Notes:

Blue Print Group on Global Mental Health Conference Call
Wednesday 5th December 2018

Agenda

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<tr>
<th>Time</th>
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<td>0h00 – 0h10</td>
<td>Welcome</td>
<td>Introductions of those on the line</td>
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<td>0h10 – 0h30</td>
<td>Updates from colleagues</td>
<td>Actions, campaigns, reports and other news</td>
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<td>0h30 – 0h50</td>
<td>Focus on January</td>
<td>Forthcoming events: Davos, Executive Board meeting</td>
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<td>0h50 – 1h05</td>
<td>Policy &amp; Advocacy Working Group Update</td>
<td>Policy update, overview of key policy issues up-coming</td>
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<td>1h05 – 1h20</td>
<td>Narrative &amp; Comms Working Group Update</td>
<td>Narrative update and focus of messaging for November</td>
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<td>1h20 – 1h35</td>
<td>Bandstand Proposal</td>
<td>Discussion of the circulated Blue Print Bandstand proposal</td>
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<td>1h35 – 1h40</td>
<td>3rd Meeting of Blue Print meeting 11th February</td>
<td>Update on plans and discussion on possible sessions and focus</td>
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<td>1h40 – 1h45</td>
<td>Another other Business</td>
<td>Comments from call participants</td>
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<td>1h45</td>
<td>Close of meeting</td>
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Participants

- Please see full list of participants and their contact details at the end of the notes.

Actions

1. **Signing-up:** All members to sign up to the google group (to constitute membership of the group)
2. **Next Meetings:**
   a. All members; confirm whether attending the next meeting in Geneva, 11th February, 2019
   b. There will try to be a Policy & Advocacy Working Group call before the holidays, and then in January prior to the 3rd Face-to-Face meeting of the Blue Print Group. Sarah Kline to circulate details for the call, and all to indicate if they would like to join.
3. **Papers to be circulated**
   a. Kate Cornford to share the recent OECD report and fact sheet with Kel to share with the group, and upload to the share drive
   b. Barbara van Dhalen to share information on the upcoming Give an Hour campaign with Anna to share with the group, and upload to the share drive
   c. UNICEF to upload the report from the high level expert-meeting from July 2018 to share with the group and upload onto the share drive
4. **Members working on the UNAIDS meeting** to share messaging – get in touch with Jessie for more information
5. **Dates for the Diary**
   a. All to inform Save the Children of any other meetings planned around 13/16 March 2020 as they prepare a MHPSS event alongside their 75th Anniversary (Denmark)
6. WEF/Davos
   a. All members of the blueprint group are invited and encouraged to support the ‘Time to Act’ social media campaign in development. UnitedGMH & WEF will share the plans and content to support the campaign, and asks members to;
      i. Prepare to support this campaign on social media
      ii. Let Kel know who is attending Davos from the blueprint group (or your organisations), who can support the campaign at Davos itself
      iii. Let Kel know of any ideal ‘target’ leaders members would like to engage at Davos (Melinda Gates identified on the call), and the WEF/UnitedGMH team will follow-up and feed back to members.
   b. UnitedGMH to follow up with Gary Belkin about an messaging of the Friendship Bench in NYC (i.e. north/south collaboration) around the Davos campaign

7. “Big Goals” Policy Paper
   a. The Policy Working group to circulate the “big goals” policy paper, for group comment.
   b. All to comment on the “big goals” policy paper by end of December 2018
   c. Policy Working Group and Comms Groups to work on crafting messages for different policy makers
   d. UnitedGMH to work with WEF to ensure the “big goals” are incorporated into WEF messaging as appropriate

8. Communications Group
   a. GHS (coordinators of the comms group) to arrange a time with Barbara Van Dahlen to discuss using the IBM platform to drive conversations
   b. GHS to schedule next working group call

9. Bandstand proposal
   a. All to provide comments on the bandstand proposal by 21st January and then we will present a revised paper at the 11th February meeting for, hopefully, final sign-off.

Welcome

Elisha London, United for Global Mental Heath
   ● Welcomed the group
   ● Explained this is this is the 3rd meeting of the ever expanding group
   ● The Blue Print Group is a space where we can come together and identify ways we can unite, and share information
   ● The group is informal but based on membership of the Google email group – so please sign up to the google group.
   ● Looking at ways of working and structure – this is the Bandstand proposal we will be coming to later in the call.
   ● The proposal was created with input from the 2nd Blue Print Group meeting in London in October with an aim of building the global agenda.
   ● The next face-to-face meeting of the Blue Print Group is in Geneva on the 11th February where will consider how we want to work together in the future
   ● There has been a lot of action since the last meeting of this group – it’s a very exciting time and we do not want to lose momentum

Member Updates

Kate Cornford – OECD
   ● OECD and European Commission launched a new report on the economic impacts of mental health.
• Received a great deal of press including on the front page of the Guardian’s website
• Fact sheet will be circulated to this group following the call

Barbara Van Dahlen – Give An Hour
• Planning a major global coordinated event May
• Creating a platform for all organisations to participate and use to raise awareness and raise funds
• Give An Hour is partnering with IBM on the technology that allows the platform to create multiple conversations.
• Information on the event will be added to the Blue Print Group Google Drive

Ranu Sharma – Government of Canada
• Update on the Alliance of Champions on Mental Health & Well-being
• The Alliance had a meeting of Ministers and colleagues alongside the UK Summit on Mental Health in October
• The meeting discussed a work place for moving forward
• There are currently 14 country members of the Alliance
• Some challenges in getting membership from LMIC especially in African and the Middle East
• Discussion
  o Victor Ugo, Mentally Aware Nigeria Initiative - keen to get Nigeria involved
  o Craig Kramer, Johnson & Johnson - keen to help with engaging new members.

Eamonn Hanson – War Child
• Shared an update for the 2nd Ministerial conference planned for the 7th & 8th October 2019 by the Netherlands government.
• Working to construct a workstreams like at the 1st conference and is setting up a committee to determine speakers.

Judy Kuriansky – Columbia University
• The UN based Friends Group on Mental Health and Well-being held a meeting in November to discuss the UN SG’s initiative on mental health for staff.
• It was a well attended meeting by UN missions
• There are 2 side-events being planned for the Commission for Social Development in February and the Commission on the Status of Women in March – which is sponsored by Georgia
• Also the Intergovernmental Conference to Adopt the Global Compact for Safe, Orderly and Regular Migration in Morocco currently underway and mental health is being discussed.

Jessie Kirk – DFID
• DIFID launched disability strategy this week - really positive on MH - new comprehensive approach to mental health
• Humanitarian conflict - working closely with Netherlands to develop further thinking for donor coordination group with common aims and goals for prioritisation. Currently in the early stages
• UNAIDS meetings next week. If anyone wants to coordinate key messages and key asks get in contact.
• Discussion
  o Elisha London - potentially there will be a A Time to Act translation into French for that meeting
  o Julian Eaton, MHIN - emergency work - major review of guidance for disability. MHPSS reference group having discussions with wider IHC group.
- Pamela Collins, University of Washington - would like to follow up with Jessie ahead of BPG meeting in Geneva
- Judy Kuriansky - working on the anniversary of the hurricane - needs a model for how that can work on the ground. Also good to note that the Princess of Morocco is working on an initiative for street children and mental health.

**Leslie Snider, Save the Children Denmark**
- Save the Children Denmark wants to use its 75th anniversary to engage royal house in Denmark with MHPSS 2020. Currently looking at the 13/16th March 2020.
- Keen to know whether anyone knows of any other meeting planned at this time that might clash – please let Leslie know.

**Zeinab Hijazi, UNICEF**
- UNICEF is finalising a report from mental health high-level expert meeting from July 2018.
- Sharing and launching report early January.
- Document can be used as formal consensus document
- Document to be uploaded to the shared Google Drive

**Saskia Daggett, United for Global Mental Heath**
- United GMH is planning a campaign meeting in South Africa at the end of January – organized along with the Movement for Global Mental Health (and South African Federation on Mental Health).
- Will convening range of different countries with the plan to shape a campaign to happen nationally and internationally
- Currently have representatives from India, Ghana, Nepal, Sierra Leone, Nigeria, Australia, Lebanon, Liberia and more to come.
- An update on the campaign’s plans following the South African planning meeting will be brought to the February Blue Print Group meeting

**Focus on January**

**1 – World Economic Forum & Davos**

**Peter Varnum – World Economic Forum**
- WEF is planning a big mental health program, including a range of session during Davos.
- All under umbrella of continuing time to act language.
- Working closely with Wellcome and United for Global Mental Health
- First time ever mental health has such a profile at Davos
- Also there will be a big public mental health program with representation of leadership across all sectors. Scheduled for Wednesday 23rd January at 5-6pm local time.
- Planning a high level multilateral meeting with around 20 leaders and government representation.
- Looking at what commitments need securing? Will include a piece on workplace mental health and private sector engagement
- Focusing on identifying milestone points in 2019 - not just private sector but also government, civil society etc. e.g. WHA, UNGA
- This helps set the table to make a significant big splash event in 2020 – aim to try to hold actors to account on what they’re committing to.
- There is also an affiliated session – organized jointly between J&J and Wellcome specific for mental health. Will address treatment and importance of research, shifting culture and promoting positive science and evidence-backed intervention.
Elisha London

- Thanks to Peter and the WEF team for working closely with this group and UnitedGMH to develop the programme for mental health at Davos. Davos will be an ideal time to united together behind the ‘Time to Act’ message, and engage leaders not yet engaged.
- The Friendship Bench is going to Davos, and the bench’s creator, Dixon Chibanda, will be coming - there will be a social campaign across the week - odd combinations of people - others we can ask to show that commitment.
- All members of the blueprint group are invited and encouraged to support the ‘Time to Act’ social media campaign in development. UnitedGMH & WEF will share the plans and content to support the campaign, and asks members to;
  - A. Prepare to support this campaign on social media
  - B. Let us know who is attending Davos, who can support the campaign at Davos itself
  - C. Let Anna know of any ideal ‘target’ leaders members would like to engage at Davos (Melinda Gates identified on the call), and the WEF/UnitedGMH team will follow-up and feed back to members.
- Discussion
  - Gary Belkin, New York City Department of Health an Mental Hygiene – NYC has had over 30,000 contacts on their Friendship Benches across the city which may be useful for messaging (Elisha London to follow up)

Peter Varnum

- WEF’s Neuroscience Council met in Dubai a month ago.
- Brought together 20 experts to discuss what they can do uniquely in the field.
- Potential of neurotechnology - world has examples of mental health interventions that use technology, but also places where technology availability is falling short.
- Need to be sure not to widen divide between have and have nots - looking at ethical side.
- 2019 projects – mental health in the workplace; interventions (headspace, oxygen, government of Australia); general dialogue series for mental health on different regional posts throughout the year; mental health in cities - viewing entire city ecosystem with mental health infrastructure; disruptive technologies and mental health
- Discussion
  - Shekhar Saxena, Harvard University – there is a blog about headspace and asked whether Bill Gates will be attending Davos?
  - Darren Mastropaolo, Crisis Text Line - if there is data that we can provide or a way for us to be involved then would love to follow up.
  - Pamela Collins – are cities of focus? Peter Varnum replied that there are initial conversations with Cities Rise, Poppy and Gary Belkin are figuring out best value - need to equip employers and mental health workers. Important to note that they are not looking to recreate wheel, looking for trickle down culture shift

2) WHO Executive Board Meeting

Sarah Kline, United for Mental Health

- Speaking on behalf of the WHO
- There are conversations between governments about how to take forward action plan.
- The language and agreement needs to be decided at executive board.
- Discussion
  - Shekhar - member states comments?
Ranu - aware of discussions taking place and are having discussions with counterparts. More to come on this. Also looking to see how Alliance can work together on this.

**Policy and Advocacy Working Group**

**Sarah Kline & Julian Eaton**

- Update on key events
  - WISH meeting in Qatar in November – the Friendship Bench was there and following the successful meeting – there is interest on part of Qatar government on mental health.
  - Has films translated in Arabic and will soon have a French version,
  - Today there is a Dementia Summit taking place in London as a follow up to G7 discussions 5 years ago
  - Also recently was the International Day of Disabled People
  - UHC day is coming up - discussion of integration of mental health as part of countries plan which MHIN are working on.
- Other important news - Devora Kestal is the new director for mental health at the WHO - starting in January.
- Sarah Kline and Julian Eaton, as leads of the Policy & Advocacy Working Group are drafting “big goals” short policy position - based on the SDGs and the Lancet Report to help inform joint narrative going forward.
- MHIN involved in country efforts and it is worth recognizing how the Blue Print Group work could have significant impact at country level.
- Discussion
  - Elisha London - would love to hear feedback on the “big goals” policy paper – and it does need to be translated into tangible and easily communicable for the community to use.
  - Fredrik Lindencrona, International Initiative for Mental Health Leadership - are there ways to target specific kinds of Ministries with this information - not only for health ministries.
  - Sarah Kline – we can develop out messaging for different policy makers. as a collaborative process.
  - Julian Eaton - we all have organisation that have many linked contacts at country level. need to take ownership of common messages, need to use them.

- Sarah Kline - next steps for the Policy Paper
  - Send around initial messages
  - Agreed by end of month to send to comms team
  - Specifically crafted for different policy makers
  - Theme - HIV AIDS - starting next week. - a lot of opportunities for people on this call to speak between HIV and TB and MH - UNGA - Human rights - work space
- Given level of interest in targets and the policy paper, there will try to be a Policy & Advocacy Working Group call before the holidays, and then in January prior to the 3rd Face-to-Face meeting of the Blue Print Group.

**Narrative & Communications Working Group**
Melanie Archer, Global Health Strategies

- Gave an update on top-line messages for December, January and the overall communications plan.
- Messages - keeping up momentum around time to act. Focused on the three C’s: community, care, and commitment.
- December
  - The key dates Human Rights Day and UHC day.
  - Human Rights Day - social media activity - positive spin to support organisations. standing by organisations who support that right.
  - Will circulate the draft social media messages with this group
  - UHC day - opinion piece on 12th December and social media toolkit – to be circulated
- January
  - Davos main focus - time to act language. 2019 identify as milestone point greater emphasising south - north dynamic of friendship bench.
  - Broader societal benefits of focusing on MH.
  - Doing everything to amplify the Friendship Bench as far and wide as possible. Incorporating key messages on WEF blog.
- Comms plan
  - Going beyond global mental health calendar to engage general public.
  - Guidance for language use, and impact on stigma.
  - Looking to expand membership of the group
- Discussion
  - Barbara Van Dahlen – would like to have a conversation on their platform and using the IBM platform to drive conversations.
  - Craig Kramer – what is the target audience? Elisha London replied that messages themselves don’t have targets, as it needs to be continuous and unite across different audiences. They are then targeted for each moment (jointly with the comms group and policy groups based on their respective audiences).
  - Neha Kirpal, Social Entrepreneur, Mental Health – In India there are 4 or 5 young leaders looking to drive mental health across technology education and healthcare. Might be useful to use.

Bandstand Proposal

Elisha London

- Went through the Bandstand Proposal Paper circulated prior to the meeting
- Keen to get people’s comments so please send comments or tracked changes to Elisha following the meeting
- The paper builds on the discussions at the 8th October meeting of the Blue Print Group that addressed how we can come together.
- Based on the discussions, we tried to put a little more of the formal process into bandstand - trying to unite national, international actions. To address issues like how can we all come together around Davos? To use our voice to be united around common message. WHA and UNGA also.
- So how do we formalise this a little? What is the structure? What is the formality around the working groups?
- We agree to all play a part around common moments and once we have those agreed moments we can staff up working groups.
- We can also work together to bring in new voices. esp. lived experience and from LMICs.
- Going forward, the paper has a timeline - and we are looking for comments on the paper.
We will look to close the commenting period on the 21st January and then we will present a revised paper at the 11th February meeting for, hopefully, final sign-off.

Discussion

- Gary - can we get to bold enough and large enough aim to serve mission work that is being described?
- Ranu - will look over the paper to see how the Alliance of Champions can contribute but the paper needs more thought of vision past February to look at how we can expand - community level, grass roots as well as general membership.
- Barbara Van Dahlen - agreed with Gary's comments - all depends on structure of entity - how formal - joint goals, but also individual goals, shared mission seems to be becoming more clear – the decision making piece - looking for more understanding of vision and planning around that.

Blue Print Group 3rd Face-to-Face Meeting - 11th February

- Next meeting will take place at the WHO HQ in Geneva on the 11th February
- Currently putting together the agenda and will have a version ready for discussion in January
- Looking to engage with UN Missions in Geneva looking ahead to the WHA.
- If people have comments or suggestions for the agenda or how we can make the meeting better – building on learnings of the last meeting – please send through.
- Please don't forget to RSVP so we have an idea of numbers for catering.

Discussion

- Jin Hashimoto, Government of Japan - has been in touch with colleagues in Geneva and hopefully this colleague will join the meeting. Jin is hoping to join by phone for some of the meeting.
- Elisha London – the meeting will also give initiative updates such as a recap of Davos, the Dementia summit and the country level campaign being discussed in South Africa in January
- Fredrik Lindencrona – It would be good to address mission/goals and methodologies to understand where we want to go.

Blue Print Group 5th December Conference Call

Participants and Apologies
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<tr>
<td>Present</td>
<td>Barbara</td>
<td>Van Derellen</td>
<td><a href="mailto:barvanderellen@greenpeace.org">barvanderellen@greenpeace.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Bodhilsa</td>
<td>Taimin</td>
<td><a href="mailto:bodhilsa@stronghearthgroup.org">bodhilsa@stronghearthgroup.org</a></td>
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<tr>
<td>Present</td>
<td>Chelsea</td>
<td>Bundes</td>
<td><a href="mailto:chales@gmail.com">chales@gmail.com</a></td>
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<tr>
<td>Present</td>
<td>Chriese</td>
<td>Keiner</td>
<td><a href="mailto:chriese@gmail.com">chriese@gmail.com</a></td>
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<tr>
<td>Present</td>
<td>Craig</td>
<td>Kramer</td>
<td><a href="mailto:carykram@gmail.com">carykram@gmail.com</a></td>
</tr>
<tr>
<td>Present</td>
<td>Cynthia</td>
<td>Joyce</td>
<td><a href="mailto:cjoyce@mfdfoundation.org">cjoyce@mfdfoundation.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Darren</td>
<td>Massopoulo</td>
<td><a href="mailto:damassopoulo@crisisline.com">damassopoulo@crisisline.com</a></td>
</tr>
<tr>
<td>Present</td>
<td>Danielle</td>
<td>Hansen</td>
<td>danielle@<a href="mailto:socialmediator@gmail.com">socialmediator@gmail.com</a></td>
</tr>
<tr>
<td>Present</td>
<td>Enara</td>
<td>finance</td>
<td><a href="mailto:enara@financialwerkstatt.de">enara@financialwerkstatt.de</a></td>
</tr>
<tr>
<td>Present</td>
<td>Eliona</td>
<td>London</td>
<td><a href="mailto:eliona@bdisa.com">eliona@bdisa.com</a></td>
</tr>
<tr>
<td>Present</td>
<td>Frederik</td>
<td>Undercorna</td>
<td><a href="mailto:frederik@undercorna.se">frederik@undercorna.se</a></td>
</tr>
<tr>
<td>Present</td>
<td>Gary</td>
<td>Berkin</td>
<td><a href="mailto:garyberkin@health.hkgov.gov">garyberkin@health.hkgov.gov</a></td>
</tr>
<tr>
<td>Present</td>
<td>Grace</td>
<td>Ryan</td>
<td><a href="mailto:graceryan@smithhinton.ac.uk">graceryan@smithhinton.ac.uk</a></td>
</tr>
<tr>
<td>Present</td>
<td>Jessie</td>
<td>Knight</td>
<td><a href="mailto:jknight@ofd.gov.uk">jknight@ofd.gov.uk</a></td>
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<tr>
<td>Present</td>
<td>Jin</td>
<td>Hashimoto</td>
<td><a href="mailto:jinhashimoto@mdc.org">jinhashimoto@mdc.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Judy</td>
<td>Kortonesky</td>
<td><a href="mailto:judy@au.com">judy@au.com</a></td>
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<tr>
<td>Present</td>
<td>Julian</td>
<td>Easton</td>
<td><a href="mailto:julian-easton@liltin.ac.uk">julian-easton@liltin.ac.uk</a></td>
</tr>
<tr>
<td>Present</td>
<td>Kate</td>
<td>Convent</td>
<td><a href="mailto:kate.CONVENT@oscod.org">kate.CONVENT@oscod.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Katherine</td>
<td>S complications</td>
<td>kate.panbilitynetwork.org</td>
</tr>
<tr>
<td>Present</td>
<td>Kel</td>
<td>Cumah</td>
<td><a href="mailto:kelcumah@globalmymh.org">kelcumah@globalmymh.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Leslie</td>
<td>Smidler</td>
<td><a href="mailto:leslie@brenner.nl">leslie@brenner.nl</a></td>
</tr>
<tr>
<td>Present</td>
<td>Lin</td>
<td>Zellis</td>
<td><a href="mailto:linn@biss.org">linn@biss.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Mary</td>
<td>De Silva</td>
<td><a href="mailto:mdeSilva@welcome.ac.uk">mdeSilva@welcome.ac.uk</a></td>
</tr>
<tr>
<td>Present</td>
<td>Melanie</td>
<td>Archer</td>
<td><a href="mailto:melanie.e.archer@gmail.com">melanie.e.archer@gmail.com</a></td>
</tr>
<tr>
<td>Present</td>
<td>Melina</td>
<td>Usoro</td>
<td><a href="mailto:melina@biss.org">melina@biss.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Nana</td>
<td>Kipali</td>
<td><a href="mailto:nana@biss.org">nana@biss.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Pamela</td>
<td>Collins</td>
<td><a href="mailto:pamela@washington.edu">pamela@washington.edu</a></td>
</tr>
<tr>
<td>Present</td>
<td>Peter</td>
<td>Vennum</td>
<td>petervennum@world经济论坛.org</td>
</tr>
<tr>
<td>Present</td>
<td>Rachel</td>
<td>Martin</td>
<td><a href="mailto:rachel@bennichowsfoundation.org">rachel@bennichowsfoundation.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Renzo</td>
<td>Shannon</td>
<td><a href="mailto:renzo.shannon@canada.ca">renzo.shannon@canada.ca</a></td>
</tr>
<tr>
<td>Present</td>
<td>Sarah</td>
<td>Kline</td>
<td><a href="mailto:sarah@undignymh.org">sarah@undignymh.org</a></td>
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<tr>
<td>Present</td>
<td>Stefan</td>
<td>Dragtwil</td>
<td><a href="mailto:stefan@undignymh.org">stefan@undignymh.org</a></td>
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<td>Present</td>
<td>Stefano</td>
<td>van den Berg</td>
<td><a href="mailto:stefan@biss.org">stefan@biss.org</a></td>
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<td>Present</td>
<td>Shenar</td>
<td>Basene</td>
<td><a href="mailto:shenara@biss.harvard.edu">shenara@biss.harvard.edu</a></td>
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<tr>
<td>Present</td>
<td>Valentina</td>
<td>Feremen</td>
<td><a href="mailto:val@biss.org">val@biss.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Victor</td>
<td>Ugo</td>
<td><a href="mailto:vugo@mentalhealth-aware.org">vugo@mentalhealth-aware.org</a></td>
</tr>
<tr>
<td>Present</td>
<td>Zainab</td>
<td>Hjazi</td>
<td><a href="mailto:zainab@unicef.org">zainab@unicef.org</a></td>
</tr>
<tr>
<td>apologist</td>
<td>Aphrasans</td>
<td>Appolonian</td>
<td><a href="mailto:aphrasans@stronghearthgroup.org">aphrasans@stronghearthgroup.org</a></td>
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<tr>
<td>apologist</td>
<td>Beatrice</td>
<td>Bergamasco</td>
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<td><a href="mailto:zander@undignymh.org">zander@undignymh.org</a></td>
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Notes: 5th December Call - Blue Print Group on Global Mental Health