



**introducing careif**  
to share knowledge  
internationally about mental  
health in order to improve  
people's wellbeing... how to  
live healthily and ensure that  
working practices and services  
are suited to different  
cultures across the world.

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share knowledge change lives

# The case for change

**It is estimated that more than 450 million people in the world are affected by what may be known as disorders of the mind, showing as emotional or mental distress. These conditions are usually understood in terms of psychological, psychiatric or neurological theories, but these do not fully include the life issues that people experience as a result.**

*In the rest of this publication, we use the phrase 'mental health and wellbeing' to represent a broad range of conditions relating to wellbeing where emotional or mental issues form a significant part.*

Thanks to the growing data collected and published, the case for investing in mental health and wellbeing is clearer than ever. The Global Disease Control Priorities Project (DCPP) published in 2006 its latest worldwide review of health burden imposed by different conditions across the world ([www.dcp2.org](http://www.dcp2.org)). Its conclusion - "there is no health without mental health". For the first time, mental conditions were included in the analysis and found to dominate the overall burden of non-fatal disabling conditions across the world, accounting for more than 37% of years of lost life due to disability in people aged 15 and over.

Recent work by the World Health Organisation ([www.who.int](http://www.who.int)) also confirmed that depression, the most important risk factor for suicide, claims around 850 million lives annually worldwide and is among the top three causes of death in young people aged 15 to 35.

The challenges for prevention and healing are significant, ranging from the social stigma that prevents people from seeking help, a lack of awareness in people themselves, insufficient resources and trained professionals, and the lack of culturally sensitive assessment and support.

Individuals, organisations and governments are developing and implementing policies to improve the quality of services and people's wellbeing.

At the Care International Foundation (careif), we are dedicated to supporting people and communities to share their knowledge to improve services and change people's lives, from England to Saudi Arabia, Bangladesh to New Zealand, the Carribean to Africa.

We do not believe that knowledge should only be available to those with wealth or who live in the urban and industrialised parts of the world. We consider knowledge sharing to be a basic human right, where this knowledge can change lives and help to realise true human potential. Furthermore, knowledge is also found in the less developed, rural and poorer areas of the world, and this is valuable to population wellbeing in areas which are wealthier and healthier. This reciprocity (exchange which is mutually beneficial to all) is core to the values of careif.

## Who we are

Careif is a new charity based in London, England.

**Our main aim is to share knowledge internationally about mental health in order to improve people's wellbeing. This know how is about how to live healthily, ensure that working practices and services have maximum impact, and are suited to different cultures across the world.**

### We do this through:

- high quality learning and teaching locally, nationally and internationally
- research, evaluation and practice development into culture and wellbeing
- providing international volunteering, exchange and twinning schemes, and
- promoting and developing positive practice on sports, young people and wellbeing of individuals and communities.

Careif was founded by Prof Kamaldeep Bhui and Dr Albert Persaud in partnership with the University of Auckland in 2001. Nearly all involved in careif are giving their time as volunteers. Our patrons are individuals who have international recognition for their work and contribution to humanities, reconciliation and justice.

The charity currently runs under the auspices of Barts and The London Charitable Foundation (registered charity no.212563). Our governance structure includes a board of trustees, a board of directors, and a management team. We plan to expand additional contributions from people who may be international fellows, volunteers or advisors.

## Our principles

### Careif works to a core set of values. These are to:

- respect the traditions and values of individual societies and cultures around the world
- promote positive changes to services (or how services are provided) and good quality care
- encourage people's natural creativity and to share and inspire others
- bring together individuals, communities, non government organisations (often known as NGOs) and government bodies, and
- develop evidence of what works through formal research, evaluation and practice based knowledge.

# Our main areas of work

**We plan to focus on four main areas of work for the next 12 months of our development.**

## Learning and teaching

A University of London MSc, diploma or certificate in Transcultural Mental Healthcare focuses on improving cultural capability in health and social care, and providing training in research. Students from a range of professional disciplines and nationalities develop a broad knowledge of issues relating to mental distress amongst people from diverse cultures around the world. Students undertake a placement for reflective practice, a research project or critical review, regular tutorials and writing exercises.

This course is enriched by careif's experience and expertise, and networks and knowledge bank. It is run from the Centre for Psychiatry, at the Wolfson Institute of Preventative Medicine at Queen Mary College, University of London. This MSc is also available as a distance learning programme.

We also plan to run individual training and development workshops covering specific issues (including themes identified below), such as cultural competencies, laws and clinical practices, strategic leadership and mentoring.

## Culture and wellbeing

Social issues and culture have an important impact on our mental health and wellbeing. As countries become increasingly multicultural, it in turn becomes even more important to share people's knowledge, experiences and different approaches used across the world to improve health and wellbeing.

We are running a series of practice seminars and conferences, many in partnership with international bodies, to explore how cultures are changing in the face of globalisation and the impact of this on people's wellbeing. The design of events will take into account different local issues and topics and the impact of different cultures, religions and spirituality on people's mental health, for example.

We are working with people with international experience in this area and will use the knowledge sharing tools available on our website, [www.careif.org](http://www.careif.org), to help people to network with each other.

## Volunteering, exchange and twinning

Careif is establishing an international programme on volunteering, exchange and twinning.

Volunteering is underpinned by four principles of choice, diversity, mutual benefit and recognition. It has long been accepted by many as a way of 'giving back' knowledge, skills and expertise to individuals and communities in appreciation of support and benefits they have received through the opportunity of education, training and life experience.

At careif, we are developing a 'time bank' of volunteers and are putting in place schemes for people working government funded services and the private, voluntary and community sectors. It will be open to anyone regardless of their background, race, colour, nationality, religion, ethnic or national origins, gender, marital status, sexual orientation or disability. We are looking for people with experiences and skills that can take part in a wide variety of activities in communities, including health, social care, sporting and emergency situations.

The benefits of the programme are not only for individuals who share their skills and gain wide ranging experiences, but for the host organisation, local community and wider social economy. It offers a whole system approach to workforce and professional and personal development.

## Young people, sport and wellbeing

Empirical evidence from many sporting and academic organisations demonstrates the important link between physical activity, mental health and wellbeing.

Working in partnership with Visit London, official organisers of events for London's 2012 Olympic and Paralympic Games, we are running a series of annual events about physical and mental health. This will culminate in an international conference in 2012 shortly before the Games. We are producing this final event together with the World Association of Cultural Psychiatry.

Our priority is young people, referred to as the 'Olympic Generation'. Building on the theme of young people's interests, instincts, spontaneity and wellbeing. We will seek to harness and nurture young people's skills in humanities, arts, music, sports, health, education and citizenship.

As with the rest of our work, we will also use [www.careif.org](http://www.careif.org) as a portal to share and develop knowledge about what works across the world.

# Our appeals list

**We are fundraising to help run the above programmes of work. There are a range of ways in which people as individuals and organizations may wish to contribute.**

## Make an individual donation

**We welcome donations of any value – no donation is too small.**

### **We will use the money you give to fund:**

- careif's conference programme
- places at events where organisations or individuals cannot afford to pay, including people from the developing world, non-governmental organisations and charities
- our work on volunteering, exchanges and twinning
- adequate representation of young people, socially excluded people and those who would not otherwise be given an opportunity to influence policy and practice
- 2012 Olympic Conference Fund: to subsidise the travel of young people from around the world to represent their countries and speak about their experience of what works and for whom.

With your permission, your details will be mentioned in our list of donors on [www.careif.org](http://www.careif.org)

We will also send you the careif quarterly newsletter to update you on our work.

## Sponsor an event or a theme

**£2,500-10,000 (depending on individual event)**

Your logo or details (if an individual) will be acknowledged in conference materials. Background information about what you do and other details will also be placed on our website and highlighted in press releases relating to the event. You will receive 5 free places to the event (minimum £5000 donation). Depending on your interest, you may also wish to contribute to the event programme.

We will also send you the careif quarterly newsletter to update you on our work.

***NB: This category does not include sponsorship for the 2012 Olympics international conference as we will be undertaking a specific promotion for sponsors for this event.***

## Become a sponsor organisation

**£20,000 (one year sponsorship)**

With your permission, we will place your logo on all careif publications, on our website and press releases for the time period of the sponsorship. We will welcome your input and involvement in our work generally and in the promotion of new and neglected areas of work.

You will receive 10 free places to careif events for use during the year.

We will also send you the careif's quarterly newsletter.

## **Sponsor a promising student from outside the UK country to complete their studies on the MSc programme on Transcultural Mental Healthcare.**

£4,200 (part time) and £6,500 (full time).

You can also sponsor students to enter PhD programmes. MSc and PhD candidates will be working on issues relevant to their home countries, and will be expected to sustain a programme of work with support from careif following the studentship.

See section on training and education above for more information.

You will receive personal reports from the student summarising what they have done and how they have found the experience of the education. We will also support your organisation to undertake PR activities to help promote the sponsorship and benefits it has brought. For some sponsors it may be appropriate to offer mentorship to students, in active partnership with careif.

Your details will be included on our PR material as one of our sponsors and on our website.

We will also send you the careif quarterly newsletter to update you on our work.

## **Other ways you can get involved**

### **Careif advisors**

Careif advisors provide expertise and advice for a particular country, region, topic or issue. Advisors are also responsible for promoting the foundation in their respective sphere and topic to ensure that collaboration, endorsement and association for careif yield maximum impact on well being. The period of appointment is between one to three years by agreement.

### **Careif volunteers**

Careif volunteers are individuals who have ambition and aptitude for self development and personal ambition to be involved in a local, national or international initiative. The individual will propose a programme of work, and will work alongside a fellow, director, trustee or international advisor on a project/projects or an innovation depending on expertise and skills. Period of appointment is between 1-3 years by agreement. Application is in writing with CV.

### **Careif international fellows**

This is the highest award offered to those working with careif. International fellows are talented individuals who have shown leadership either in a field of study or in an area of the world with specific practical improvements in service, quality of care, policy, research or teaching and learning. Our fellows will agree to take on a specific responsibility for careif's work, such as for setting up innovative networks between people, programmes and countries.

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