

3-Year Strategic Plan (2026–2028)

1. Program Vision

A Uganda where every adolescent and community member has access to compassionate, high-quality, and culturally appropriate mental health and psychosocial support services that enable them to thrive.

2. Program Goal

To strengthen community, school, and health-system capacity to provide adolescent-friendly mental health and psychosocial support services over three years.

3. Strategic Objectives (2026–2028)

Objective 1: Expand access to adolescent-focused mental health services.

Objective 2: Strengthen the capacity of schools, families, and communities to identify, support, and refer young people in distress.

Objective 3: Increase awareness and reduce stigma around mental health and help-seeking behaviors.

Objective 4: Integrate digital health innovations for mental health promotion and remote support.

Objective 5: Build sustainable, community-owned systems for long-term psychosocial wellbeing.

4. Key Strategic Pillars & Activities

YEAR 1: FOUNDATION & CAPACITY BUILDING (2026)

Goal: Establish structures, partnerships, and systems required for program rollout.

A. Strengthening Institutional Capacity

- Recruit core mental health and psychosocial support staff.
- Develop standardized MHPSS training manuals and school curricula.
- Establish referral partnerships with at least 10 local health facilities and district authorities.

B. Baseline Assessments & Mapping

- Conduct a baseline study on adolescent mental health needs in target districts.
- Map existing mental health resources, gaps, and community perceptions.

C. School-Based Program Setup

- Select 20 pilot schools (primary & secondary).
- Train 80 teachers and 20 school counsellors in Mental Health First Aid & psychosocial support.
- Establish school "Wellbeing Clubs" in all pilot schools.

D. Community Engagement

- Conduct 10 community dialogues with parents, youth, and leaders.
- Launch anti-stigma campaigns focusing on early help-seeking.

E. Digital Preparedness

- Develop and test tele-counselling platforms and SMS wellbeing campaigns.
- Digitize MHPSS training materials for remote learning.

Key Outputs (Year 1)

- 20 schools onboarded
- 100 frontline workers trained
- Digital platform prototype ready
- Baseline data collected
- Referral systems established

YEAR 2: PROGRAM EXPANSION & SERVICE DELIVERY (2027)

Goal: Provide direct support to adolescents and expand coverage.

A. Direct Psychosocial Support Services

- Offer one-on-one counselling, group therapy, and crisis intervention.
- Deploy mobile psychosocial outreach teams for remote communities.
- Establish safe spaces in schools and community centers.

B. Teacher & Peer Mentorship Model

- Train an additional 120 teachers and 60 youth peer supporters.

- Support youth-led mental health promotion activities and clubs.

C. Parent & Community Empowerment

- Conduct 40 parenting workshops on adolescent mental health and communication.
- Implement community-led anti-stigma dialogues, radio talk shows, and awareness events.

D. Digital Mental Health Rollout

- Launch SMS-based wellbeing messages to 10,000 youth.
- Operationalize tele-mentoring sessions for teachers and counsellors.
- Start online support groups for adolescents and parents.

E. Monitoring & Midline Evaluation

- Conduct a midline assessment to measure progress.
- Adjust program delivery based on evidence and feedback.

Key Outputs (Year 2)

- 10,000 adolescents reached with digital tools
- 200 schools engaged
- 180 teachers trained
- 60 youth peer supporters deployed
- Community awareness reaching 30,000 individuals

YEAR 3: CONSOLIDATION, SCALE & SUSTAINABILITY (2028)

Goal: Institutionalize systems and scale the model for long-term impact.

A. Scale-Up to New Regions

- Expand to 40 additional schools (total of 60 schools).
- Establish regional MHPSS hubs in collaboration with local governments.

B. Strengthen Policy Integration

- Work with Ministries of Health & Education to integrate MHPSS into:
 - school curricula
 - district health plans
 - teacher training colleges

- Publish policy briefs and present findings to national stakeholders.

C. Community Ownership & Local Leadership

- Transition Wellbeing Clubs to school management structures.
- Train local government officials and community health workers to take over program components.
- Develop a community-driven sustainability roadmap.

D. Research, Documentation & Knowledge Sharing

- Conduct end-line evaluation and impact assessment.
- Publish research on adolescent mental health trends and program effectiveness.
- Host national learning events and conferences to disseminate lessons.

E. Long-Term Funding & Partnership Model

- Develop multi-year donor partnerships.
- Engage corporate partners in funding youth wellbeing initiatives.
- Establish income-generating community-based services to sustain program elements.

Key Outputs (Year 3)

- 60 schools fully implementing MHPSS programs
- MHPSS integrated into district-level systems
- Evidence reports published
- Expanded digital platform coverage to 25,000 youth
- Sustainability roadmap completed

5. Program Indicators (Selected)

Access & Coverage

- of adolescents receiving psychosocial support
- of schools implementing MHPSS programs
- of frontline workers trained

Quality of Services

- % improvement in adolescent wellbeing scores
- % of referred cases successfully managed

Awareness & Stigma Reduction

- Change in community attitudes toward mental health
- of participants reached through campaigns

Digital Integration

- of youths using SMS/telehealth platforms
- Engagement rate on digital tools

6. Sustainability Strategy

AIWE will ensure long-term viability through:

- **Capacity transfer to local structures**, including schools and district health teams
- **Low-cost digital tools** for scale and accessibility
- **Government collaboration** for policy integration
- **Youth-led peer support models** for continued engagement
- **Local fundraising, partnerships, and social enterprise approaches**

By the end of Year 3, schools and communities will have reduced reliance on external support and built strong internal capacity to sustain mental health interventions.

7. Budget Framework (High-Level)

(Detailed budget available upon request)

- Personnel & Training
- Digital platform development
- Monitoring, evaluation & research
- Community engagements & campaigns
- Counselling services & safe spaces
- Program management & logistics

IMPACT

Healthier, resilient, and empowered adolescents and communities with equitable access to high-quality mental health and psychosocial support services



OUTCOMES

Improved adolescent mental wellbeing

- Reduced anxiety, stress and depression symptoms
- Improved emotional regulation and coping skills.
- Increased confidence, social skills and resilience

Strengthened supportive systems around adolescents

- Schools providing structured mental health support.
- Teachers, caregivers and youth-leaders demonstrating mental health literacy
- Community stigma reduced and help-seeking behavior

Improved access to quality mental health services.

- Functional referral pathways
- Increased uptake of counselling services
- Digital-tools expanding access for remote youth

OUTPUTS

Services Provided

- School-based wellbeing sessions delivered
- Individual and group counselling conducted
- Safe spaces established in schools/communities

Capacity Strengthened

- Teachers, counsellors and youth peer supporters trained
- Parents and communities sensitized
- Digital platforms developed for SMS and tele-counselling

Awareness Created

- Anti-stigma campaigns run
- Youth-led advocacy events conducted
- Radio programs and community dialogues held

INPUTS

A. School-Based Interventions

- Wellbeing curriculum delivery.
- Peer support groups
- Teacher training on MHPSS

B. Community-Level Support

- Parenting workshops
- Community dialogues and awareness events
- Youth empowerment and leadership

C. Clinical & Counselling Services

- Individual counselling
- Group therapy
- Crisis intervention support

D. Digital Mental Health Innovations

- SMS-based wellbeing messages
- Tele-mentoring for teachers
- Online-mental health literacy content

Lifestyle Areas Supporting Mental Health

