

An aerial photograph showing a large, diverse crowd of people scattered across a vast, green lawn. The people are seen from above, appearing as small figures in various colors and poses, suggesting a large public gathering or festival. The text is overlaid on the center of the image.

HEALTHY MINDS UNLEASH THE HIDDEN POTENTIAL OF COMMUNITIES

CITIESRISE

An aerial photograph of a city street corner. On the left is a pink building with a curved facade. A group of people is walking on the sidewalk. A zebra crossing with yellow stripes is visible in the foreground. A person is pushing a cart with bags on the right side of the street. The word "VISION" is written in white on a yellow background in the top left corner.

VISION

A world in which cities enable young people to grow up, develop resilience and lead productive lives through mainstreaming mental health across sectors.

MISSION

To achieve significant and measurable improvements in mental health globally - especially amongst young people - citiesRISE is scaling up proven methodologies and harnessing the skills and energy of experts and communities.

By 2030 to reach 1 billion young people to turn the tide on depression, addiction and suicide through evidence-based interventions.

citiesRISE is a global platform tackling the urgent need to improve mental health through collective action in major cities to catalyze systemic change and spur countrywide action. This is the boldest effort of its kind where leading practitioners in the field are uniting to address mental health.

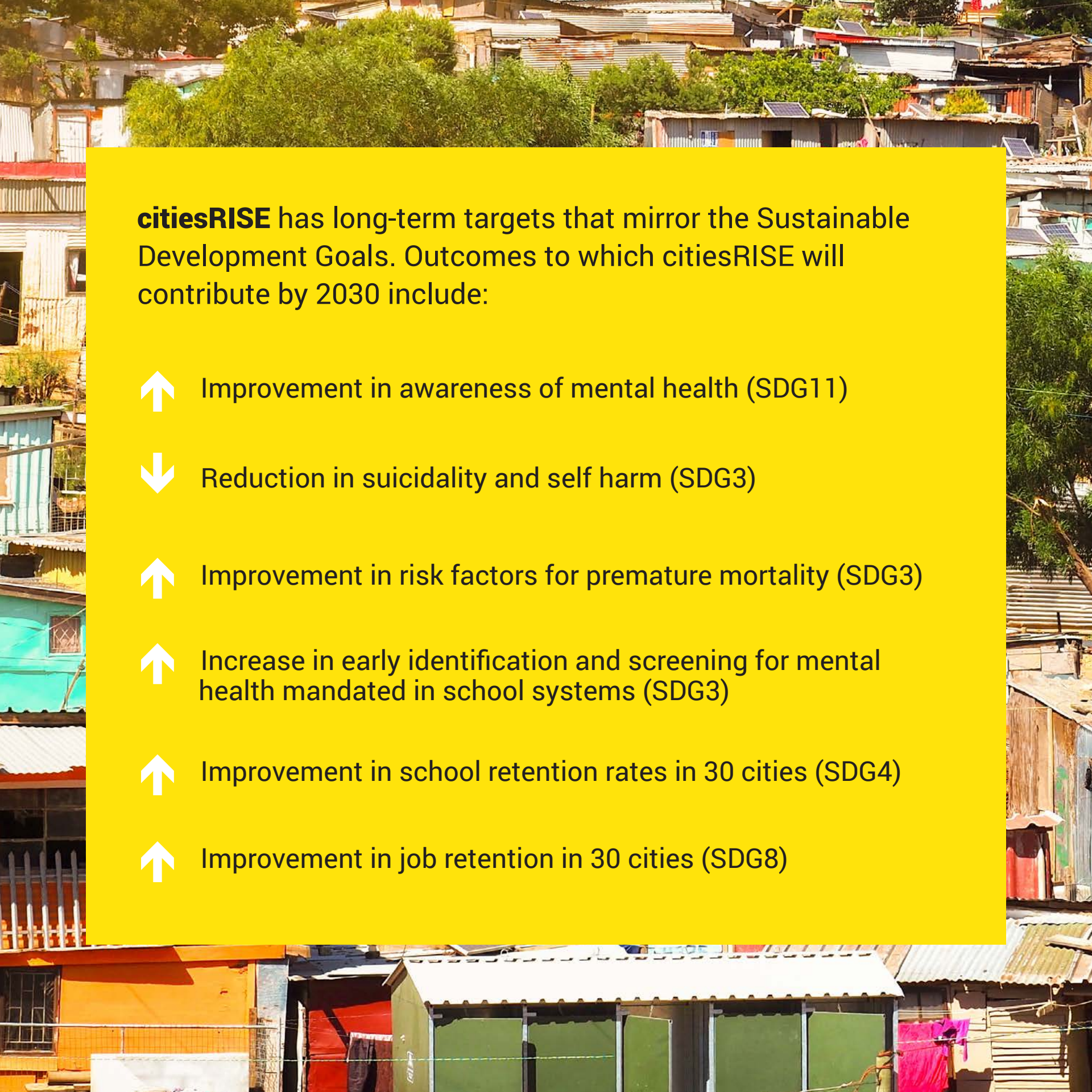
Transforming Mental Health Worldwide

citiesRISE aims to improve mental health and well-being in communities by connecting leading mental health experts and practitioners from other sectors to:

Drive change through city- and community-based alliances and initiatives that bring innovative mental health education, prevention, treatment, and recovery support to millions of people currently underserved. With their inherent connectivity, density, creativity, and entrepreneurial capacity, cities have the potential to spur action beyond traditional boundaries and support nation-wide scaling.

Adopt evidence-based strategies for tackling the most pressing problems in mental health and wellbeing – especially stigma, the incidence of suicide, shortcomings in support for young people, and the prevalence of mental health problems affecting vulnerable groups.

Scale up proven methodologies and approaches through helping communities learn from each other and working with innovations that bring services to where people are.



citiesRISE has long-term targets that mirror the Sustainable Development Goals. Outcomes to which citiesRISE will contribute by 2030 include:

- ↑ Improvement in awareness of mental health (SDG11)
- ↓ Reduction in suicidality and self harm (SDG3)
- ↑ Improvement in risk factors for premature mortality (SDG3)
- ↑ Increase in early identification and screening for mental health mandated in school systems (SDG3)
- ↑ Improvement in school retention rates in 30 cities (SDG4)
- ↑ Improvement in job retention in 30 cities (SDG8)

Collective Action The Untapped Potential to Transform Mental Health Worldwide

Poor mental health affects a large and growing number of people across the world:

Half A Billion

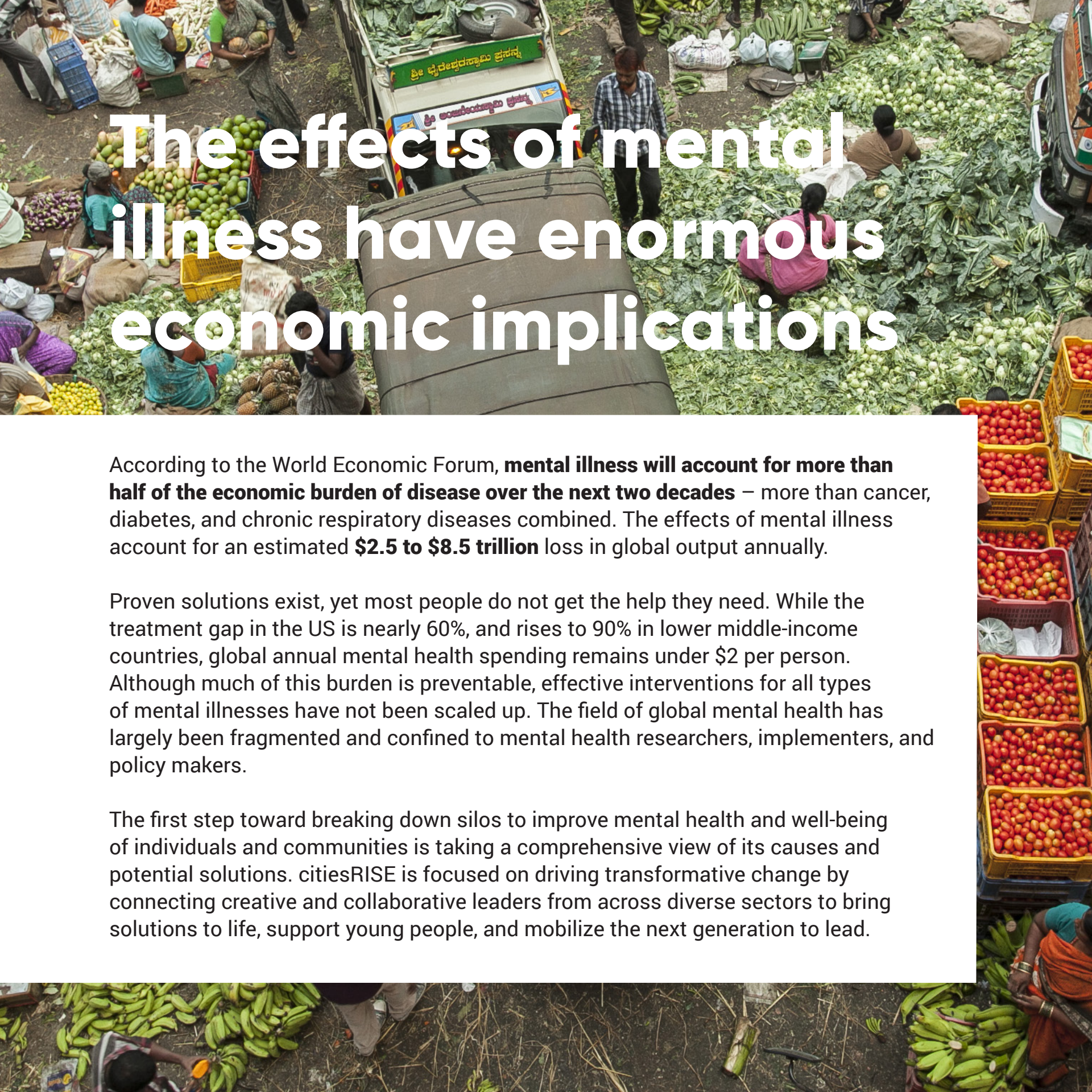
Every day, half a billion people suffer from depression across the world.

800,000

Every 40 seconds, someone in the world takes his or her own life, producing a global tally of more than 800,000 suicides per year with associated economic, social, and educational impacts.

75%

Mental illness is the leading cause of disability worldwide and is a chronic disease of the young, with over 75% of mental illnesses showing by age 24.

An aerial view of a bustling outdoor vegetable market in India. Several trucks are parked, with their beds overflowing with fresh produce like green chilies, tomatoes, and leafy greens. People are seen sorting and packing the vegetables. The scene is vibrant and captures the essence of a traditional market.

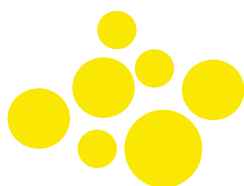
The effects of mental illness have enormous economic implications

According to the World Economic Forum, **mental illness will account for more than half of the economic burden of disease over the next two decades** – more than cancer, diabetes, and chronic respiratory diseases combined. The effects of mental illness account for an estimated **\$2.5 to \$8.5 trillion** loss in global output annually.

Proven solutions exist, yet most people do not get the help they need. While the treatment gap in the US is nearly 60%, and rises to 90% in lower middle-income countries, global annual mental health spending remains under \$2 per person. Although much of this burden is preventable, effective interventions for all types of mental illnesses have not been scaled up. The field of global mental health has largely been fragmented and confined to mental health researchers, implementers, and policy makers.

The first step toward breaking down silos to improve mental health and well-being of individuals and communities is taking a comprehensive view of its causes and potential solutions. citiesRISE is focused on driving transformative change by connecting creative and collaborative leaders from across diverse sectors to bring solutions to life, support young people, and mobilize the next generation to lead.

Our Approach Local Collective Action, Youth Leadership, and Acceleration of Social Entrepreneurship. We have built three core programs to support the best mental health models and innovations to reach more people, address issues early on, utilize existing capacity and mobilize the next generation to lead.



Local Collective Action: An innovative and structured approach to cross-sector initiatives that bring creative and collaborative local leaders together around shared principles, a common operating plan, and a goal framework to reach as many people as possible.

CITIES**RISE**



Young People and Youth Leadership: By focusing on young people, we are creating awareness of mental health from an early stage, mobilizing young leaders in the field, addressing large-scale stigma, and preventing challenges from turning chronic or disabling.

YOUTH**RISE**



Innovation and Acceleration: We are supporting social entrepreneurs and organizations to take their models to scale with path-to-market strategies, innovative technologies, development of new business models, and integration with existing systems for sustainability.

RISE**ACCELERATOR**

**LEARNING
COLLABORATIVE**

A **learning collaborative** will act as a unification point for three strategic initiatives. Key areas of activity include:

Research & evidence | Shared learning & indicators | Advocacy & mobilization

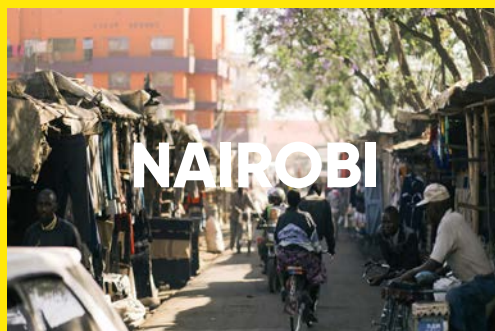
CITIESRISE

Local Collective Action: An innovative and structured approach to cross-sector collaboration that brings creative and collaborative local leaders together under a common operating plan and goal framework to reach as many people as possible.



SEATTLE

SEATTLE The city has several innovative mental health initiatives. In partnership with citiesRISE, Seattle is aspiring to integrate existing pockets of excellence toward a common framework. Emerging priority areas focus on integrated delivery systems and youth leadership. Many Minds Collaborative, King County Behavioral Health and Recovery Division are working with citiesRISE to adapt best practices from other cities, co-develop a cross-sectoral engagement model and scale it up.



NAIROBI

NAIROBI The city is rapidly modernizing with increasing levels of stress. The Kenyan Ministry of Health, Center for Public Health and Development, BasicNeeds, and other local partners are working with citiesRISE to develop an operational plan to address young people's mental health that integrates with the new national mental health policy. The focus of the collective action is emphasizing new types of engagement, support service and data, and building a strong cohort of youth leaders in the country.



CHENNAI

CHENNAI A unique confluence of stakeholders in Chennai – including the SCARF, SNEHA, Banyan, technology and youth organizations – are partnering with citiesRISE to incubate a local collective model. The focus is on city-wide programs for young people and caregivers of the mentally ill, with new technologies and task/sharing strategies for taking services to where people are.

APPROACH



BOGOTA



BOGOTA Coping with levels of homelessness, violence and substance abuse, a local group of leaders in Bogota, including the Secretary of Health, are keen to develop community-based models and is eager to connect with others working in the field internationally to develop new strategies. citiesRISE is partnering with local stakeholders to help build capacity and create new initiatives.

SINGAPORE



SINGAPORE Key stakeholders including government, funders, non-profit practitioners, and social enterprise accelerators have formed a city-wide coalition to reduce stigma and improve help-seeking. They aim to reduce the mental health treatment gap in Singapore by targeting efforts at youth, working age populations, and people with common mental illnesses. What is most encouraging about Singapore is the ability of many groups to come together and align on priorities and focus areas.

THIS COULD BE YOUR CITY

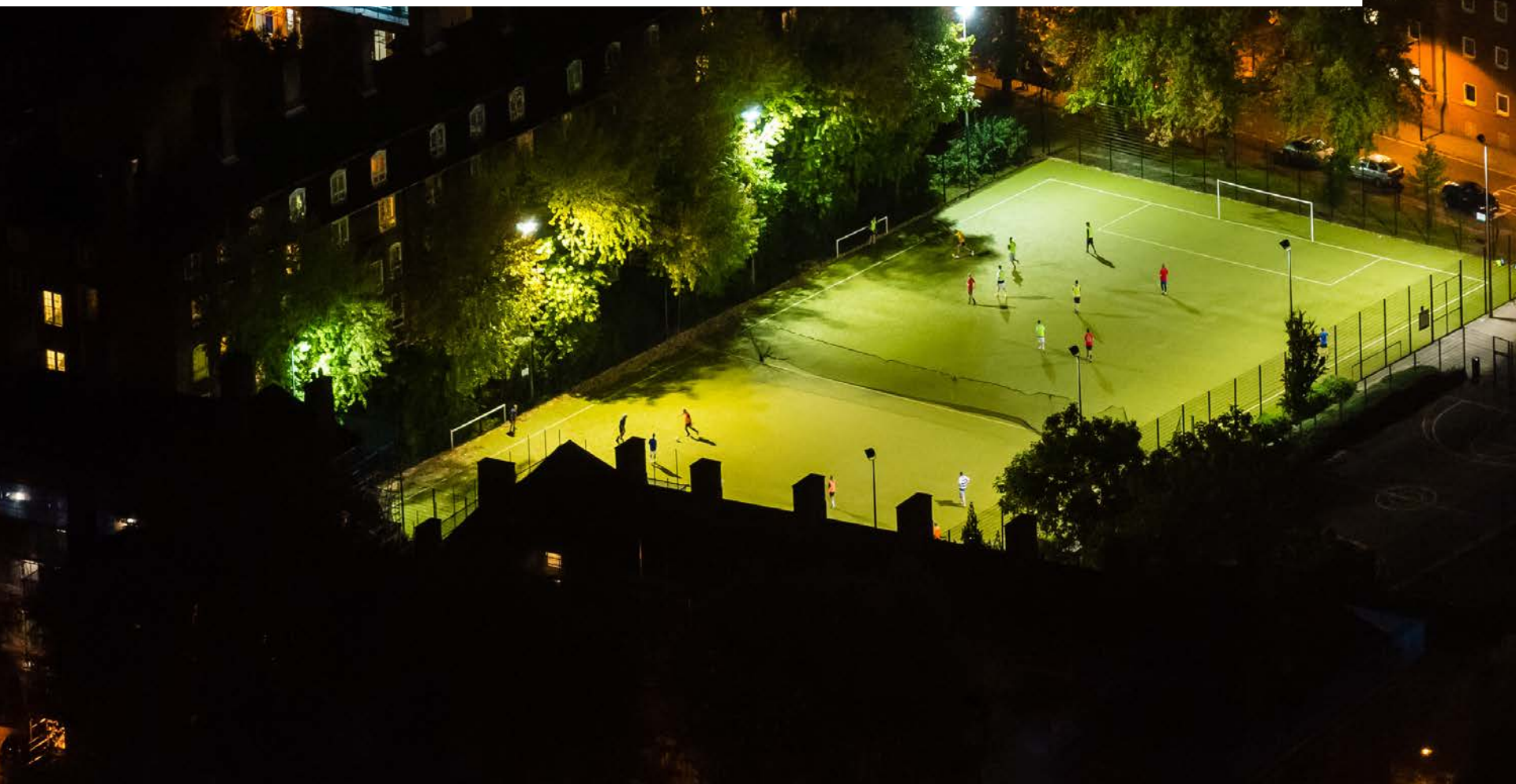


YOUR CITY Become a leading node on the citiesRISE global platform and help shape this growing initiative to improve the mental health and wellbeing of millions of people across the world. Opportunities to join range from activating city level activities to participating in the learning collaborative.



YOUTHRISE

Young people are disproportionately affected by mental health issues, making early intervention critical. In practice, significant and concerted effort must be put in to working with and for young people. Moving the emphasis of services 'upstream' toward younger people fosters an environment where the lifelong debilitating effects of mental health problems are addressed at an earlier stage. Young mental health activists, often with a lived experience of mental health disorders have a critical, leading role to play.



Young People and Youth Leadership: By focusing on young people and youth leadership, we are creating awareness of mental health from an early stage, mobilizing youth to be leaders in the field, addressing large-scale stigma, and preventing mental health challenges before they become chronic or disabling.

The **youthRISE** leadership program has three main components:

First, it supports youth-led projects by awarding youth challenge awards (seed-funding) to selected youth leaders. The challenge award comes with technical assistance and management support for projects led by youth.

Second, it provides a youth network and strengthens youth voices by connecting youth leaders through an engagement platform where they are able to share their models and insights across major cities.

Third, it amplifies youth-led mental health advocacy by convening youth leaders and young people with lived experience to develop a global youth agenda for mental health and inform the overall citiesRISE initiative.

SUPPORTING YOUTH-LED PROGRAMMING

Provide seed funding and technical assistance. Develop common M&E frameworks.

YOUTH ENTREPRENEURSHIP



YOUTH NETWORKING

ENGAGE YOUTH NETWORKS

Build a communication platform where youth can share models and learning across cities.

AMPLIFY YOUTH ADVOCACY

Convene youth leadership to develop plans and strategies for mental health.

YOUTH LEADERSHIP



The background of the slide is a vibrant night market scene. It features numerous colorful pop-up tents in shades of orange, red, yellow, green, and blue. The market is crowded with people, and various food stalls and merchandise are visible under the bright lights of the tents. The overall atmosphere is lively and bustling.

RISEACCELERATOR

Accelerator: We are supporting social entrepreneurs and organizations to take their models to scale, integrate technologies that increase access to services and information, and maximize the synergy between new innovations and established systems for long-term sustainability. This initiative is based on an understanding of the existing evidence about what works to improve mental health, and then scaling up and adapting what works to new populations. Learning from experience and further building and applying the evidence of what improves mental health is a key element of the program.



ATMIYATA, INDIA A two-tiered, community-led mental health model in India that leverages existing networks and digital approaches to develop community-based organizations that detect mental disorders. citiesRISE is supporting Atmiyata to develop strategic pathways for scaling up in the state of Gujarat, using urban centers as a strategy for broader adoption nationally in India.



STRONGMINDS, UGANDA A social enterprise that provides life-changing mental health services to low-income African women through a group talk therapy model and a network of self-perpetuating talk therapy groups. citiesRISE is working with StrongMinds to develop its framework for the initiative and is supporting StrongMinds to scale their proven model to other geographic locations and populations.



IPT, LEBANON In partnership with the Lebanon Ministry of Health and Columbia University, citiesRISE is supporting local stakeholders and international partners to build on an existing training-of-trainers pilot for inter-personal therapy (IPT). The goal is to launch a phased approach to drive national scale-up of the model throughout Lebanon for refugees and host populations.



LIFE-DM, VIETNAM Livelihood Integration for Effective Depression Management (Life-DM) improves access to depression management care and microfinance for low income women in two Vietnamese cities resulting in improved social, economic and health for participating women and their families. citiesRISE is providing strategic support to the Life-DM leadership team to operationalize partnership frameworks and integration of the model within the local and national systems.



INUKA HERO, KENYA Philips is designing a digital delivery platform based on the Friendship Bench innovation for treating depression. Inuka Hero consists of a digital platform which allows users to increase their own awareness, detection and management of common mental disorders (CMDs), along with recruiting and training “Heroes” to provide the support. citiesRISE is supporting the development of path-to-market of the technological solutions to reach the most vulnerable groups and young people.

LEARNING **COLLABORATIVE**



Learning Collaborative: Learning from experience is a key element of citiesRISE. This is a unification point of all citiesRISE activities and the engine to drive progress across three key areas

- Applied research to support systems change
- Participatory action cutting across sectors to design and implement research projects
- Evidence generation to propel local action and scale up efforts

Research and Evidence

- Co-designed process with partners to set performance indicators and build tools for cities
- Action to close data gaps, connect results and disseminate learnings
- Data aggregated to capture and share in an index

Shared Learning and Indicators

**LEARNING
COLLABORATIVE**

Advocacy and Mobilization

- Grassroots activities to support global network of mental health practitioners, experts and communities
- A platform for connecting global and local action
- Bridge for local insights and working models to be disseminated, adapted, and applied to diverse settings

An aerial photograph of a large green lawn with several people scattered across it. Some are sitting on the grass, while others are standing or walking. The scene is bright and sunny, with some shadows visible. The people are dressed in casual summer attire.

ABOUT US

Our Team, Partners, and Leadership

citiesRISE is a multi-stakeholder initiative hosted at the Global Development Incubator. A Steering Committee and an Executive Group provide support and oversight to citiesRISE.

The Steering Committee is chaired by Professor Sir Graham Thornicroft of King's College London, who led the FundaMental SDG movement that helped integrate mental health in the Sustainable Development Goals.

The citiesRISE team and partners are responsible for program planning and establishment, facilitating the citiesRISE network, building the evidence base, and supporting and promoting evidence-informed practice.

Our core team brings the best of both worlds to the challenge of mental health: we combine seasoned mental health practitioners, senior experts with impact scale-up experience, and young leaders. citiesRISE is led by Moitreyee Sinha and Chris Underhill, bringing extensive experience in scaling systems and mental health fields respectively.

STEERING COMMITTEE

Graham Thornicroft (Chair)

Professor, King’s College London

Pamela Collins

Former Director, NIMH

Helen Herrman

President, World Psychiatric Association

Joyce Kingori

Program Manager, BasicNeeds Kenya

Craig Kramer

Mental Health Ambassador, Johnson & Johnson

Patricio Marquez

Lead Public Health Specialist, The World Bank

Tom Insel

Founder and Director, Mindstrong Health

Sean Mayberry

Founder and Executive Director, StrongMinds

Vikram Patel

Professor of Global Health, Harvard University

Karlee Silver

Vice President, Programs Grand Challenges Canada

Andrew Stern

Founder and Executive Director, Global Development Incubator

Charlene Sunkel

Principal Coordinator, Movement for Global Mental Health

Katherine Switz

Executive Director, Many Minds Collaborative

TEAM MEMBERS

Moitreyee Sinha

Chief Executive Officer

Chris Underhill

President

Steve Fisher

Director of Programs

Sarah Molbert

Finance Manager

Nadi Kaonga

Technology Advisor

Jamie LePinnet

Program Officer

Lian Zeitz

Program Officer

Sara Wallace Beatty

Communications Manager

Our Partners

- Alan J Flisher Centre for Public Mental Health
- Arogya World
- BasicNeeds
- CBM International
- Center for Public Health and Development, Kenya
- Children's Health Fund
- Clear Village & Machine Room
- The Clinton Foundation
- Columbia University
- Community Works
- Emergence Creative
- Falkora, Mental Health & Neurotech Initiative
- Fountain House
- Global Futures Group
- Grand Challenges Canada
- The Hans Foundation
- Harvard University
- International Initiative for Mental Health Leadership
- International Medical Corps
- Johnson & Johnson
- Keystone Human Services
- King's College London
- Mental Health Commission of Canada
- National Institute of Mental Health
- NIMHANS, India
- One Young World
- Orygen, National CoE in Youth Mental Health
- Philips
- Peter C Alderman Foundation
- SCARF, India
- The Stability Network & Many Minds Collaborative
- Step Up
- StrongMinds
- Thrive NYC
- Verily Alphabet
- World Bank Group
- World Psychiatric Association

RISE CITIES | YOUTH | ACCELERATOR | LEARNING COLLABORATIVE

Join the movement to transform mental health worldwide! Follow us online or get in touch, today.

www.cities-rise.org



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