

# NSR 2025 Glostrup Denmark

**Guðrún Yngvadóttir**

**Past International President  
Lions Representative to WHO**



**Mental Health and Well-Being**

**Mental Health and Well-Being**

**NEW** Service Initiative

**Make Your Mark**

2024-2025 International President

**Fabrício Oliveira**



# Our 2024-2025 Global Priorities

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We are focused on key global priorities that will strengthen us at every level of Lions.

## **Leading Lions forward**

We're embracing our leadership potential to lead our service forward.

## **Supporting our service**

We're supporting LCIF to increase our service impact together.

## **Promoting our clubs**

We're promoting our clubs and service so we can grow and thrive.

## **Growing the good**

We're focused on growing Lions so we can grow the good we do.



# MISSION 1.5

**MISSION 1.5**  
is the drive  
to reach 1.5 million members  
worldwide by July 1, 2027,

so we can better meet  
the growing needs of  
our communities and  
serve more people  
than ever before.

***The more we grow,  
the more we can give.***

# Key Benefits

We do not grow together by acting alone.



**Increased  
capacity to  
serve**



**Greater  
diversity  
and  
inclusion**



**Increased  
advocacy  
for change**



**Increased  
member  
benefits**



**Stronger at  
every level  
of Lions**



# Roles and Responsibilities

## A mission powered by the GAT

*The Global Action Team is leading the charge at the club and district level.*

### District Leaders

- FVDG/DGE training and support
- Participate in leadership engagements
- Mentor and promote mission

### GAT CA & Area Leaders

- Charter a club
- Sponsor new members
- Train/track success of districts
- Provide resources and support
- Accountable for achieving CA/Area targets

### Multiple District Leaders

- Charter a club
- Sponsor new members
- Support district training
- Provide resources and track success
- Accountable for MD targets

### Group Leaders

- Inspire and promote membership growth
- Facilitate and support the FVDG/DGE Training Program
- Actively participate in leadership engagements
- Be a *MISSION 1.5* mentor and advocate for membership growth success



**MISSION 1.5**



# What does the GAT do?





## Lions Blog: Challenge accepted by: Lions Club Drøbak, Norway



# Club Marketing

## Focus

- Encourage clubs to appoint a club marketing chairperson
- Provide marketing, public relations and social media resources
- Inspire clubs to participate in the Lions Intl. Marketing Award

## Benefits

- New members and new local partners
- Increased club visibility, which leads to a stronger brand
- The pride of being a Lion and a brand ambassador

## Resources

- Club marketing resources: [lionsclubs.org/marketing](https://lionsclubs.org/marketing)
- Brand kit: [lionsclubs.org/brand](https://lionsclubs.org/brand)
- Lions Press Center: [lionsclubs.org/lions-press-center](https://lionsclubs.org/lions-press-center)



# Lions Clubs International Foundation

## Focus

- Promote LCIF grants and programs to enhance our service impact
- Help establish a culture of giving
- Raise awareness of LCIF's work, impact and success

## Benefits

- Supports Lions and Leos worldwide and helps us respond more quickly
- Expands our service both locally and globally
- Every donation makes a difference

## Resources

- Donate now: [lionsclubs.org/donate](https://lionsclubs.org/donate)
- Receive recognition: [lionsclubs.org/recognitionprograms](https://lionsclubs.org/recognitionprograms)
- Grant info: [lionsclubs.org/grantstoolkit](https://lionsclubs.org/grantstoolkit)
- Share your LCIF story: [lcifpride.org](https://lcifpride.org)



Lions Clubs International  
**FOUNDATION**



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**Mental Health and Well-Being**



# Mental Health and Well-being

## NEW Service Initiative



World Health Organization



International President  
**Fabrício Oliveira**  
Make our Mark

We'll encourage a global conversation to discuss **new ways to improve mental health and well-being**, create awareness and reduce stigma.



President Fabrício is also challenging each district to select **two of our global causes** and requests that **clubs plan service projects to support them OR two UN Sustainable Development Goals.**





# Lions Serving the Global Causes & UN Sustainable Development Goals (SDGs)



World Health Organization







# Awareness – Education – Advocacy



World Health Organization

Create discussion on mental health & well-being and **benefits of volunteering**.

- How do we take care of **ourselves** and **others**?
- How do we **serve** the mental health and well-being cause in our **community**?
- How can we **advocate** for mental health and well-being in our community?



**Humanitarian  
Service**





# Mental Health and Well-Being



**New LCI website:**

## Shining a light on mental health and well-being.

All around the world, mental health and well-being is a growing need affecting our communities. Lions and Leos are making a difference by working to raise awareness of the importance of mental health and well-being, educating and supporting their communities, and advocating for positive change.





# Mental Health and Well-Being



World Health Organization

We support our  
global causes



## Global Causes & Initiatives

- Childhood Cancer
- Diabetes
- Disaster Relief
- Environment
- Humanitarian
- Hunger
- Vision
- Youth

## Mental Health & Well-Being

**and we support the NEW initiative**





# Mental Health is.....



World Health Organization

**Mental health is our emotional, psychological, and social well-being.**

It is how we think, feel, and act.

It helps determine how we handle stress, relate to others, and make healthy choices.

Just like our physical health, it is important to all people in any age group.







# World Mental Health Day



World Health Organization

**LCI Facebook page**  
**October 10th**  
[#WorldMentalHealthDay](#)  
[#LionsForMentalHealth](#)  
<https://bit.ly/3YiLPKX>

**Research shows that volunteering can benefit your mental health and well-being.**

**Being a Lion is.....**  
**- brake for the demands from the daily life**

“

I was so encouraged by the support and camaraderie I experienced during my time as a Leo that I decided to become a Lion.



**GIZEM ÖZKAZMAN ÖZEN**  
ISTANBUL CEMENZAR  
LIONS CLUB

“

My favorite thing about being a Lion is the friendship and community, and being able to give something back to society.

**KATHRIN BECHSTEIN-DIETRICH**  
NETZWERK SÜD  
LIONS CLUB





# Mental illness is...

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World Health Organization

Mental illnesses are conditions that affect a person's thinking, feeling, mood or behavior in a way that impairs their ability to relate to others and function each day. Examples include MDD (depression) and schizophrenia.



**Poor mental health and mental illness are not the same thing.**

A person can experience poor mental health and **not be diagnosed** with a mental illness.

Likewise, a **person diagnosed with a mental illness** can experience periods of good physical, mental, and social well-being.







# Facts from WHO – Mental Health

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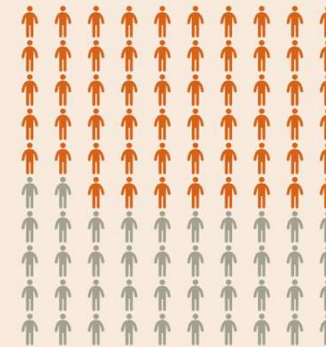
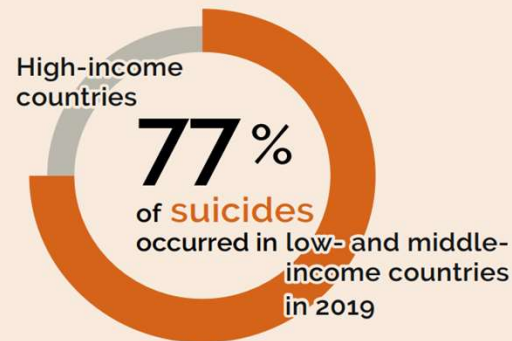
World Health Organization

1. More than **700,000** people die due to **suicide** every year.
2. Almost **80%** of all people with **mental disorders** live in **low- and middle-income countries**.  
(adverse circumstances: including poverty, violence, disability and inequality)
3. **Depression** is the leading cause of **disability** globally, affecting more than **300 million people worldwide** – (the majority of them are women, young people and the elderly).
4. For depression, the **gaps in service coverage** are wide across all countries:
  1. in **high-income countries**, an estimated **23%** of cases receive minimally-adequate treatment for depression
  2. and in **low- and lower-middle income countries** this is estimated at **3%** of cases.
5. Only **2%** of **health budgets**, on average, go to mental health.



# Suicide: facts and figures globally

More than  
**700 000**  
people died by  
suicide in  
**2019**



More than  
**1** in  
**100**  
(1.3%) were by suicide in 2019



Suicide is the  
**fourth**  
leading cause of  
death among  
**15-29**  
year-olds in 2019



**58%**  
of suicides  
happened before the age of  
**50** years  
in 2019



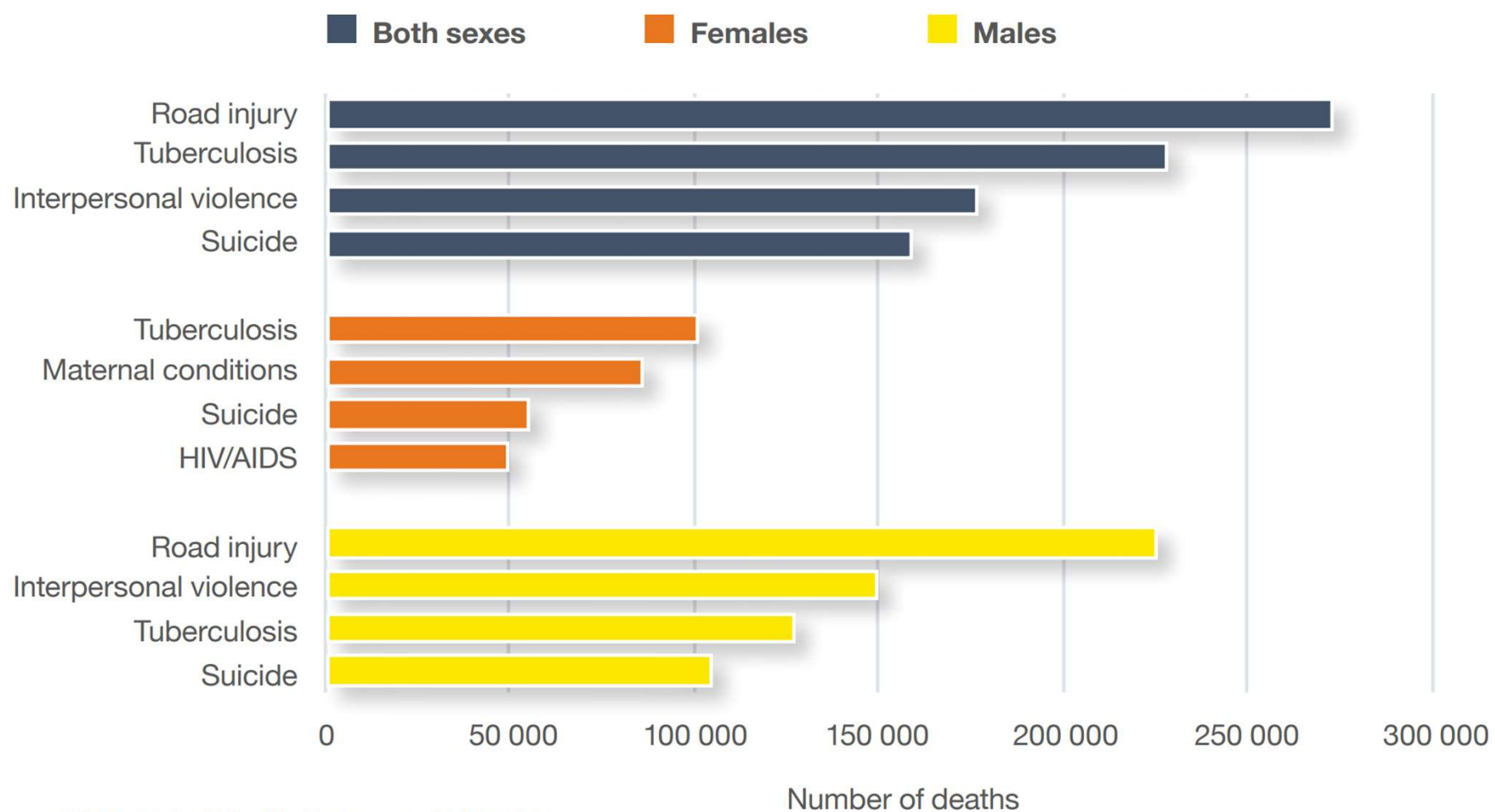
Implement LIVE LIFE  
to reach the target of  
reducing suicide rates by

**1/3** by

**2030**

according to the UN Sustainable  
Development Goals 2030 and the WHO  
Mental Health Action Plan 2013-2030

**Figure 6. Global top four causes of death, ages 15–29 years, 2019**



Source: WHO Global Health Estimates 2000-2019



# Suicide Prevention

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World Health Organization

- While the link between **suicide and mental health conditions** (in particular, depression and alcohol use disorders) and a previous suicide attempt is well established in **high-income countries**, **many suicides happen impulsively in moments of crisis**.
- **Further risk factors** for suicide include **experience of loss, loneliness, discrimination, relationship dispute, financial problems, chronic pain and illness, violence, abuse, and conflict** or other emergencies.
- **Stigma** around mental health conditions and suicide means many people thinking about suicide **do not seek help**.
- Suicides and suicide attempts have a **ripple effect** that impacts on families and societies





## What can WE do?

Promote education, awareness and advocacy

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World Health Organization

- **Stigma** reduction; decreasing common misconceptions.
- Increase access to vital mental health **screening services**.
- Host **events in partnership** with a local mental health organization.
- Find your region or country's **suicide prevention** hotline.
- Resources from the **International Association for Suicide Prevention**.
- Volunteer at center for the **elderly**.
- Support **disabled individuals**.
- Encourage development of **life skills among youth**.
- Support Lions Quest **social-emotional learning – LQ**.
- Use resources, **facts and statistics** from the WHO.
- Share your impact on **social media**.





# International Association for Suicide Prevention



World Health Organization



Find your **country's suicide prevention** hotline using the International Association for Suicide Prevention  
Provide assistance to mental health agencies and treatment centers **by hosting fundraisers.**

Pieta, the Icelandic Organization for Suicide Prevention.

**Red Feather** fundraiser in Iceland **2025** supports Pieta Iceland – against suicides and self-harm.



**ONE EXAMPLE**







# Red Feather in Iceland April 2025



IP Fabrício Oliveira and  
Amariles Martins,

with CC109 Iceland  
Geirthrudur Bogadottir

and representatives  
from Pieta Iceland,

signing documents  
on Collaboration.

November 2024.



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**Mental Health and Well-Being**

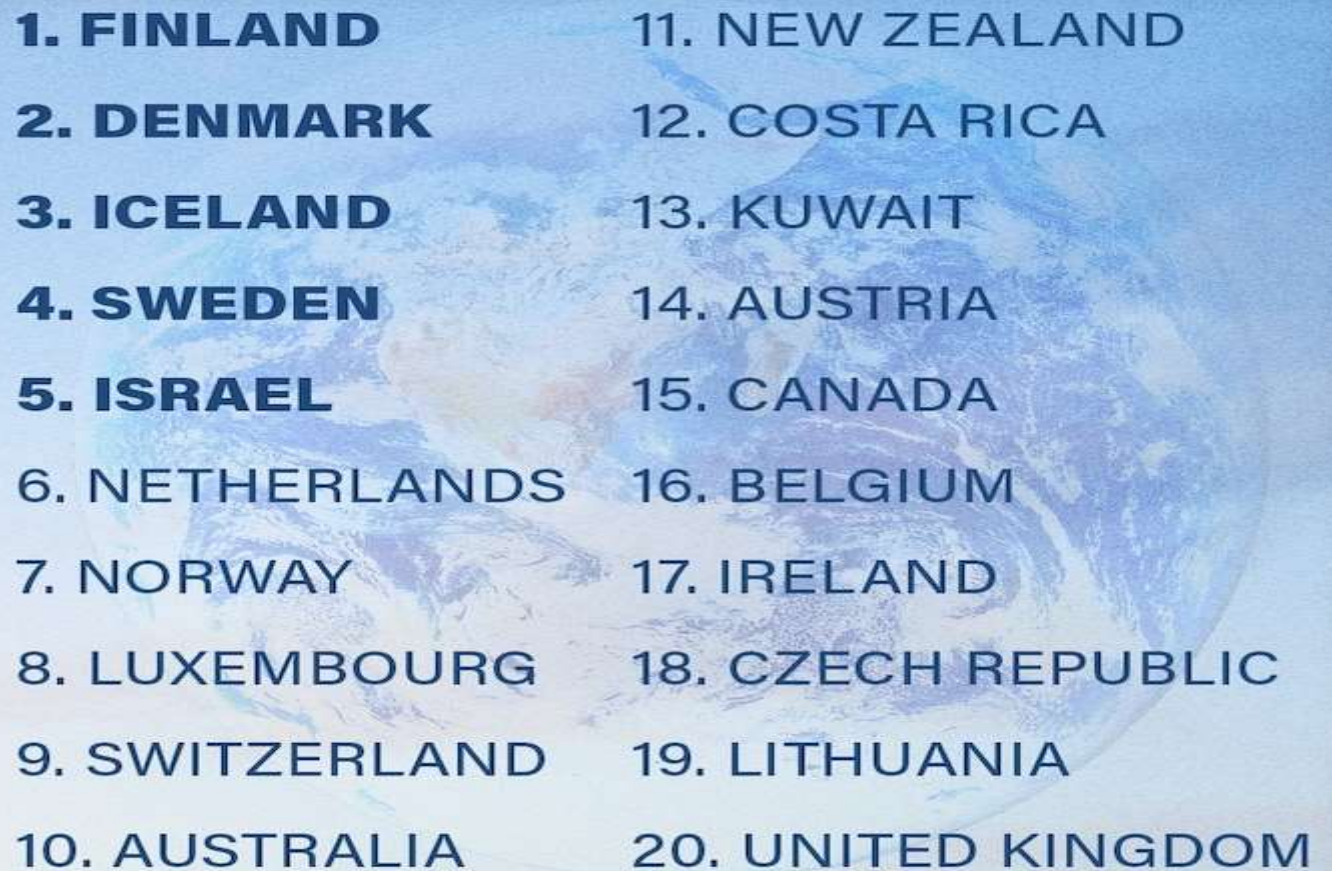
The **UN Sustainable Development Solutions Network**

report of more than **150 countries** based on average life evaluations from 2020-2022.

**Six key factors** including **social support, income, health, freedom, generosity, and absence of corruption**

to determine each country's happiness level.

# TOP 20 HAPPIEST COUNTRIES IN 2024

- 
- |                |                    |
|----------------|--------------------|
| 1. FINLAND     | 11. NEW ZEALAND    |
| 2. DENMARK     | 12. COSTA RICA     |
| 3. ICELAND     | 13. KUWAIT         |
| 4. SWEDEN      | 14. AUSTRIA        |
| 5. ISRAEL      | 15. CANADA         |
| 6. NETHERLANDS | 16. BELGIUM        |
| 7. NORWAY      | 17. IRELAND        |
| 8. LUXEMBOURG  | 18. CZECH REPUBLIC |
| 9. SWITZERLAND | 19. LITHUANIA      |
| 10. AUSTRALIA  | 20. UNITED KINGDOM |





## Number of suicides and suicide rate for 2022

Nordic Council  
of Ministers Report

	Suicides	Crude rate per 100,000	Age-standardized rate per 100,000
Both sexes			
Denmark	582	9.9	7.5
Faroe Islands*	2	3.8	4.3
Finland	740	13.3	11.9
Greenland	40	70.7	71.3
Iceland	34	9.0	7.4
Norway	610	11.2	9.9
Sweden	1566	14.9	12.4
Aaland Islands*	1	3.3	2.4

\* Newest year for which data were available for Faroe Island and Aaland Islands were from 2021. In all

# Deaths by suicide in Europe

down by 13% in a decade

**< 5** Southern Europe

**5 - <10** Iceland and part of Norway and Denmark

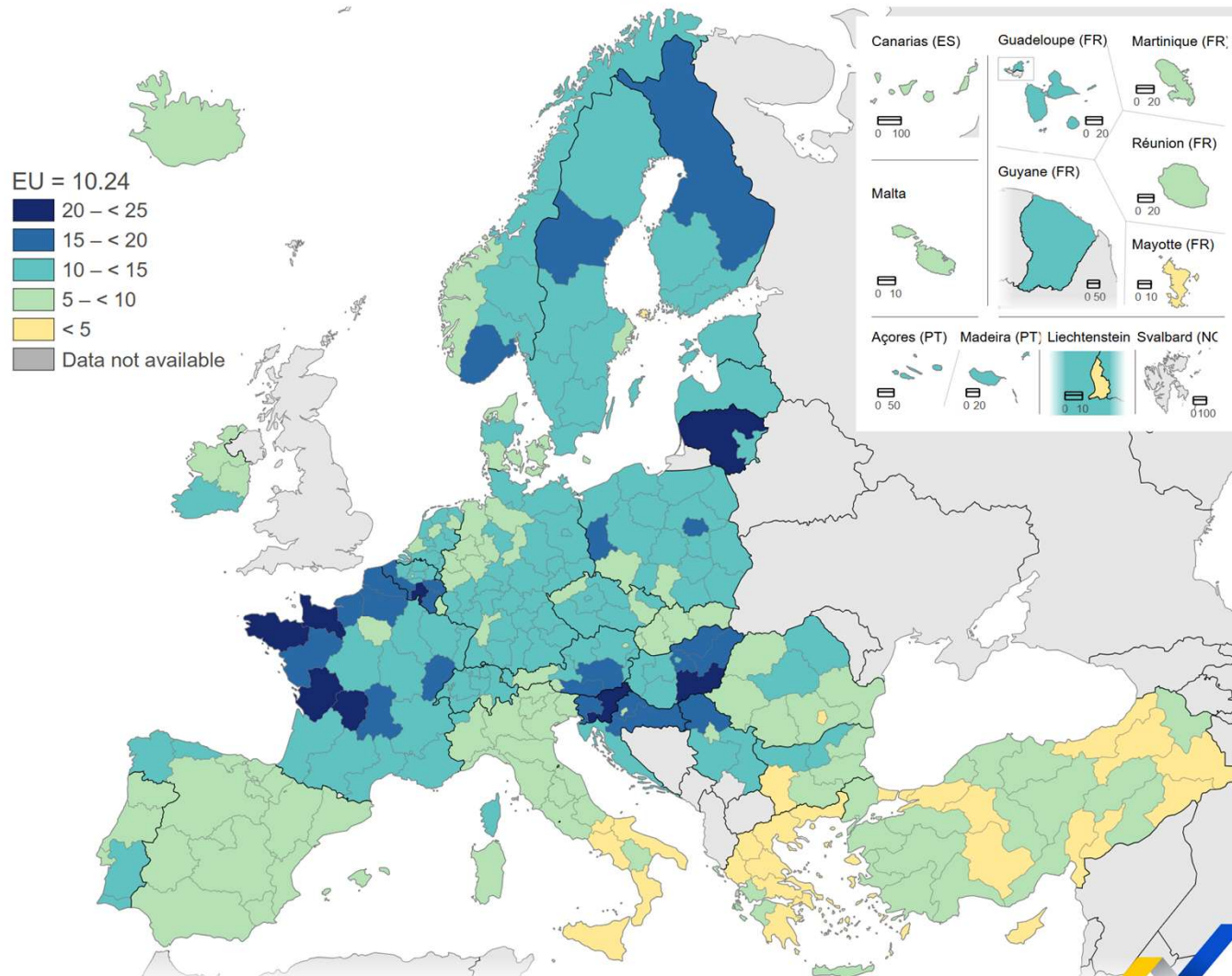
**10 - <15** Big part of Norway and Sweden; south Finland

**15 - <20** Big part of Finland, small parts of Sweden and Norway

**20 - <25** (Central Europe)

## Standardised death rate due to intentional self-harm, by NUTS 2 regions in 2021

(Number of deaths due to intentional self-harm per 100 000 inhabitants)





# START now – continue next year



World Health Organization

## Next Steps & Timeline

### October – December 2024

- Further exploration of potential collaboration with WHO as needed, including conversations with IP Fabrício and PIP Gudrun.

### January – March 2025

- Initiative launch and webpage live
- Promotional and social media plan active. Press release sent.

### FY 25-26

Extend initiative in alignment with Weeks of Service initiative.

Staff are continuing to work with the Lions International Representative to the WHO to determine if there is a pathway for partnership with WHO.







## Promotion on the initiative

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World Health Organization

### Communications to announce the Mental Health and Well-being service initiative:

- IP **newsletter** to all Lions
- IP newsletter to **District Governors**
- **Club and Leader** Digests
- Email to the **Global Service Team (GST)**: Club, District and MD GST Coordinators; with a copy to the GAT CA-leaders and Area Leaders
- Social media promotions on the Lions **Facebook page**
- **Global Action Team** Facebook page and monthly calendar announcements
- **Leo** Facebook page and newsletter
  
- The **Service Focus Weeks** to be **promoted during LionsCon 2025**.
- dedicated to Mental Health and Well-being.
  
- Will be used by the Global Action Team at the **upcoming FVDG /DGE seminar in February 2025**.



# Facts and Statistics

LIONS and LEOS are working to raise awareness of the importance of Mental Health and Well-Being, to educate and support their communities, and advocate for positive change.



The United Nations Sustainable Development Goals (SDGs) provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. The 17 goals are an urgent call for action by all countries — developed and developing — in a global partnership. Achievement of the SDGs also relies on the involvement of volunteer organizations who connect governmental strategies and initiatives with complementary, yet essential, community action.

## THIS GLOBAL CAUSE SUPPORTS SDG #3



**ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES**



An estimated **700,000 people die by suicide every year** (World Health Organization).



On average, **2% of health budgets go to mental health** (World Health Organization).



People who are exposed to adverse circumstances — including poverty, violence, disability and inequality — are at **higher risk of developing a mental health condition** (World Health Organization).



**Depression is the leading cause of disability globally, affecting an estimated more than 300 million people worldwide** — the majority of them women, young people and the elderly (United Nations).



For depression, the gaps in service coverage are wide across all countries: in high-income countries, an estimated **23% of cases receive minimally adequate treatment for depression and in low- and lower-middle income countries this is estimated at 3% of cases** (World Health Organization).



**More than 80% of all people with mental disorders live in low- and middle-income countries**, where the vicious cycle between mental health and poverty is particularly prevalent because of a lack of welfare safety nets and poor accessibility to effective treatment (World Health Organization).

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**Mental Health and Well-Being**



## Some questions -- Discussions !

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- Is your club or district **already serving** Mental Health and Well-Being projects?
- Do you see a **need in your local community** -- a challenge for your club?
- Is there a **Specialty Club** on Mental Health and Well-Being in your country?
- How can we **reduce stigma** and **decrease common misconceptions**?
- Can we increase access to vital mental health **screening** services?  
Can we host events in **partnership** with a local mental health organization?
- Does your club volunteer at center for the **elderly**?
- Does your club support **disabled** individuals?
- Does your district encourage development of **life skills among youth**?
- Are you ready to share your impact on **social media**?





Let's **Make Our Mark** together.

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Thank You

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