



The Live Love Laugh Foundation (TLLLF) and Indian Psychiatric Society (IPS) to conduct outreach programs on mental health

- TLLLF Founder Deepika Padukone becomes Indian Psychiatric Society's brand ambassador-

Bengaluru, August 24, 2016:The Live Love Laugh Foundation (TLLLF), a not-for-profit organization which aims to raise awareness of mental health in India, has partnered with the Indian Psychiatric Society (IPS), the flagship association for psychiatric professionals in India, to jointly develop outreach programs to highlight the urgent and massive mental health challenges that India faces.

The Indian Psychiatric Society will assist TLLLF in the nationwide roll-out of a sensitisation program on mental health for Doctors called **"Together Against Depression."** The program commenced in May 2016 with a webinar for doctors conducted in collaboration with the Indian Medical Association (IMA), which had ~2,000 participating doctors. TLLLF aims to expand the program to a further 5,000 doctors, by the end of this financial year.

As part of the agreement with the IPS, Deepika Padukone, Founder of TLLLF, will become the brand ambassador of the society. She has offered her support on a pro bono basis.

"Mental health of Indian citizens is a large and growing challenge for the country and the more resources we have to combat this issue, the better the chances that those who need help can secure the support they need. The Live Love Laugh Foundation and Indian Psychiatric Society have a shared vision to make mental health a priority for the government and for society at large. I am very pleased to support the activities of the Indian Psychiatric Society in my role as their brand ambassador," said Deepika Padukone, Founder - The Live Love Laugh Foundation.

"India is home to the largest number of mental health patients in the world with at least 50 million Indians estimated to be undergoing depression at any one point in time. However, our country is home to one of the smallest per capita base of mental health professionals globally. The IPS is focused on positive mental health and in stigma reduction not only for depression but also across the spectrum for all psychiatric disorders. The crisis our country is facing requires urgent interventions at various levels and we are very pleased at the work that's been by various organizations in this regard. We are delighted to partner with TLLLF and contribute the expertise of our members to support the foundation's activities," said Dr. G Prasad Rao, President, Indian Psychiatric Society, commenting on the agreement with TLLLF.

"I would like to place on record our special thanks to Deepika Padukone for associating with the IPS as our brand ambassador of the society," he added.

Following the agreement, **“Together Against Depression”** - the sensitization program for Doctors, will be expanded nationwide. The program focuses on incidence of depression, screening and treatment. Program participants will also receive material such as videos, articles, quizzes and handouts for easy reference. The course material for the program has been designed, in-house, by The Live Love Laugh Foundation.

Dr. Shyam Bhat, Member of the Board of Trustees, TLLLF said: “Equipping Doctors with the awareness and tools to support people with mental health problems can be a critical first-level intervention. We hope that the programs for Doctors that will be conducted with my colleagues at the IPS will go a long way in ensuring people with depression and anxiety receive appropriate care and treatment”

The launch of the program for Doctors follows the unveiling earlier this year of *You Are Not Alone* - the Foundation’s flagship program focused on educating high school students and teachers on stress, anxiety and depression. The foundation has already covered ~ 30 schools in Bangalore, Mumbai and Valsad (3,500 students & 1500 teachers) and intends to cover more than 500 schools around the country during the year with the program which includes separate sessions for students and teachers.

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