

# Healthy Brains Global Initiative: Revolutionizing Global Mental Health Provision

## Funding For Performance and Impact

*There is no social, economic or physical health without mental health*

### The Issue

The world is facing a global mental health catastrophe, costing the international economy over \$3 trillion per annum. Current mental health provision is failing in developed, middle income and emerging economies.



**1 in 2 of us** (globally) will develop a mental health illness in our lifetime<sup>1</sup>.



There has been a **25% increase** in anxiety and depression due to Covid<sup>2</sup>.



Mental health accounts for **over 10% of the global disease burden...** and it's increasing<sup>3</sup>.

**Despite this, funding for mental health services is negligible.**



On average, **2%** of national health budgets globally are allocated to addressing poor mental health<sup>4</sup>.



Only **1.3% of overall philanthropic** spend is designated to addressing poor mental health<sup>5</sup>.

**In addition, there is huge wastage in the way funders' donations are used, particularly in this area.**



A survey of 700 non-profits in Europe and the US revealed that **60% don't measure program outcomes** and **73% can't tell if their programs are effective.**

### Our Mission

Our **mission** is to ensure more mental health services, delivering better. Better for the individual, better for the community, better for funders.

### Who is HBGI?

HBGI was born out of a **global lack of prioritization and funding for mental health**, established in 2019 in collaboration with the World Bank and with the support of the World Health Organization and UNICEF.

We are challenging orthodoxy on what is spent and how. We are **revolutionizing the scale and the effectiveness** of mental health provision around the world. We are using the tools of **outcomes-based contracting** and **performance management** to do this.

We are currently working on projects across 6 countries, on 3 continents, and are growing rapidly.

**Richard Johnson, CEO**, has spent 23 years enabling socially excluded people to secure and sustain independence and healthy lives. His experience spans setting up and running outcomes contracts in the UK, advising governments globally, and working as Senior Advisor to the Global Fund and World Bank. At HBGI he is bringing together an exciting, performance-focused, global team to challenge the tired delivery (and wasted funding) of so many national and international systems and institutions, to deliver more meaningful outcomes for more vulnerable people limited by poor mental health (and social exclusion).

## Our approach

HBGI programs are funded and tightly managed on the **outcomes/impact** they deliver, rather than simply reimbursing budgets regardless of performance.

HBGI operates via two mechanisms:

1

By **providing Technical Assistance** to commissioners, e.g. national and local governments, in how to effectively commission and performance manage mental health and related services, focusing on results. One current contract is partnering with the State of California to revolutionize mental health provision for the homeless across the 58 counties. Measurable outcomes here include those around stable housing, reconnecting with community and securing long-term employment.

2

Or by **directly contracting and performance managing** service providers, linking their payments to the outcomes they deliver. We achieve this with and/or for donors. For example, Anglo-American has dedicated \$1m to run a program with new mothers in rural South Africa, identifying post-natal depression in this vulnerable group. HBGI is overseeing program design and delivery, contracting with a local service provider and paying them for each new mother screened and for each one connected with appropriate community support.

Other themes of interest to HBGI include climate change and mental health, justice and recidivism, young people and giving them a sense of agency, grassroots sport and mental health, veterans affairs, and mental health associated with moral injury and war. Projects across these strands will launch over the next 18 months.

Alongside our immediate team, we are supported by an Advisory Council and HBGI's Lived Experience Council. We firmly believe in embedding the perspectives of people with Lived Experience of mental health in our strategy and action.

We are a lean, performance-focused organization, living and breathing our shared objective of driving as many meaningful outcomes as possible for as many people as possible. With a virtual team and minimal overheads, we maximize the money being linked to delivery.

We look to create system-wide change and ensure long-term sustainability in all that we do. All resources we create (toolkits, performance-packs, contracts and program blueprints) will be open-source. The more we can do to improve the delivery of mental health services worldwide, the closer we will get to achieving our mission.

By 2030, we aim to be delivering \$33m of Technical Assistance to commissioners, and to be directly contracting (on behalf of donors) \$59m of services ourselves, with further growth in the pipeline.

### For more information please contact:

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