



JUBILARE[™]
GROUP

EXECUTIVE MENTAL HEALTH DOCUMENT



JUBILARE GROUP

Mental Health Campaign 2026 - STRATEGIC EXECUTION PLAN

“Breaking Stigma, Building Support”

Comprehensive Implementation Framework

UPDATED: April - December 2026

EXECUTIVE SUMMARY

Following strategic review of funding realities and partnership opportunities, Jubilare Group presents this updated execution plan for the 2026 Mental Health Campaign. This document consolidates three focused interventions across maternal health, youth mental health, and corporate workplace wellness—each designed for maximum impact within realistic resource constraints.

Campaign Update: Key Changes from Original Plan

Timeline Adjustment:

- **Original:** March - December 2026
- **Updated:** May- December 2026 (8 months)
- **Reason:** Due to delays in partnership confirmation and our strategy to focus on quality over quantity.

Scale Adjustment:

- **Original Target:** 30,000+ direct reach
- **Realistic Target:** 1,350 direct reach + 1,500-2,000 indirect reach through peer support networks
- **Total Impact:** 2,850-3,350 individuals with quality intervention

Partnership Focus:

- **Hospitals:** Maternity hospitals
- **Youth:** Tertiary institutions
- **Corporates (reserved for corporate partners):** Partner organizations through workplace wellness program
- **Priority:** Depth over breadth, sustainable partnerships with measurable outcomes

Funding Reality:

- **Secured from corporate sponsorships**
- **Strategy:** Scale to match available resources; prioritize programs with highest ROI

PARTNER INSTITUTIONS:

- **Mental Health Authority**
- **Accra Psychiatric Hospital**
- **Pantang Hospital**
- **Hopeful Nkomo**
- **37 Military Hospital**
- **Mental Health Society of Ghana**

PARTNER INSTITUTIONS:

- UGMC
- Lister Hospital
- University Hospital Legon
- University of Ghana
- Accra Technical University
- University of Cape Coast
- MTN Ghana
- Npontu Technologies
- GB Foods

WHO WE ARE

Mission:

"Preach the gospel through musical excellence and serve the vulnerable through compassionate action."

Jubilare Group is a Christian organization using music and relevant social interventions to bring about measurable social impact. We believe worship without works is incomplete. For four consecutive years (2022-2025), we have combined excellence in gospel music with consistent community service to Ghana's most vulnerable populations.

Past Achievements:

- ✧ Korle-Bu Teaching Hospital Child Cancer Unit: Two consecutive years of oncology support (2024-2025)
- ✧ Orphanage donation drive: Supporting vulnerable children through material and financial contributions
- ✧ Widows outreach: Social support program for widows in the La community Album launch concert: Featured guest artists including Joe Mettle, Luigi Maclean, Kwaku Teye
- ✧ Debut album: 'The Jubilare Project - Jehovah Nissi' (10 original songs)



WHY PARTNER WITH JUBILARE GROUP?

Proven Track Record

Four Years of Community Impact Delivery (2022-2025):

- Sustained partnership with Korle-Bu Teaching Hospital Child Cancer Unit (2 consecutive years)
- Album launch concert featuring nationally recognized artists: Joe Mettle, Luigi Maclean and Kweku Teye
- 750+ attendance at 2025 album launch with free admission model
- Consistent community outreach: orphanage donations, widows support programs

Musical Excellence Meets Social Impact

Jubilare Group’s unique positioning as a multi-genre gospel ensemble (chorale, contemporary, gospel highlife) with a social impact mission creates compelling content that resonates across demographics. Our “worship without works is incomplete” philosophy ensures that every campaign activity delivers both inspiration and tangible community benefit.

Strategic Partnerships & Credibility

- **Mental Health Authority of Ghana:** Regulatory oversight and technical guidance
- **Pantang Hospital:** Licensed mental health professionals for all screenings
- **Leading Universities:** Campus access and student mobilization

Leadership



Deborah Asmah (President & Founder) brings dual expertise as Jubilare Group leader and Chief Marketing & Operations Officer at Npontu Technology, ensuring corporate-level professionalism, strategic planning, and accountability rare in nonprofit campaigns.

REVISED CAMPAIGN OBJECTIVES

Primary Objectives:

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1. AWARENESS & EDUCATION

- Reach 1,000+ individuals through structured education sessions
- Achieve $\geq 80\%$ knowledge increase (pre/post assessments)
- Normalize mental health conversations across 3 target populations

2. PEER SUPPORT SYSTEMS

- Train 110 peer supporters (50 youth champions + 60 maternal/workplace first aiders)
- Create sustainable support networks beyond campaign duration
- Indirect reach of 1,500-2,000 individuals through peer networks

3. PROFESSIONAL REFERRALS

- Screen 400+ individuals using validated tools
- Refer 80-100 individuals to professional mental health services
- Achieve $\geq 60\%$ referral completion rate (people attend first counseling session)

4. STIGMA REDUCTION

- Shift campus/workplace/hospital culture around mental health
- Measure stigma reduction through pre/post surveys
- Create visible mental health champion/first aider presence

5. SUSTAINABLE PARTNERSHIPS

- Establish formal partnerships with 3 hospitals, 3 universities, corporate sponsors
- Integrate mental health support into existing institutional infrastructure
- Create foundation for 2027 program continuation

THREE-PILLAR PROGRAM STRUCTURE

PILLAR 1: MATERNAL MENTAL HEALTH

Target Population: Pregnant women and new mothers

Direct Reach: 400 mothers + 45-60 healthcare staff trained

Timeline: May- December 2026

Core Activities:

- **Antenatal Education Sessions (6 total, 2 per hospital)**
 - 60-minute sessions integrated into ANC clinic days
 - 200 pregnant women reached
 - Topics: Pregnancy mental health, postnatal depression warning signs, help-seeking
- **Postnatal Follow-Up Sessions (6 total, 2 per hospital)**
 - 60-minute sessions during 6-week postnatal checks
 - 200 new mothers reached
 - Voluntary EPDS screening
 - Immediate referral for at-risk mothers
- **Staff Training Workshops (3 total, 1 per hospital)**
 - Full-day training for 15-20 midwives/nurses per hospital
 - EPDS administration training
 - Referral pathway establishment
 - 45-60 healthcare providers equipped
- **ANC Mental Health Screening Integration**
 - 5-question screening tool integrated into routine ANC
 - Target: 300+ pregnant women screened
 - 30-50 at-risk mothers identified and referred

Success Metrics:

- 400 mothers reached through education
- 45-60 healthcare staff trained - 300+ mothers screened during ANC
- 40-60 referrals to mental health services
- 25-35 referrals completed (≥60% completion rate)

PILLAR 2: YOUTH MENTAL HEALTH

Target Population: Tertiary institution students

Direct Reach: 600 students + 50 Mental Health Champions trained

Indirect Reach: 1,500-2,000 students (through champion peer support)

Timeline: June- December 2026



Core Activities: 1. **Campus Mental Health Awareness Sessions (3 total, 1 per campus)** - 90-minute interactive sessions with music performances

- 200 students per campus = 600 total

- Topics: Student mental health crisis, warning signs, resilience, peer support, resources

2. **Mental Health Champion Training (3 cohorts, 1 per campus)**

- Full-day training for 15-17 student volunteers per campus
- 50 champions trained total
- Skills: Active listening, crisis recognition, making referrals, self-care
- Champions become visible peer support resources on campus

3. **Mental Health Awareness Week (October, coordinated across 3 campuses)**

- Campus-wide campaigns led by trained champions
- Resource distribution, music performances, counseling visibility
- 300+ additional students reached

4. **Exam Period Stress Management Pop-Ups**

- Quick 30-minute sessions during high-stress periods
- 200+ students reached
- Practical stress management tools

Success Metrics:

- 600 students reached through awareness sessions

- 50 Mental Health Champions trained and active

- 60+ peer referrals made by champions

- 42+ referrals completed ($\geq 70\%$ completion rate)

- 1,500-2,000 students receive peer support from champions

- Campus counseling centers report sustained increase in appointments

PILLAR 3: CORPORATE WORKPLACE WELLNESS (Partner Organizations)

Target Population: Working professionals in partner organizations

Direct Reach: 100-200 employees per partner + 10-15 Mental Health First Aiders trained

Timeline: May- December 2026

Core Activities: 1. Executive Leadership Briefing

- 60-minute presentation for C-suite and HR leadership
- Business case for workplace mental health investment
- Secure buy-in and resource allocation

5. Employee Wellness Session: “From Burnout to Breakthrough”

- 90-minute lunch-and-learn or after-hours session
- 100-200 employees per partner organization
- Topics: Professional burnout, stress management, peer support, resources
- Music performances by Jubilare Group

6. Mental Health First Aid Training

- 2-day certified training for 10-15 employees per organization
- ALGEE framework (Assess, Listen, Give reassurance, Encourage help, Encourage self-help)
- First Aiders become workplace peer support resources

7. VIP Partnership Recognition - Music & Mental Health Concert (December)

- Partners honored at flagship concert
- 50 VIP tickets per partner
- Brand visibility and impact celebration

Success Metrics (Per Partner):

- 100-200 employees reached through wellness session
- 10-15 Mental Health First Aiders trained
- 20-30 colleague consultations over 6 months
- 15-25 referrals to EAP or external services
- 10-15% reduction in absenteeism
- 30% increase in EAP utilization

INTEGRATED CAMPAIGN TIMELINE

APRIL 2026: PARTNERSHIP ESTABLISHMENT & LAUNCH PREPARATION

Week 1-2: Partnership Finalization

- Sign MOUs with hospitals, 3 universities, corporate sponsors
- Designate liaison persons at each institution
- Finalize activity schedules

Week 3-4: Resource Preparation

- Print all materials (handouts, posters, training manuals, screening forms, toolkits)
- Confirm facilitators and speakers for all activities
- Set up data tracking systems

Week 4: Executive Briefings (Corporate Partners)

- Leadership briefings for all corporate partners
- Secure executive buy-in and employee participation

MAY 2026: LAUNCH, TRAINING & FIRST SESSIONS

Maternal Health:

- Week 1: Launch (4th MAY 2026)
- Staff training workshop - Hospital 1
- Antenatal Education Session – Hospital 1
- Staff training workshop - Hospital 2
- Antenatal Education Session – Hospital 2

JUNE 2026: EXPANSION & INTEGRATION

Week 2: Mental Health Champion training - University 1

- Campus awareness session - University 1
- Staff training workshop - Hospital 3
- Antenatal Education Session – Hospital 3
- Mental Health Champion training - University 2
- Campus awareness session - University 2
- Staff training workshop - Hospital 3
- Antenatal Education Session – Hospital 3

JULY - TRAINING COMPLETION

- Staff training workshop - Hospital 4
- Peer Champions Program – University 3
- Antenatal Education Session – Hospital 4

AUGUST 2026: PEER SUPPORT ACTIVE PERIOD & FULL INTEGRATION & MONITORING

- Champions actively support peers and making referrals + monthly check-in meetings - University 1
- Champions actively support peers and making referrals + monthly check-in meetings - University 2
- Data Tracking: Referrals made and completed -University 1 & 2
- Monthly Check -in meetings – Hospital 1
- Monthly Check -in meetings – Hospital 2
- Monthly Check -in meetings – Hospital 3
- Monthly Check -in meetings – Hospital 4
- Data Tracking: Referrals made and completed -University 1 – 4
- Mid -Program Evaluation

SEPTEMBER 2026: MATERNAL SUPPORT & FULL INTEGRATION & MONITORING

- Mental Health Screening becomes routine in all hospitals
- Ongoing referral pathway management
- Trouble shooting and Protocol refinement
- Monthly Data Collection

OCTOBER 2026: MENTAL HEALTH AWARENESS WEEK

- Champions lead activities with Jubilare support
- Visibility campaigns and resource distribution
- Coordinated Mental Health Awareness Walk with Partners (10th October)



NOVEMBER 2026: EXAM PERIOD SUPPORT & PROGRAM EVALUATION

- Exam stress management pop-ups on all campuses
- Increased champion visibility during high-stress period
- Data Analysis & Outcome Review
- Partnership Evaluation Virtual Meetings

DECEMBER 2026: MUSIC & MENTAL HEALTH CONCERT + IMPACT REPORTING

- Final impact reporting to university leadership
- Final impact reporting to hospital leadership
- Recognition event for participating event for participating staff & mental health champions
- Planning for 2027 continuation

PARTNERSHIP STRUCTURE

Hospital Partners

1. Pantang Hospital
2. Accra Psychiatric Hospital
3. Legon Hospital
4. 37 Military Hospital
5. Lister Hospital

What Hospitals Provide:

- Venue for education sessions and training
- Staff participation in training
- Integration of mental health screening into ANC

What Jubilare Provides:

- Licensed facilitators, all materials, refreshments
- Training for staff, screening tools, referral pathways
- Documentation and impact reporting

University Partners

1. University of Ghana (Legon)
2. Accra Technical University
3. University of Cape Coast

What Universities Provide:

- Venues for awareness session and training
- Campus counselor participation as co-facilitator
- Integration of champions into campus infrastructure

What Jubilare Provides:

- Licensed trainers, all materials, refreshments
- Champion toolkit, recognition, ongoing support
- Awareness Week activity funding

Corporate Partners (Current & Prospective)

Engagement Model:

- Partners receive workplace wellness program for employees
- Partners contribute financial sponsorship to overall campaign
- Partners recognized at December concert and across media platforms

What Corporates Provide:

- Financial sponsorship (scaled investment levels)
- Venue for wellness sessions and training
- Employee participation time

What Jubilare Provides:

- Executive briefing, employee wellness session, Mental Health First Aid training
- Brand visibility and impact reporting

Media Partners

Partnership Type: In-kind support

What Media Partner Provides:

- Radio airtime for mental health content
- Coverage of campaign activities
- Platform for mental health education

What Jubilare Provides:

- Content for programming
- Access to stories and testimonies
- Brand association with impactful initiative

MEASURING SUCCESS - REVISED TARGETS

REACH METRICS

Population	Original Target	Revised Target	Rationale
Maternal Health	2,500	400 + 45-60 staff	Focused partnerships, quality over quantity
Youth Mental Health	16,000	600 direct + 1,500-2,000 indirect (peer support)	Champion model creates multiplier effect
Corporate Wellness	6,000	300-600 (3-5 partners x 100-200 each)	Dependent on corporate partnerships secured
Total Direct Reach	24,500	1,345-1,045	
Total Impact (Direct + Indirect)	24,500	2,845-3,045	Indirect reach through peer support networks

INTERVENTION METRICS

Metric	Original Target	Revised Target
Screenings Conducted	2,000-3,000	400-500
Professional Referrals Made	1,000+	120-150
Referrals Completed	60-70%	≥60% (72-90 individuals)
Peer Supporters Trained	Not specified	110 (50 champions + 60 first aiders)
Peer Support Consultations	N/A	100-120

PARTNERSHIP METRICS

Metric	Target
Hospital Partnerships	3 formal MOUs
University Partnerships	3 formal MOUs
Corporate Sponsors	3-5 partners
Media Partners	1 major (secured)
Partner Satisfaction	≥85% would continue in 2027

IMPACT METRICS

Metric	Target
Mental Health Knowledge Increase	≥80% (pre/post assessments)
Stigma Reduction	Measurable culture shift in partner institutions
Help-Seeking Behavior	30% increase in counseling center appointments
Media Coverage	15+ media mentions
Social Media Reach	50,000+ impressions

RISK MANAGEMENT & MITIGATION

Funding Risks

Risk 1: Insufficient Corporate Sponsorship

- **Impact:** Cannot fund all planned activities
- **Mitigation:** Prioritize Pillars 1 & 2 (hospitals and universities) as core programs; Pillar 3 (corporate) scales with sponsorship secured
- **Contingency:** Seek grants from international mental health NGOs, foundations

Risk 2: Partner Organization Budget Constraints

- **Impact:** Partners can't commit staff time or venue access
- **Mitigation:** Emphasize minimal partner contribution required; Jubilare covers all costs; flexible scheduling

Implementation Risks

Risk 3: Low Participation at Sessions

- **Impact:** Reach targets not met
- **Mitigation:** Coordinate with existing institutional activities (ANC days, campus events, lunch hours); provide refreshments; secure institutional endorsement

Risk 4: Peer Supporter Burnout/Dropout

- **Impact:** Trained champions/first aiders become inactive
- **Mitigation:** Robust training on boundaries and self-care; monthly check-in meetings for ongoing support; recognition and appreciation

Risk 5: Inadequate Referral Capacity

- **Impact:** Individuals screened but nowhere to refer them
- **Mitigation:** Establish partnerships with external mental health services BEFORE launch; tiered referral system (internal → external → crisis)

External Risks

Risk 6: Political or Economic Instability

- **Impact:** Campus closures, hospital strikes, corporate budget cuts
- **Mitigation:** Flexible timeline; activities can be rescheduled; maintain communication with partners; force majeure clauses in MOUs

Risk 7: Stigma and Cultural Resistance

- **Impact:** Target populations refuse to engage with mental health programming
- **Mitigation:** Culturally sensitive messaging; faith integration where appropriate; emphasize confidentiality; use peer supporters from same communities

QUALITY ASSURANCE

Clinical Standards:

- All mental health professionals licensed by Ghana Psychology Council or relevant body
- Screening tools validated (EPDS, GAD-7, PHQ-9)
- Referral pathways vetted for quality and accessibility
- Regular supervision for peer supporters
- Crisis protocols in place for all activities

Ethical Standards:

- Informed consent for all screenings
- Confidentiality and data protection compliance (Ghana Data Protection Act)
- No discrimination based on ability to pay
- Safeguarding protocols for vulnerable individuals
- Transparent reporting to partners and sponsors

Program Quality:

- Pre/post assessments for all education sessions
- Post-training assessments for peer supporters
- Regular participant feedback collection
- Quarterly program reviews with partners
- External evaluation (if budget allows)

SUSTAINABILITY & 2027 PLANNING**Building for Continuity:****Institutional Integration:**

- Mental health screening embedded in hospital ANC routine
- Campus Mental Health Champions become annual student group
- Corporate First Aiders continue supporting colleagues
- Partners own the infrastructure, Jubilare supports facilitation

Data-Driven Case for Scaling:

- Document outcomes rigorously
- Calculate ROI for corporate partners (absenteeism reduction)
- Share success stories and testimonies
- Publish case studies and academic papers

2027 Partnership Renewal:

- December 2026: Partnership evaluation meetings
- January 2027: Impact reports to all partners
- February 2027: Invitation to renew/expand for 2027
- Goal: All 2026 partners continue + add 2-3 new partners

Potential 2027 Expansion:

- Add 2 additional hospitals (total 5)
- Add 2 additional universities (total 5)
- Expand corporate partner base (10 organizations)
- Regional expansion beyond Greater Accra (Kumasi, Takoradi)

COMMUNICATION & VISIBILITY STRATEGY

Media Partnership Activation:

- Monthly mental health education segments on partner radio station
- Coverage of major campaign activities
- Mental health expert interviews
- Student/employee/mother testimonies (anonymized)

Social Media Campaign:

- Weekly content: Tips, testimonies, resources (Instagram, Facebook, LinkedIn)
- Campaign hashtag: #BreakingStigmaGH
- Partner institution features
- Live coverage of major events

Traditional Media:

- Press releases for campaign launch, major milestones, December concert
- Media invitations to Mental Health Awareness Week, December concert
- Op-eds in newspapers on mental health crisis
- Radio interviews with campaign leadership

Partner Communications:

- Branded materials for all partner institutions
- Quarterly newsletters to partners
- Impact stories shared with partners for their communications
- Co-branded social media content

GOVERNANCE & ACCOUNTABILITY

Campaign Leadership:

- **Overall Lead:** Deborah Asmah (President, Jubilare Group)
- **Maternal Health Lead:** [To be designated]
- **Youth Mental Health Lead:** [To be designated]
- **Corporate Wellness Lead:** [To be designated]
- **Media & Communications Lead:** [To be designated]

Advisory Committee (Recommended):

- Mental Health Authority representative
- Hospital maternal health expert
- University counseling center director
- Corporate HR/wellness professional
- Mental Health NGO Representative

Quarterly Reviews:

- Q2 (August): Mid-program check-in with all partners
- Q3 (September): Course corrections based on data
- Q4 (December): Final evaluation and 2027 planning

Reporting Structure:

- Monthly: Internal team progress updates
- Quarterly: Partner impact reports (hospitals, universities, corporates)
- Annually: Comprehensive public impact report (January 2027)

CONCLUSION

This revised Mental Health Campaign 2026 execution plan reflects realistic assessment of funding landscape, partnership timelines, and organizational capacity. By focusing on **three high-quality interventions** across maternal health, youth mental health, and corporate wellness, Jubilare Group will deliver **measurable, sustainable impact** in Ghana's mental health ecosystem.

Core Principles Guiding Execution:

- ✓ **Quality over Quantity:** Reach fewer people with deeper, lasting intervention rather than superficial awareness
- ✓ **Sustainability First:** Build infrastructure that continues beyond Jubilare's direct involvement
- ✓ **Partnership-Driven:** Work WITH existing institutions, not in parallel
- ✓ **Evidence-Based:** Use validated tools, track outcomes, report honestly
- ✓ **Culturally Sensitive:** Respect Ghanaian context while challenging harmful stigma
- ✓ **Faith-Integrated:** Affirm spiritual resources while promoting professional help-seeking

Success Defined:

- **110 peer supporters trained** (champions, first aiders, healthcare staff) who continue supporting communities
- **120-150 individuals referred** to professional mental health services
- **≥60% referral completion rate** (people actually attend counseling)
- **Culture shift** in 6 institutions (3 hospitals, 3 universities) where mental health is normalized
- **Sustainable Partnerships** positioned for 2027 expansion

This campaign is not about solving Ghana's mental health crisis in 9 months. This campaign is about building the foundation—training the people, establishing the pathways, shifting the culture—so that in 2027, 2028, and beyond, Ghanaians have stronger support systems for mental wellness.

We are building for the long term.

CONTACT INFORMATION

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