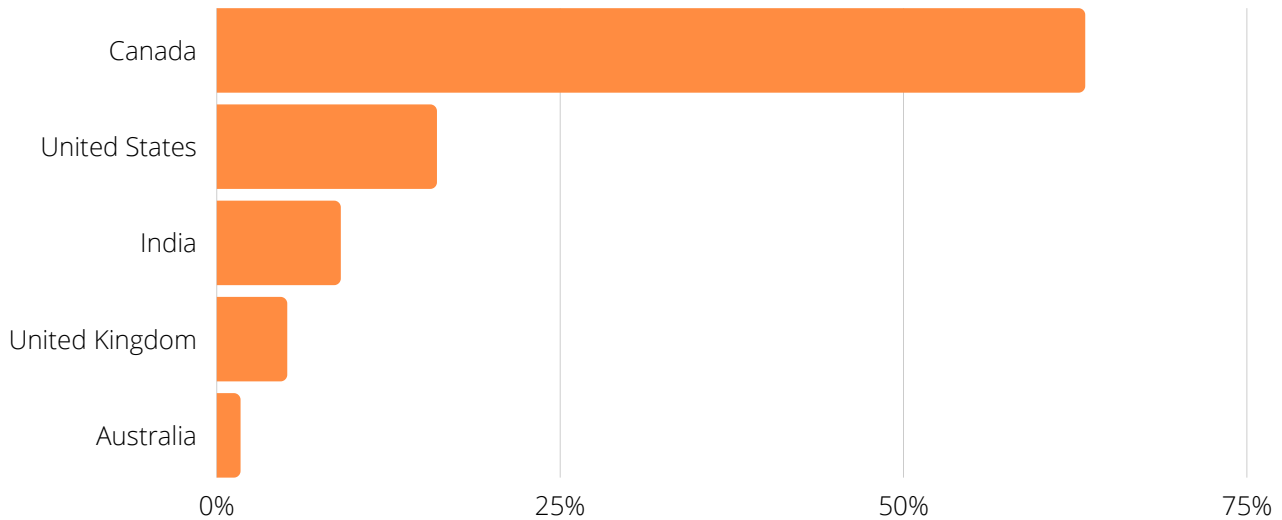
- **Education**
- **Capacity Building**
- **Prevention**
- **Advocacy**
- **Building Resilience**

"It was a nice safe space they created...They had opened it up for people to converse together and...sometimes it's good to hear what other people have gone through or are going through... you realize you're not alone in some of the things you face."



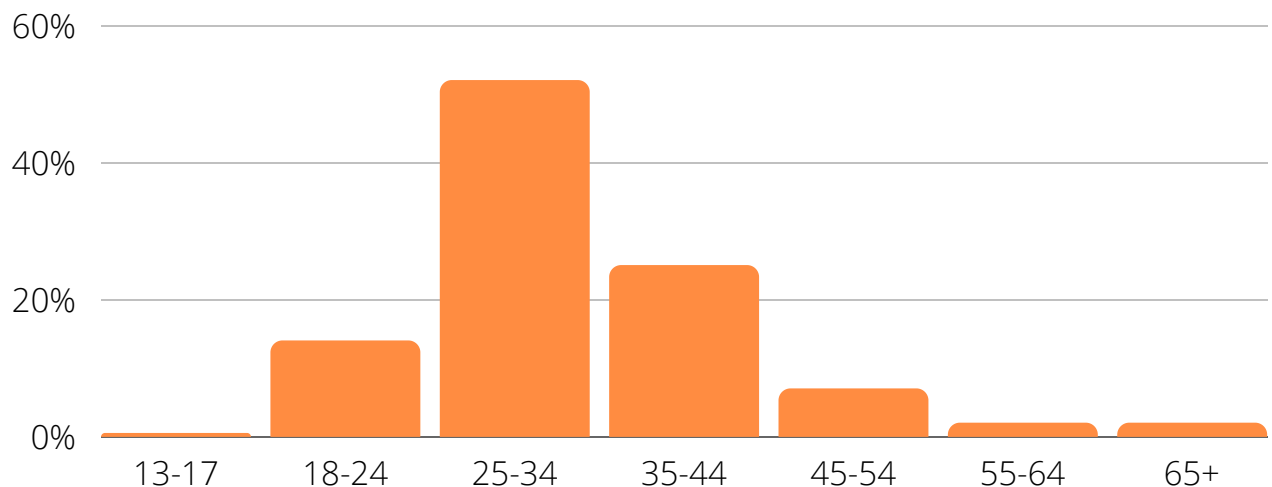
# MEASURING IMPACT

## Follower Base (Country)



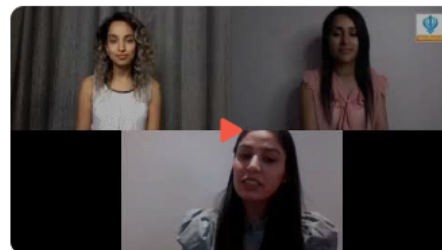
"SOCH's commitment is entrenched in building inclusive and accessible programs for all community members. This includes ensuring programs are available in Punjabi, English and Hindi for all South Asians."

## Age-Range



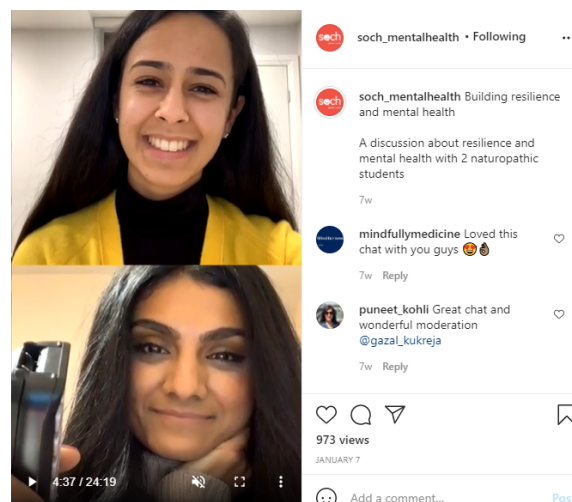


# SNAPSHOTS OF IMPACT

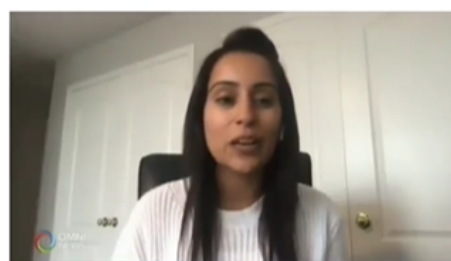


## Making a New Routine During a Pandemic

Episode #4



## Focus Punjabi



# SNAPSHOTS OF IMPACT

## **The Pardesi Project** *Spotlighting the Mental Health of South Asian International Students*

### **The Project:**

*The Pardesi Project* is a mental health promotion short film initiative aimed at addressing the unique mental health challenges of South Asian international students. In Hindi, Urdu, & Punjabi “par” means other and “des” means country. *Pardesi* is the label for a foreigner, immigrant, and/or newcomer. This project is a collaboration between SOCH Mental Health, Sheridan College, and the Centre for Innovation in Campus Mental Health. The short film project director and scriptwriter was Anuradha Grover-Tejpal.

### **Why South Asian International Students?**

It is reported the largest number of international students within post-secondary institutions come from India, and experience significant mental health issues. Sheridan College identified a gap with meeting the mental health needs of their South Asian international students. Mental health challenges can be even more difficult for international students as they face additional barriers for accessing mental health support, which include and are not limited to language barriers, cultural shock, a lack of understanding regarding health systems and education navigation and a lack of integration into the new country.

### **The Power of Storytelling**

SOCH Mental Health has been successfully engaging the South Asian community in mental health awareness and resilience building through the art of storytelling. Storytelling is a powerful educational tool as it uses a contact-based anti-stigma strategy for community members to learn from one's lived experience. *The Pardesi Project* builds on the power of storytelling through short films to uncover and address the mental health disparities for South Asian international students.

**MEDIA RELEASE**  
#PardesiProject



# SNAPSHOTS OF IMPACT



## Starting with English & Punjabi

The *Pardesi Project*'s short films are in English and Punjabi. In our collaboration with Sheridan College and with the resources allocated for this project, our organization took an equitable approach to addressing the mental health gap among this campus community. Currently, the largest demographic of South Asian international students at Sheridan College speak Punjabi.

## Short Film Topics

The *Pardesi Project* aims to start the mental health dialogue for South Asian international students as well as provides information on how to access support. This project explores the following mental health topics:

**Film 1:** Introduction to Mental Health

**Film 2:** Adjusting to Canada

**Film 3:** Depression

**Film 4:** Risky Behaviours- Alcohol

**Film 5:** Addressing Suicide

**To learn more about this event please visit:**

**[www.sochmentalhealth.com](http://www.sochmentalhealth.com)**

Founded in 2015, SOCH Mental Health is a community mental health initiative focused on developing culturally appropriate mental health education and programs aimed at de-stigmatizing mental health within the South Asian community. This initiative was founded by two community mental health nurses, Jasmeet Chagger and Maneet Chahal, who have leveraged their knowledge and personal experiences in changing people's 'soch' (way to think) about mental health. As community mental health nurses, Jasmeet and Maneet continue to drive SOCH'S mandate built on the premise of empowerment, education and building resiliency, to bring together the South Asian community in mental health support resources and knowledge for a better quality of life.




**MEDIA RELEASE**  
#PardesiProject

## For media inquiries please contact:

SOCH Mental Health

Email: [info@sochmentalhealth.com](mailto:info@sochmentalhealth.com)

Connect with SOCH Mental Health:

 @sochmentalhealth  
 @soch\_mentalhealth  
 @SOCHmh

## PARTNERSHIPS & SUPPORTERS

### Grants



Canada

### Sponsorships



### Partnerships



Sheridan





**SOCH Mental Health  
2020-2021**