Improving Mental Health of Youth in Vietnam

Group 55: 1040249, 1059490, 1059542, 1059610, 1062211,1065610.

Mental Health is Important but Unaddressed

Mental Health Unaddressed

Mental health is extremely important but often overlooked due to its complexity.

Focus on other diseases despite mental wellness improving life quality.

Global Inequity

Common in developing countries where 75% of people receive no treatment

Vietnam is in a dire state. 3 million youth need service but nearly all do not have access.

Low Social Development

Government prioritized economic progress but ignored social wellness.

Limited health funding generally, but extremely low for mental health issues.

Local Inequity

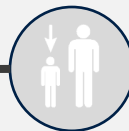Disparate access with only 27 provincial psych hospitals across 64 provinces.

Those of higher income have more access to treatment and face less stigma.

Systemic Issue

Culture, lack of facilities, and underlying health conditions.

Requires a robust action, multi-pronged approach specifically targeting youth.
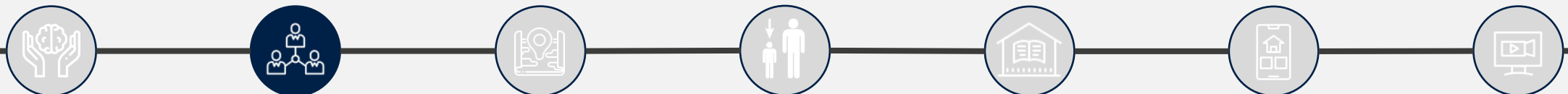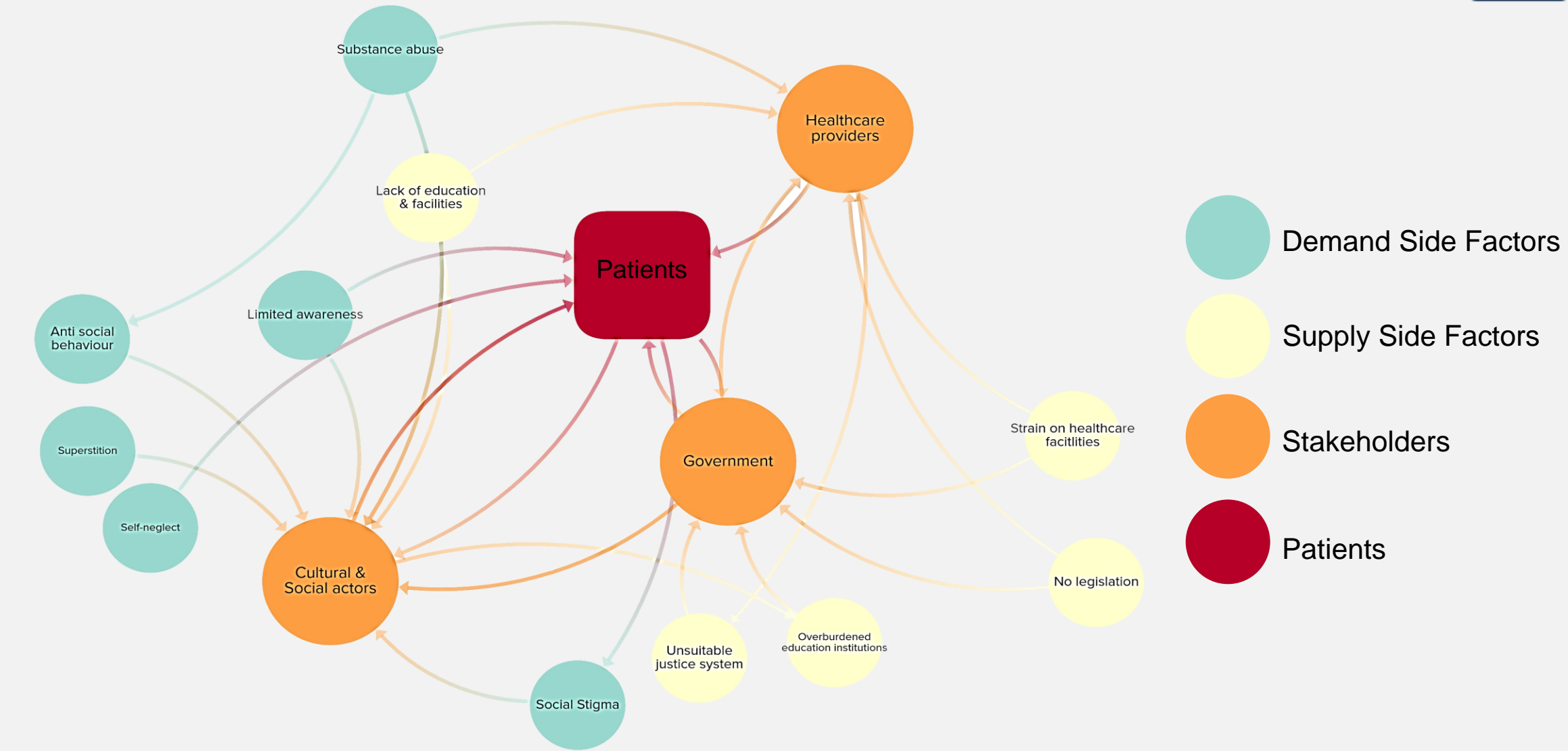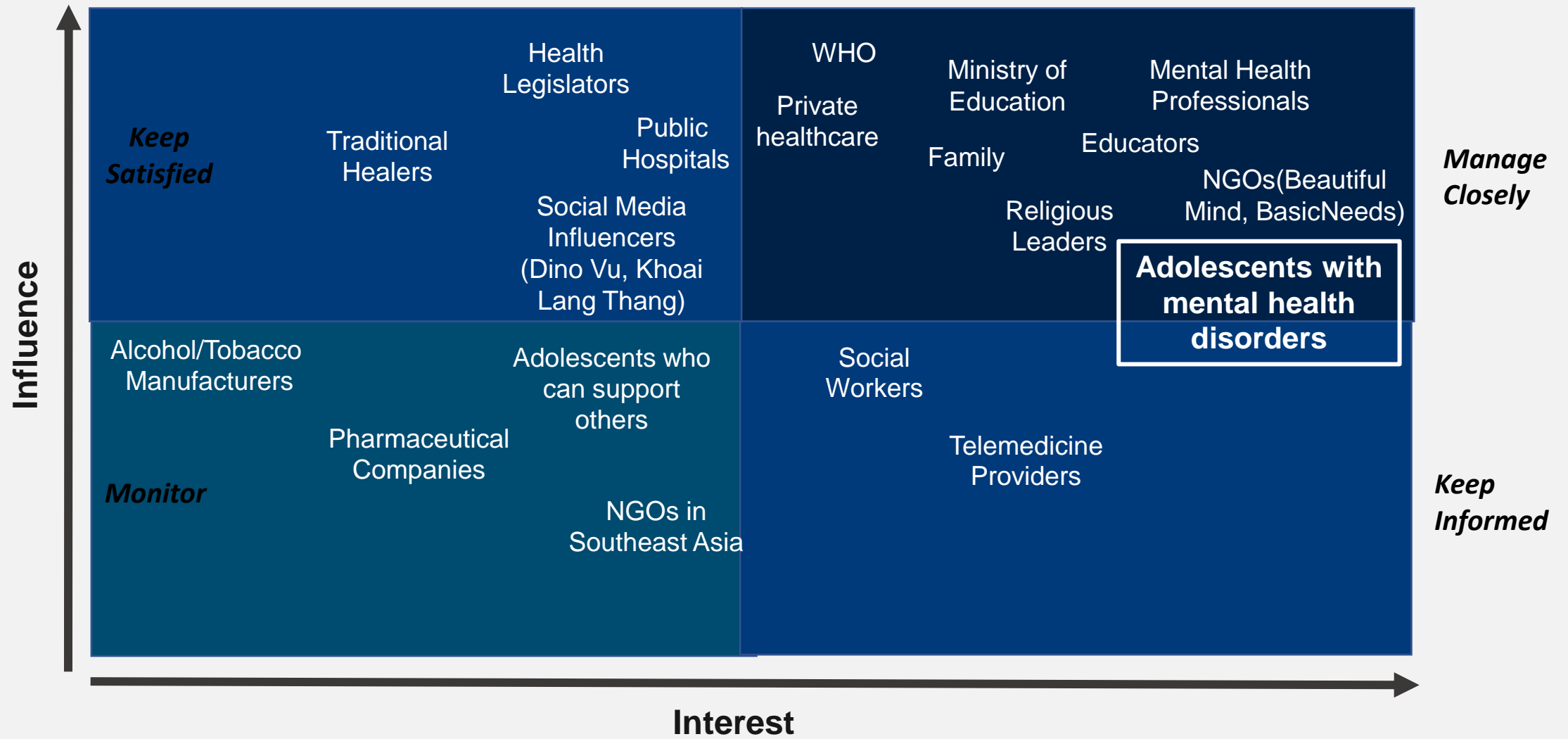
Part One - *Problem Landscape*

A Stigmatised Culture, Limited Treatment Options, and Low Prioritisation

A Complex System of Issues

Legend:
- Demand Side Factors
- Supply Side Factors
- Stakeholders
- Patients

Nodes: Substance abuse, Lack of education & facilities, Healthcare providers, Limited awareness, Patients, Anti social behaviour, Superstition, Self-neglect, Cultural & Social actors, Government, Strain on healthcare facitlities, No legislation, Social Stigma, Unsuitable justice system, Overburdened education institutions

Stakeholders: NGOs, Professionals, and Educators

Influence (vertical axis)

Interest (horizontal axis)

Keep Satisfied
- Traditional Healers
- Health Legislators
- Public Hospitals
- Social Media Influencers (Dino Vu, Khoai Lang Thang)

Manage Closely
- WHO
- Private healthcare
- Ministry of Education
- Family
- Mental Health Professionals
- Educators
- Religious Leaders
- NGOs(Beautiful Mind, BasicNeeds)
- **Adolescents with mental health disorders**

Monitor
- Alcohol/Tobacco Manufacturers
- Pharmaceutical Companies
- Adolescents who can support others
- NGOs in Southeast Asia

Keep Informed
- Social Workers
- Telemedicine Providers
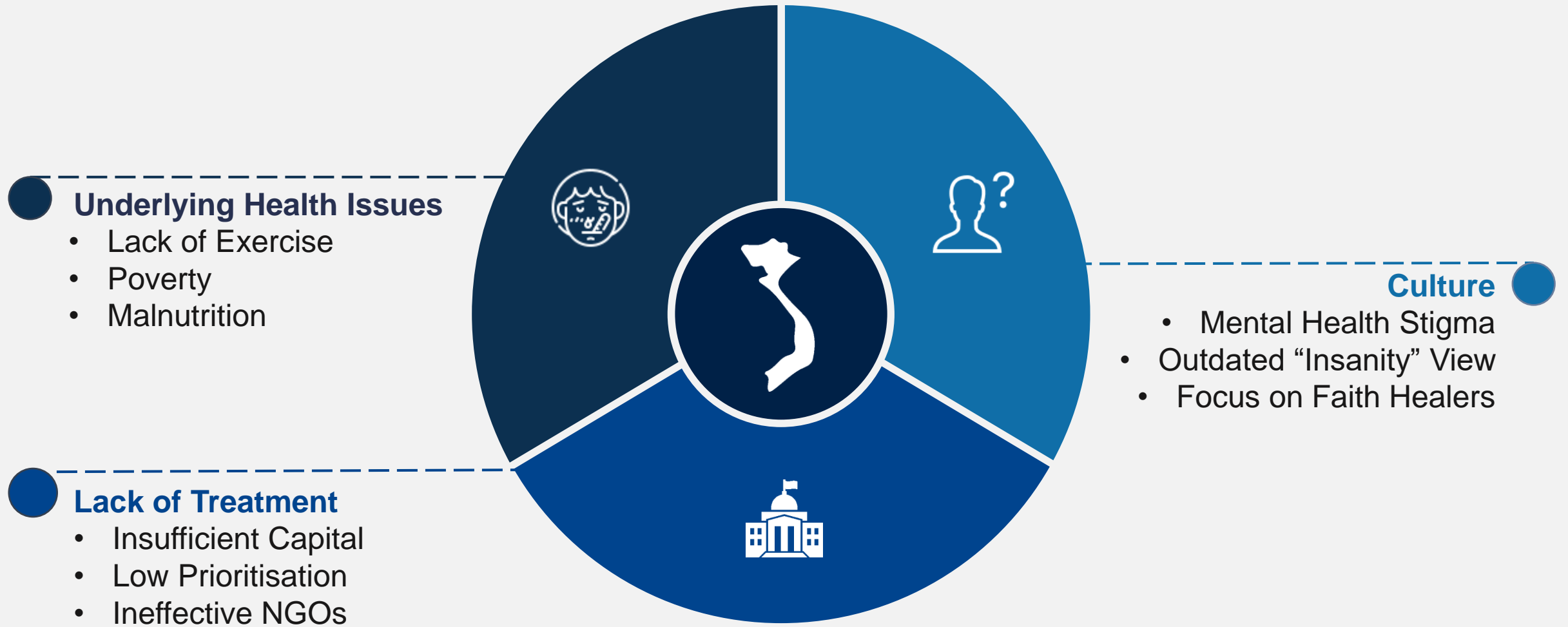
Culture: Stigmatisation Beneath Mental Issues

Events

- 3,000,000 youth require mental health services.
- High drugs usage and alcohol consumption.

Patterns

- Alcohol consumption and drug usage are increasing upwards.
- Depression among youth due to parents fighting, family members unwell, or poor performance.

Underlying Structures

- Family: Restrictive family rules, poor socioeconomic status, parental tensions, and academic pressure.
- Isolation: Youth choose not to share feelings to avoid unnecessary worrying and being judged.
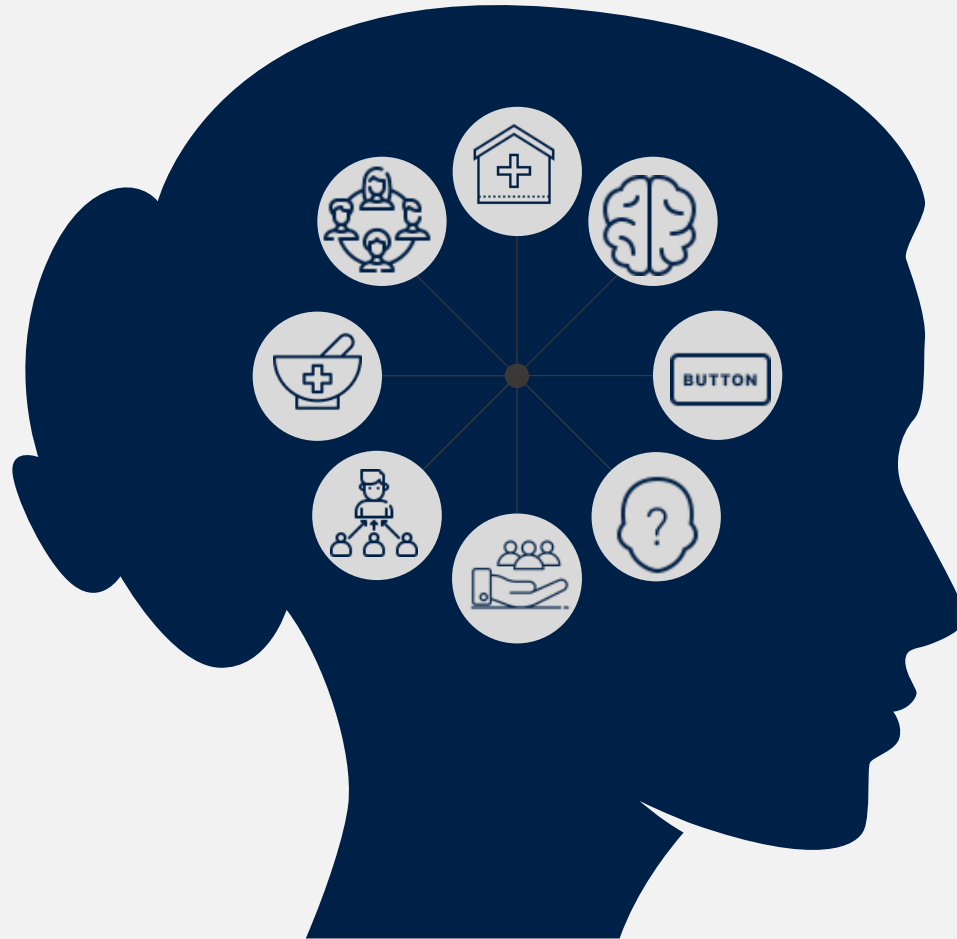
Mental Models

- Mental health is not as important as other more recognisable health issues
- I am "crazy" if I have mental health issues and I therefore should not tell anyone

"Conflict with parents and identity crises are some of the causes of mental health to Gen Z"
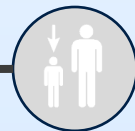
Existing Interventions & Solutions Are Ineffective

30% of the **Population** Requires Mental Healthcare

Public Treatment

Psyhciatric hospitals established. Fails mild cases and rural areas, with only 27 in the entire country.

Community Health

Lack of qualified specialists but reaches rural areas. Most do not have accessible transport to care.

Expensive Medicine

Cost of antipsychotic drug is 33% of the daily wage. Herbal medicine widely used instead.

Referrals

Little coordination and treatment based on physical health. 0.91 psychiatrist per 100,000 people.

Beautiful Mind Vietnam

Foreign NGO which focus on youth and provide consultation.

The Magic Button

Hotline which provided advice but lacked professionals.

Decision 1215

Community program to raise awareness but it had limited coordination.

Private Ventures

No comprehensive private ventures and nothing available in the online sphere.

"The government started a mental health helpline, but the major challenge was that the people manning these lines didn't answer"
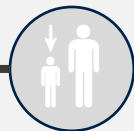
Part Two – *Proposed Solutions*

Targeting Youth, Developing a Local App, and Focusing on Mass Media

# Robust Action for Improving Mental Wellness

1. Unclear Solutions

Mental health issues in Vietnam are complex. There are multiple equally unclear possible solutions.

2. Engage Stakeholders

Construct alliance of priority stakeholders including education system, NGOs, investors, therapists, private sector, government, and media.

3. Participatory Leadership

Select adept leader skilled in encouraging participation and engaging a diverse group of actors.
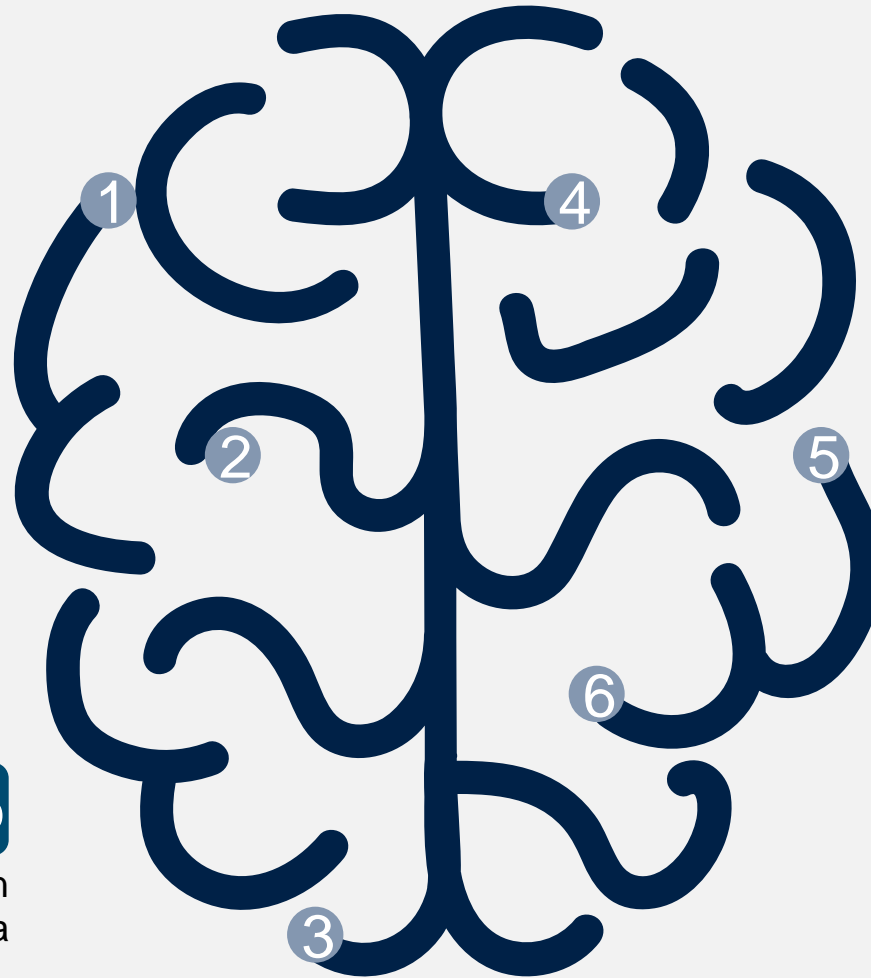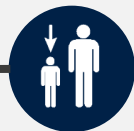
4. Target Youth

Youth are more amenable and will be responsible for breaking the cycle of cultural stigma.

5. Both Rural & Urban

Solution base should target both areas given the need of all persons to mental health services.

6. Policy, App, Media

Improve education policy, create comprehensive app, and promote wellness through mass media.

Contingency Plans: Health, Safety, and Profit

Stakeholders	FDI, workers unions, private businesses	Military, regulators, foreign affairs, hackers, big tech	Activists, World Health Organisation (WHO)
Opportunities	More government revenue, facilities, private ventures	Big data, promote peace, mental health for soldiers	More uptake, health funding, culture shifts, lessons, NGOs.
New Threats	Burnout, lower productivity, automation	Data misuse, more mental issues, complicated politics	Physical health preference, nationalist regulation
Adaptation	Profit business model, labour laws, privatise venture	Political neutrality	Educate on mental primacy, partner, shape regulation
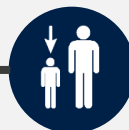
Reducing Youth Suicides & Other Guiding Stars

Youth Focus

- Reduction in Youth Suicides
- Reduction in Youth Substance Abuse
- Increased Mental Health Dialogue

Improving Health

- Increased Physical Activity
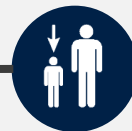- Decreased Malnutrition
- Overall Wellness Improvement

Prevalence Mental Disorders

Engaged Stakeholders

- Collaborate NGOs, Therapists
- Partner with Educators, Government
- Secure Funds from Private Sectors, International Development, Government

Mass Media

- Recruitment of Influencers
- Mental Health Education Programes
- Improved Family Beliefs

Mental Wellness through Educators, Policy

Mindfulness
Practicing mindfulness techniques including meditation, breathing, and body scans.

3

Teacher Training
Train teachers to discreetly respond to and recognize mental health problems.
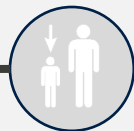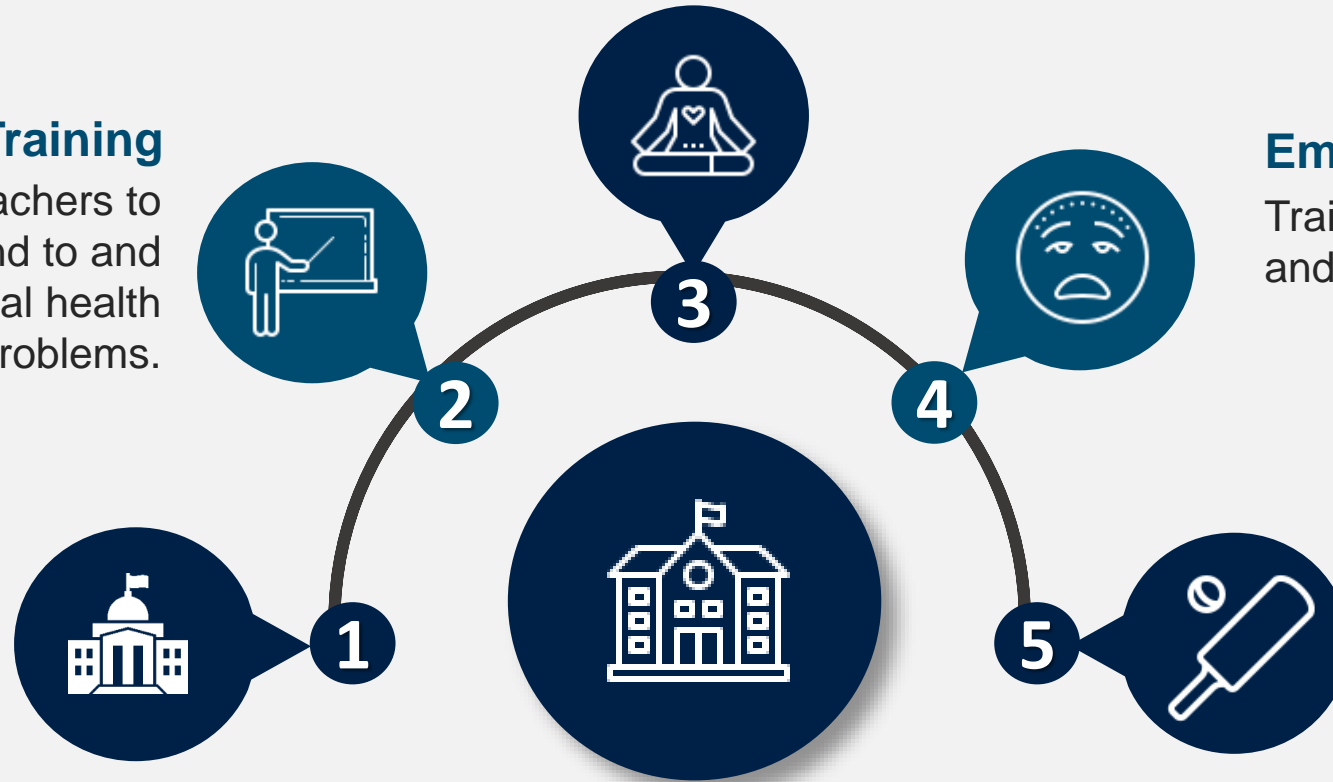
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Emotional Intelligence
Training youth to recognise, feel, and manage emotions.

4

Targeted Stakeholders
Ministry of Education and its head, private and public schools and their governing bodies.

1

Physical Activity
Promote sports and other forms of physical activity to reduce mental illnesses..

5

Comprehensive App in Local Language

70% have **Internet** and **63%** have a **Smartphone**

Prevention & Detection

- Integrate magic button for suicide prevention.

- Act as a first point of contact for diagnosts.

- Include a series of questions to ascertain individual mental state.
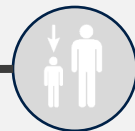
- Automatic AI chatbot for health issues.

Information, Videos & Courses

- Mental health and illnesses facts.

- Courses on various mental health topics including anxiety, depression, & COVID.

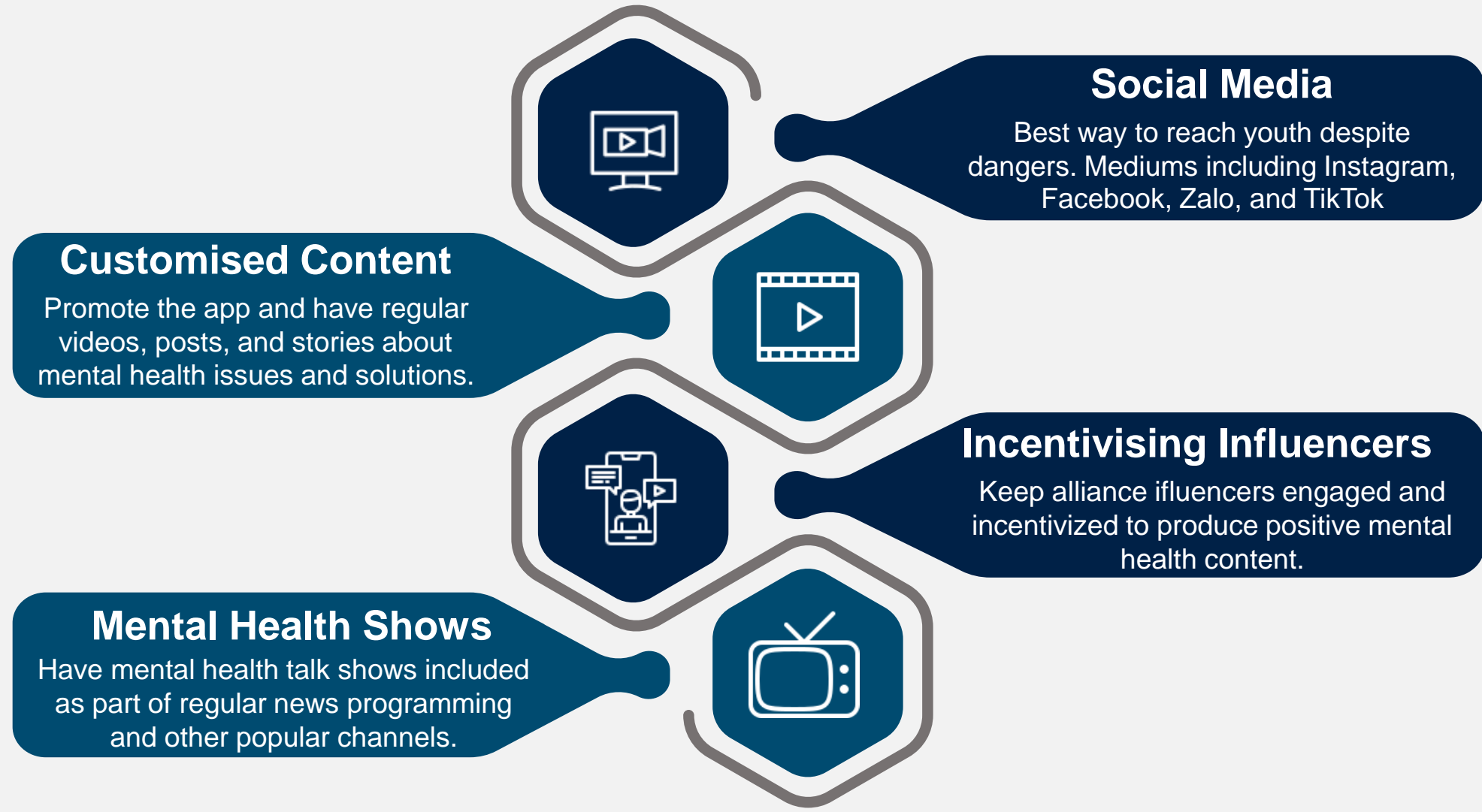- Videos covering various mental health issues and common solutions to them.

Therapy & Exercises

- Connect patients to therapists, both local ones and overseas.

- Have breathing exercises available and other techniques to manage anxiety.

- Allow for guided mediation sessions.

Engaging Mass Media Services Including Influencers

Social Media
Best way to reach youth despite dangers. Mediums including Instagram, Facebook, Zalo, and TikTok

Customised Content
Promote the app and have regular videos, posts, and stories about mental health issues and solutions.

Incentivising Influencers
Keep alliance ifluencers engaged and incentivized to produce positive mental health content.

Mental Health Shows
Have mental health talk shows included as part of regular news programming and other popular channels.

Conclusion: Mental Wellness Requires Attention

01

Mental Importance

- Mental health is vital but often overlooked.
- Significant global inequality with treatment options.
- Mental illnesses becoming more prevalent in Vietnam.

Culture, Resources, Treatment

- Stigmatised culture is a major barrier to access.
- Limited financial resources stymies access options.
- Few functional treatment options, none for prevention.

02

03

Education, Media, App

- Interventions targeting youth can break the cultural cycle.
- App provides greater access to treatment and prevention.
- Media can significantly shape public perception.
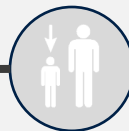
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