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**Department of Education**  
 REGION X - NORTHERN MINDANAO  
 DIVISION OF MALAYBALAY CITY

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 August 31, 2021

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**UNIVERSITY OF THE PHILIPPINES MENTAL HEALTH MONTH 2021**

Enclosed is the invitation letter from the UP Diliman University Student Council (USC), UP Bukluran sa Sikolohiyang Pilipino (UP Buklod-Isip), UP Psychology Society (UP PsychSoc), UP Psychological Understanding for Growth and Distinction Society (UP PUGAD Sayk), BUKLOD CSSP, and COPE UP with their upcoming event this October, the **UP Mental Health Month 2021 or UP MHM 2021**, an annual month-long celebration aiming to raise awareness about mental health and to combat the stigmas surrounding it. Attached is the overview of UP MHM's events with this year's campaign "**Silakbay**".

Queries relative to this can be relayed to **PAUL REGIE C. MABELIN, MD**, Medical Officer III, through **0917-718-1975** or email at **up.nmhmonth@gmail.com**.

  
**VICTORIA V. GAZO, PhD, CESO V**  
 Schools Division Superintendent



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## UNIVERSITY OF THE PHILIPPINES MENTAL HEALTH MONTH 2021

Greetings!

This October, we —the UP Dilliman University Student Council (USC), UP Bukluran sa Sikolohiyang Pilipino (UP Buklod-Isip), UP Psychology Society (UP PsychSoc), UP Psychological Understanding for Growth and Distinction Society (UP PUGAD Sayk), BUKLOD CSSP, and COPE UP— will be organizing the **UP Mental Health Month 2021** or **UP MHM 2021**, an annual month-long celebration aiming to raise awareness about mental health and to combat the stigmas surrounding it. For this year, our campaign “**Silakbay**” will revolve around the theme Rooted. In the midst of uncertainty and unpredictability, UP MHM 2021 shall serve as a reminder to everyone that mental health should not only be attended to by oneself as it is implicated in the collective. That is why it is all the more vital that we remain rooted in what's important: within ourselves, within each other, within our communities, and within our society.

UP MHM desires to push for a more holistic and rooted approach towards mental health this year. Our month-long campaigns will take form as awareness-focused and action-focused Initiatives and events, such as discussions, workshops, and informative social media content and campaigns with this thrust in mind. For this year, we aim to expand the reach of our advocacy events beyond the different UP campuses. With this objective in mind, we are asking for your endorsement and support for our campaign by **coursing through your organization the details of our events**. In return, your organization's logo will be placed on our major publication materials and you shall be acknowledged during our live events.

Attached to this email is our primer containing the overview of UP MHM's events. We will gladly consider any discussions about what this partnership entails. For further inquiries and/or confirmation, do not hesitate to reach us through this email or through the contact information listed below.

We hope to hear from you on or before **September 25, 2021**. The UP MHM team looks forward to working with you through this month-long initiative.

### CORE TEAM

#### OVERALL HEADS

Adrienne Marie G. Villanueva  
Monique A. Pobre  
Venona Dawn R. Catubig  
Ash Christhea Therese R. Aggabao  
Spendale Anne M. Delos Santos

#### OPERATIONS

Kyla Feliza G. Carlaso  
Hazel Charlene B. De Jesus

#### PUBLIC RELATIONS

Anne Roxette T. Ticman  
Sophia Franchesca S. Diamante

#### COMMUNICATIONS

Sean Augustine M. Bresnan  
Tracy Amparo R. Cankas

#### CREATIVES

Cyrene Louise L. Roque  
Lara Ghislaine Alanan

#### PROMOTIONS

Julanna Wilma N. Montojo  
Rachel Denise C. Ng

#### FINANCE

Job Marlo V. Ibañez  
Karina Marae S. Altarejos



# UNIVERSITY OF THE PHILIPPINES MENTAL HEALTH MONTH 2021

In advocacy,

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Monique A. Pobre  
Wenona Dawn R. Catubig  
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UP MHM 2021 Overall Head

Hannah Christhea Therese R.  
Aggabao  
UP MHM 2021 Overall Head

Monique Pobre  
UP MHM 2021 Overall Head

Glendale Anne M. Delos Santos  
UP MHM 2021 Overall Head

Wenona Dawn R. Catubig  
UP MHM 2021 Overall Head



**UP Mental Health Month 2021**

**SILAKBAY**



# WHO WE ARE

## *The UP Mental Health Month 2021 Team*

Driven by their passion for mental health and purposeful work, a small team from the University of the Philippines Diliman spearheaded the UP Mental Health Month in 2015. Through this initiative, invaluable projects and events have been launched to champion mental health awareness and well-being. Each succeeding year witnessed the impressive growth of the campaign into a larger team involving different organizations from the university, all united in their goal of bridging the gap between mental health and psychosocial support for the community.

Amidst the persistent obstacles brought about by the pandemic, the UP Mental Health Month 2021 Team — with dedicated individuals from the University Student Council, UP Buklod-Isip, UP Psychology Society, UP PUGAD Sayk, BUKLOD CSSP, and COPE UP — takes on the challenge of leading a more holistic, inclusive, and impactful experience that extends well beyond the UP Diliman community.

We are proud to present UP Mental Health Month (UP MHM), an annual event that strives to promote mental health and encourage discussions about the political, cultural, and social realities of mental health conditions in the Philippines.



# WHAT WE DO

Since the pandemic's onset, there have been a multitude of online campaigns and interventions on mental health which consisted of initiatives revolving around self-care and caring for other individuals. Yet, as the country continues to struggle with the detrimental effects of the ongoing pandemic, national mental health remains a pressing concern. There is an urgent need to delve into the more systemic aspects of mental health. With this, UP MHM 2021 aims to focus not only on individuals, but also on the larger political, cultural, and social structures that shape them by dividing the four-week celebration into the following themes:



**SELF**

**OTHERS**



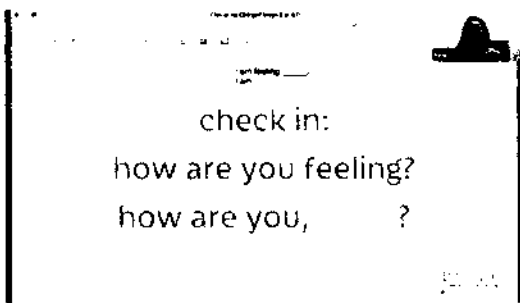
**COMMUNITY**

**SOCIETY**

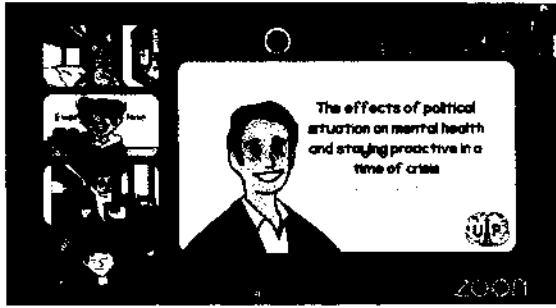
Through its mix of both awareness-focused and action-focused initiatives, the campaign hopes to deliver a more holistic and rooted concept of mental health to its audience – a message that reflects mental health's intersectionalities in both micro-level individuals and macro-level structures.

# UP MENTAL HEALTH MONTH

# 2 2



## Chillax Series of Mindfulness Workshop



## Usap Tayo Usapang Lipunan at Lusog-isipan



## Gig 'n Take Gig Night

# EVENTS

## Project Set A (Self)

### Unang Hakbang

#### Ang Lakbay sa Pag-unawa sa Sariling Saloobin at Damdamin

Unang Hakbang is a series of comics highlighting different yet relatable experiences. Featuring the UP Mental Health Month mascots: Pabs, Chichi, Niko, and Maya, each comic will tackle topics such as Impostor Syndrome, Toxic Positivity, Perception, and Loneliness to provide a more contextualized and nuanced perspective to mental health.

### Di Ka Sayang:

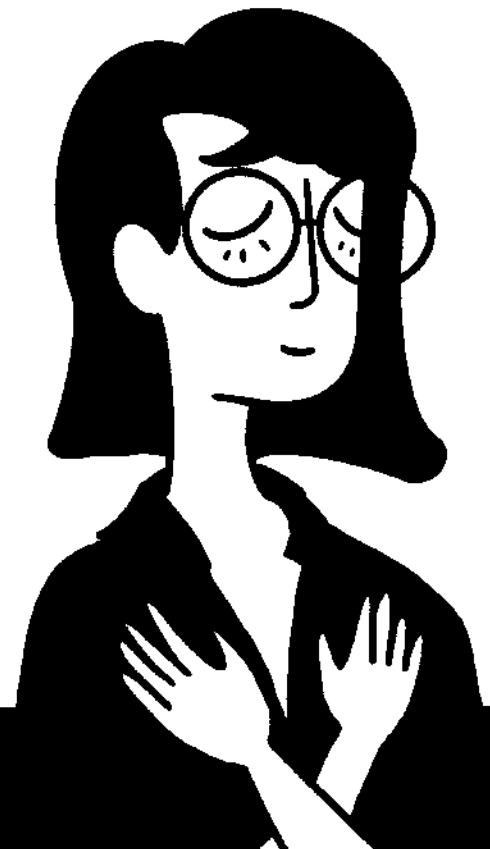
#### Akbay ng Pagmamahal at Kamalayan sa Sarili

Di Ka Sayang is a social media campaign that aims to promote self-love and acceptance through various interactive social media templates, releases, and gimmicks.

### Ilaw sa Daan:

#### Pagsilay sa Sariling Kakayahan bilang Instrumento ng Pag-aalaga sa Iba

Ilaw sa Daan is a whole-day event composed of mini workshop sessions that aim to provide opportunities for self-enhancement. This will let participants explore different methods of self-care through various recreational activities.





## Project Set B (Others)

### Tara, G?:

#### Kaakbay sa Lakbay ng Mental Health

Tara, G? is a graphic series that aims to facilitate and also improve peer to peer interaction with the message, "Ang ginhawa ng kapwa ay ginhawa rin ng sarili". The interactive graphics will give insights on how individuals can better relate to others, as well as how one can become a better companion.

### Bestienasyon:

#### Tungo sa Pagiging Mabuting Karamay

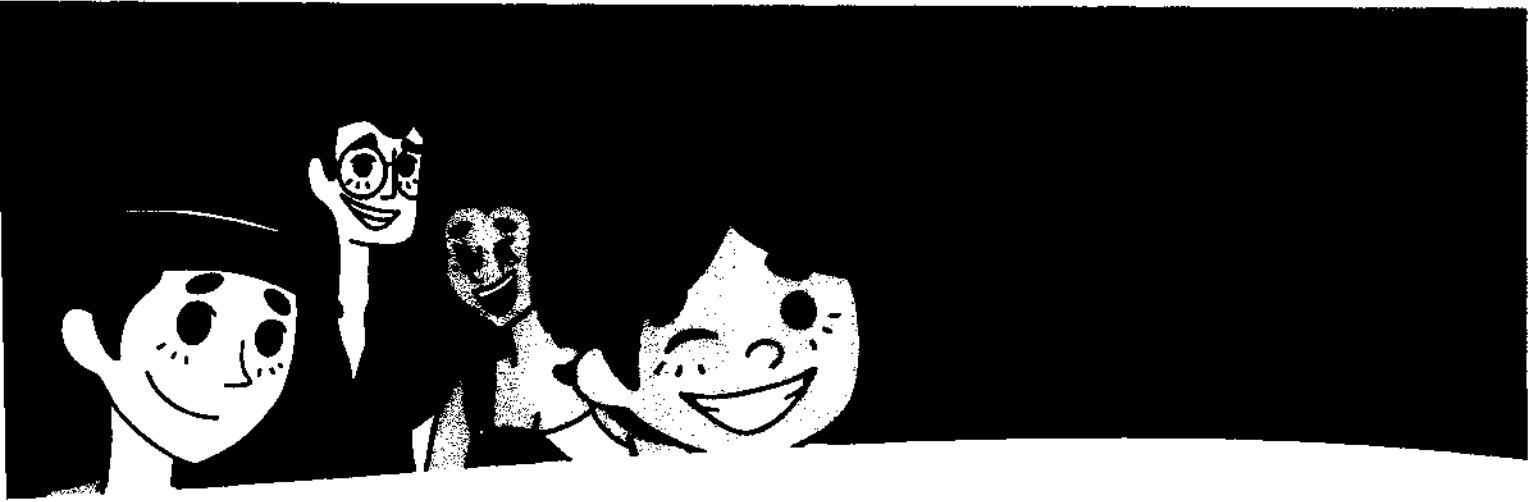
Bestienasyon is an online workshop culminating the earlier released graphic series. In this workshop, mental health professionals will be invited to talk about the different ways we can reach out and communicate with the people around us. It is both an instructional and interactive platform that will allow its participants to practice first-hand the responses and approaches taught to them.

### Awit at Ling-UP:

#### Pagpupugay sa Kapwa

Following the principles of "pay it forward," Awit at Ling-UP is a music video featuring a compilation of stories of gratitude. In partnership with chosen artists and mental health advocates, this will showcase photo entries from different people that want to share their appreciation for their loved ones.





## **Project Set C (Community)**

### **Kwentayo:**

#### **Mga Kwento sa Komunidad ng UP**

Kwentayo is a project that aims to showcase stories of individuals and groups within the greater UP community through a photo and mini-video series. It will highlight human experiences in both education and non-education sectors while also illustrating the concrete conditions of our community especially in relation to their mental health. Alongside this, Kwentayo also serves as a commencing event for the week-long campaign and call to #InstitutionalizeMHFacilities within the UP Community.

### **Tayó Táyo:**

#### **Pagtaguyod ng Sinupan at Kalipunang Pangkaisipang Kalusugan**

Tayó Táyo is a database campaign that aims to guide individuals in accessing mental health services within their community. This campaign will provide a resource database where one can seek psychological and psychosocial services based on their needs and accessibility.

### **PerspekTipon:**

#### **Talakayan sa Usaping Pangkomunidad na Pangkaisipang Kalusugan**

PerspekTipon is a roundtable discussion that seeks a collective perspective of community issues involving mental health through the eyes of different stakeholders in the UP community. This aims to gain insight into the current situation of mental health within the UP community, particularly in the light of Sikolohiyang Pilipino (SP) and community-based psychology.



## **Project Set D (Society)**

### **Gaano Kalayo na ang Narating?: Talakayan sa Philippine Mental Health Law**

**Gaano Kalayo na ang Narating?** is the campaign's closing event. It is a forum that aims to discuss the current mental health situation in the country in relation to certain provisions of the RA 11036. This roundtable discussion features prominent individuals in various fields of influence and expertise.

### **#Halalan2022:**

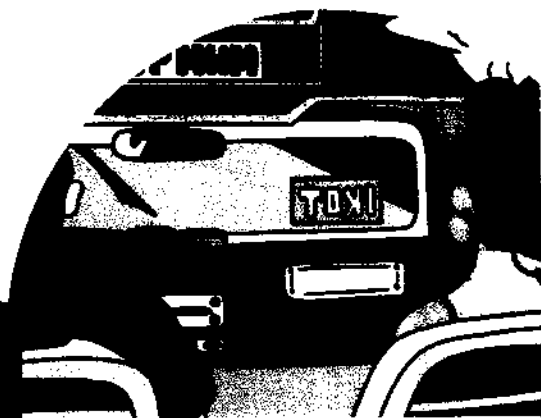
#### **Tindig ng mga Kandidato sa Mental Health**

**#Halalan2022** is a publicity material project based on Sikolohiyang Pilipino concepts that shows the anatomy of a good public servant who advocates for mental health. This serves as a guide for voters in judging candidates for the upcoming 2022 national elections.

### **Manong, Para!:**

#### **Pagtatapos ng UP MHM 2021**

**Manong, Para!** serves as the culminating video for the whole UP Mental Health Month 2021 celebration. This aims to connect all the projects that have been conducted in the previous weeks to further establish the campaign's advocacy and expand knowledge on mental health.



# Brand Visibility

**6.1k**  
*likes on  
Facebook*

**220+**  
*followers on  
Instagram*

**380+**  
*followers  
on Twitter*



# OUR REACH IN NUMBERS

**6**  
*organizations*

**150+**  
*members and  
volunteers  
every year*

**60+**  
*partners and  
sponsors*


**12+**  
*projects every  
October*



**Networks**



## FOLLOW US ON

 UP Mental Health Month

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 @up\_mhm

## CONNECT WITH US

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