



### **THE MENTAL AID BOX**

A box full of personal items that bring forth good memories and lift the spirit. This might include items such as a favorite poem, music or fragrance, letters, photos of people and places close to the heart, relaxing music and other items.



# Geðrækt

## THE ICELANDIC MENTAL HEALTH PROMOTION PROJECT



### **10 COMMANDMENTS OF MENTAL HEALTH**

- 1. Think positively; it's easier**
- 2. Cherish the ones you love**
- 3. Continue learning as long as you live**
- 4. Learn from your mistakes**
- 5. Exercise daily; it enhances your well-being**
- 6. Do not complicate your life unnecessarily**
- 7. Try to understand those around you and encourage them**
- 8. Do not give up; success in life is a marathon**
- 9. Discover and nurture your talents**
- 10. Set goals for yourself and pursue your dreams**



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The Geðrækt-project originated in 2000 as a horizontal hybrid of organizations with top down and bottom up approaches. The project was then funded both privately and governmentally. Geðrækt is now one of the projects of the Public Health Institute of Iceland



**AIM**

- To increase well-being
- To educate and promote mental health issues
- To strengthen the nation's mental health awareness
- To reduce the socioeconomical burden of mental ill health

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**EXAMPLES OF PROGRAMS AND ACTIVITIES:**

The 10 Mental Commandments, The Mental Aid Box, IMAGO-Self-esteem Project for Young People, The National Anti-Stigma Campaign, Mental Health of Senior Citizens, Mental Health of Young Children, mental health lectures in schools, workplaces and health services, mental art projects, regular radio broadcasts on mental health.

**SURVEY**

An outcome based survey of people's knowledge of the term "Geðrækt" (The Icelandic Mental Health promotion Project) and how the project worked, was conducted by IMG-Gallup after the project had been operated for two years. Results: almost 50% of the nation had heard of Geðrækt and more than 60% of those knew the meaning of the project (IMG-Gallup, 2002).

**AWARD**

Geðrækt achieved a special award in September 2004\* as one of the 5 best mental health projects presented in the book Mental Health Promotion: Case Studies from Countries.



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\*The Third International Biennial Conference on Mental Health Promotion and Behavioural Disorder prevention