Leadership in Action

The Well-being Platform
“You Are Not Alone - Y.A.N.A”
About the 4th ASEF Young Leaders Summit (ASEFYLS4)

The 4th ASEF Young Leaders Summit (ASEFYLS4) is a 10-month long youth leadership programme connected with the 13th ASEM Summit (ASEM13) in Cambodia. The ASEFYLS4 focuses on ‘Sustainable Development in a post-COVID-19 World’ and incorporates 3 spheres for youth leadership:

1) self-leadership (you)
2) team leadership (we) and
3) societal leadership (all).

To demonstrate the youth’s role in driving Sustainable Development, the programme encourages participants to collaborate & volunteer on meaningful community projects with an Asia-Europe twist. Based on the four ASEFYLS4 focus areas (SDG3, SDG4, SDG8 and SDG13), participants are allocated to specific working groups and work on “Leadership in Action” activities. In total, the ASEFYLS4 facilitates 15 community projects, each led by 1 ASEFYLS4 Navigator and supported by up to 10 participants from different Asian & European countries. See the list and outlines of all “Leadership in Action Projects” here.

About the Leadership in Action Project #3

The Well-being Platform – “You Are Not Alone (Y.A.N.A)”

Mental health issues are not only a public health concern. They can lead to severe effects on an individual’s quality of life, including her/his personal and social well-being: from being ashamed to social exclusion and discrimination. Moreover, some socio-cultural environments and the lack of awareness within communities often make it hard for people with mental health issues. This makes it even harder to find professionals, services or general support for the people who go through mental health distress. Anxiety, depression, and merely stress can then increase the risk for other conditions and contribute to unintentional and intentional injuries, e.g. self-harm, suicide, unemployment, disability.

Outline and Objectives

The project “The Well-being Platform – You Are Not Alone (Y.A.N.A)” is a collaboration between ASEFYLS4 participants and the Departments of Health Sciences and ICT at the University of Puthisastra (UP) in Cambodia.

It aims to provide mental health & services accessible to people in need through an online information platform. The project also sets up a blog to find relevant articles, events and personal testimonies.

The project first focuses on reaching out to relevant target groups in Cambodia, to contribute directly to the social progress of local communities and indirectly to the country’s growth. Following the initial collaboration with ASEFYLS4 participants, it is intended to permanently handover the project to a student team at the University of Puthisastra (UP).
Planned Activities

- Research, data collection and analysis on Mental Health & Well-being, with a focus on young generation in Phnom Penh
- Brand development and creation of platform to feature content and programme
- Creation of content for the platform & social media, focusing on mental health, well-being (physical and mental)
- Planning & organisation of digital event series for students, young professionals & young parents, including webinars & meetings on different platforms like Zoom, Google meets, Clubhouse, etc.
- Handover of project to team at Departments of Health Sciences and ICT University of Puthisastra (UP)

Expected Results & Outcomes

Tangible

- Results of research on Mental Health & Well-being, presented as an evidence-based report or a team research paper
- Platform for well-being and blog created, providing insights to visitors, followers, and engagement figures
- Digital event series conducted and materials produced, in advance and as a result from the events
- Info materials of the project, including infographics, social media content, photos, videos and other visual materials as well as participants’ testimonies & feedback

Intangible

Assessed through qualitative evaluation with target groups and feedback forms

- For students
  - Increased awareness of well-being
  - Reduced stress and improved well-being
  - Support groups within the schools and encourage a healthier learning environment
- For young professionals
  - Increased awareness of well-being
  - Reduced stress and improved well-being to promote a healthier working environment
  - Basis formed for peer-to-peer support network in companies
  - Increased knowledge of employees, future managers on well-being
- For young parents
  - Reduced stress and improved well-being
  - Deepened knowledge of parents about their children’s learning and family well-being
  - Increased awareness of parenthood topics
- Increased awareness on the importance of the topic within the local communities

The above listed activities will be first implemented in Cambodia. The possibility to replicate them in other ASEM countries will be considered.
Project Team

Cambodia  Ms Kaliane TEA, Chief of Marketing Officer, Soma Group  (Project Lead)

Australia  Mr James TAIT, The University of Melbourne, Student

Bangladesh  Ms Lamia MOHSIN, United Nations Development Programme (UNDP), Bangladesh, Junior National Consultant

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Estonia  Ms Hanna ALAJÖE, National Health Development Institute, Senior Specialist

France  Mr Pavlo STERGARD, College of Europe in Natolin, Student

Indonesia  Mr Yosua ANDREE, Able.ID, CEO & Founder

Malaysia  Mr Yik Wai CHEE, Crowdsukan, Co-founder

Pakistan  Ms Zara SHAFIQUE, Aur Network, Host (Science and Technology Show)

Romania  Ms Raluca DUMITRESCU, Asociatia GEYC, Head of Sustainability

Further Information

www.asef.org

4th ASEF Young Leaders Summit (ASEFYLS4)

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In partnership with:

Contributing to:

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