

Executive Summary

Annual Report

2023

SOM
SALUD MENTAL 360



About us

SOM Mental Health 360° is a digital platform promoted by different centers of The Hospitaller Order of St. John of God that attends people with mental health problems in Catalonia.

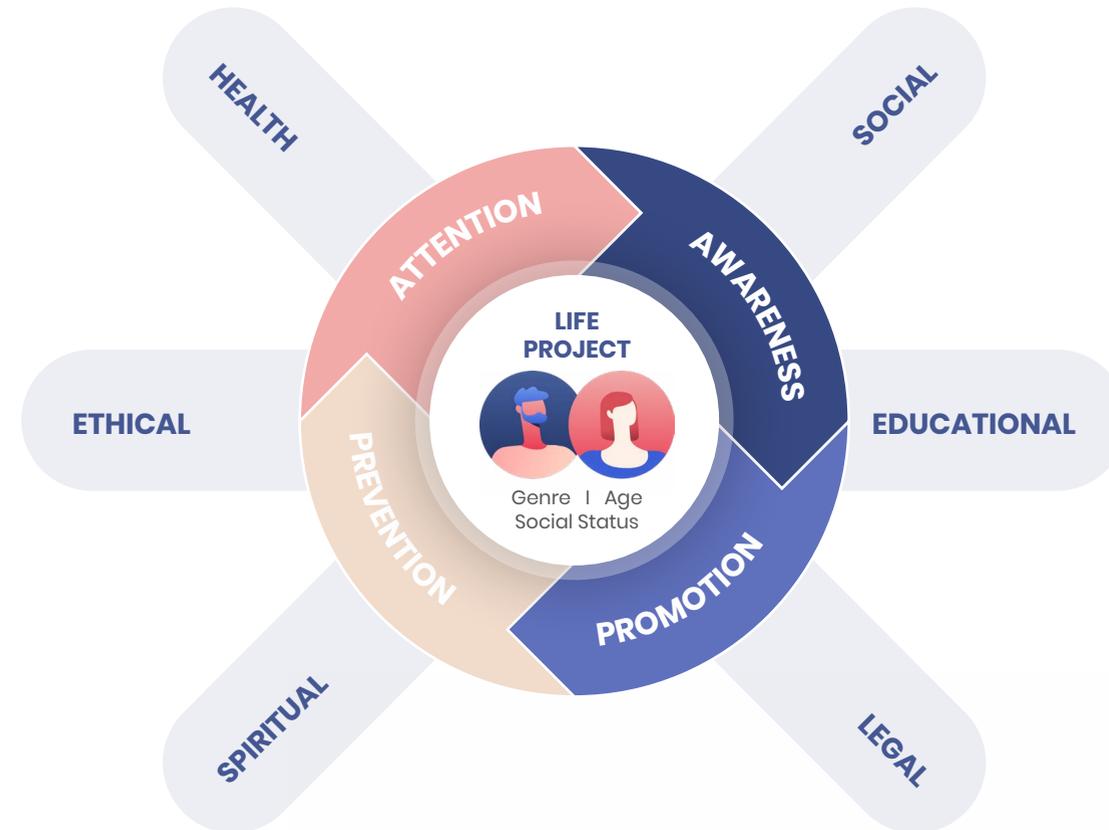
Developed in **co-creation** with healthcare, social and educational professionals, people with lived experience in mental health, their family and their own environment.

Our objective is to provide **citizens with services** and digital resources that accompany, empower, inform, raise awareness and promote mental health.



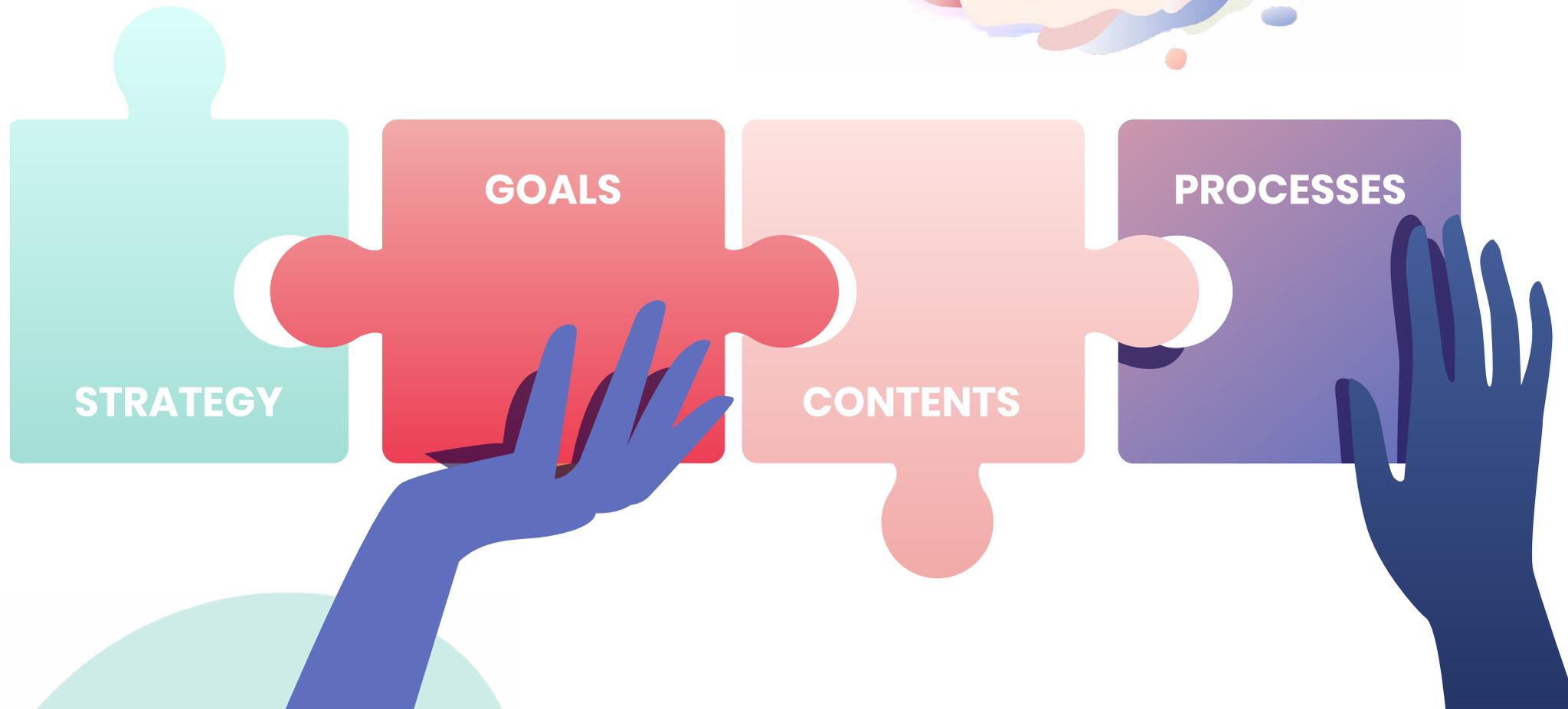
Our approach

We approach mental health and emotional well-being with a 360-degree view, under the paradigm of respect for rights, the recovery model and people's autonomy.



Our model

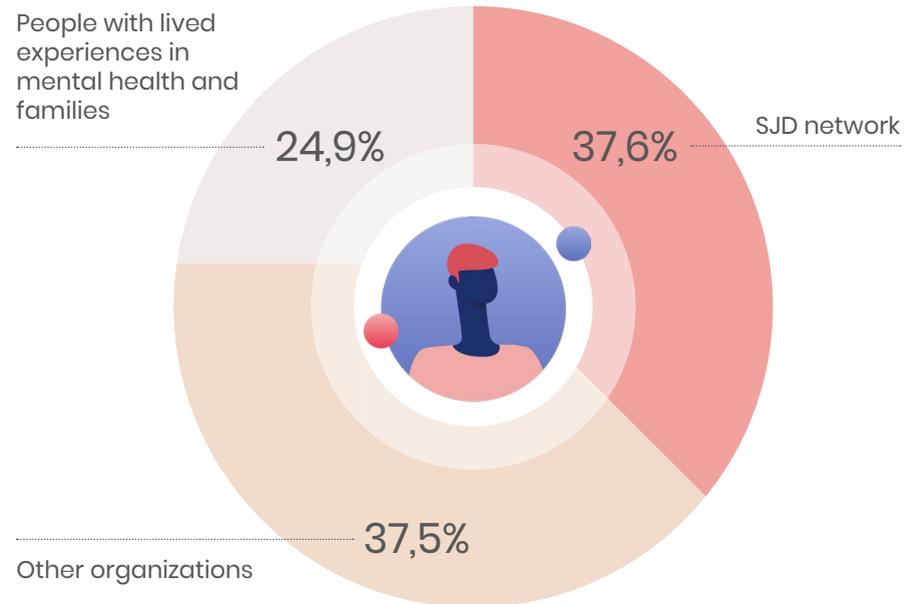
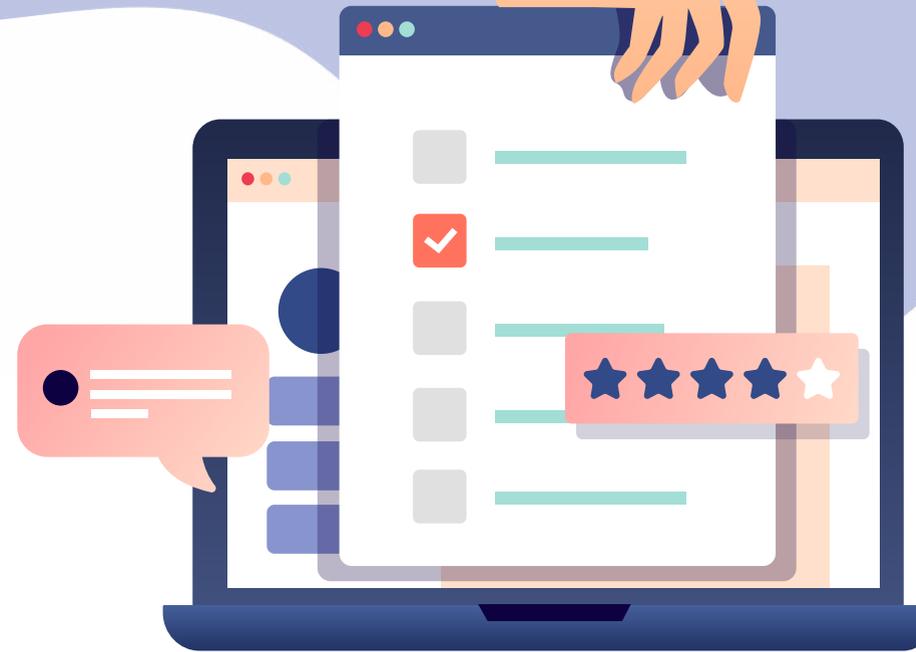
Co-creation is the basis of our project



Team



+ 700
expert collaborators



58

people coordinating the thematic portals

13

associations of people with lives experiences and families as co-creators

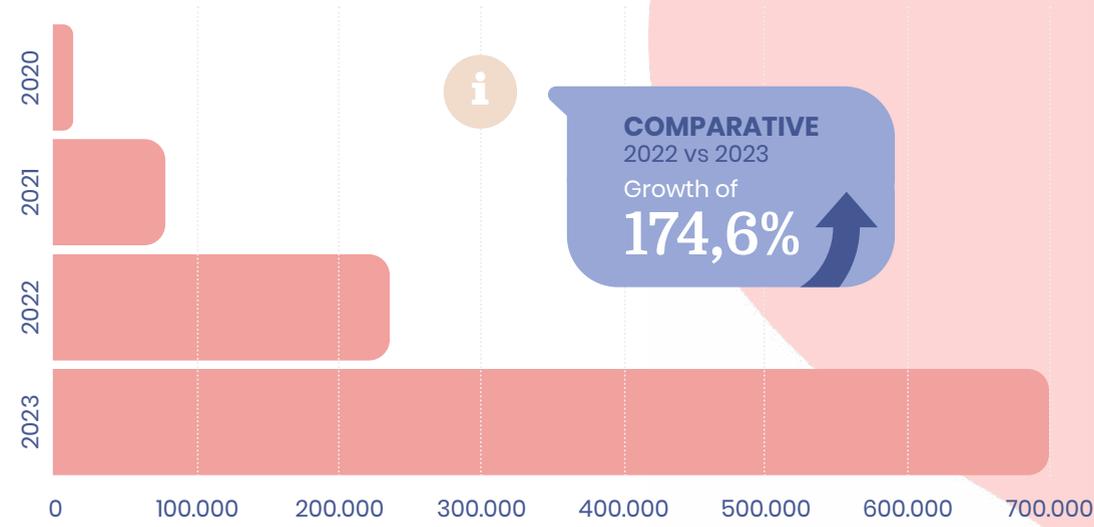
20

members of the SOM360 Technical Committee

SOM 360 highlights



Digital Platform



COMPARATIVE
2022 vs 2023
Growth of
174,6%

648.012
Annual unique users

1,2 millions
Pages viewed

69,4%
Engagement rate

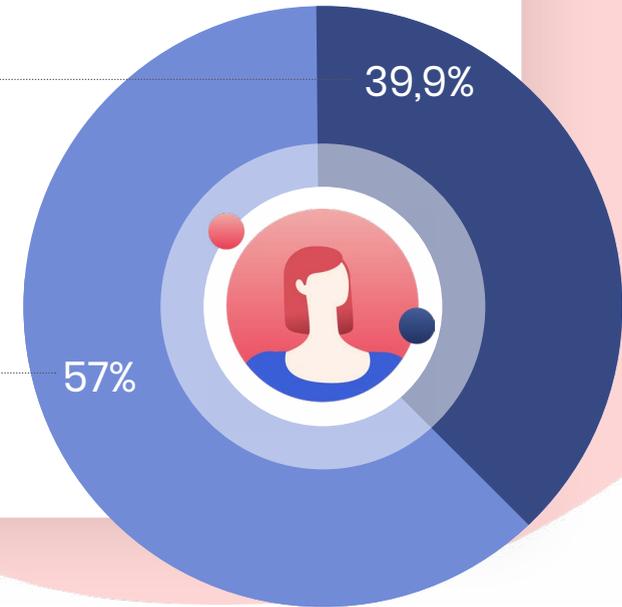
● Annual web users

72,5%
Web users are **womens**

1 in 4 are **young** people (18-24 years)

Spain

Spanish-speaking countries of Latin America



Contents



2.724

Contents published (cumulative total)



17

Different formats



 **6** Instagram Lives

40 total published

 **6** Webinars

61 total published

 **3** Monographic

22 total published

- Well-being at work
- Mental health care for people deprived of liberty
- Implementing the QualityRights

 **1** Thematic portals

8 total published

- Self-injurious behavior
- Eating Disorders
- Autism
- Depression
- Psychosis
- ADHD
- Suicide prevention
- Behavioral addictions

Community



+ 11 M

followers in social media



23 M
Interactions

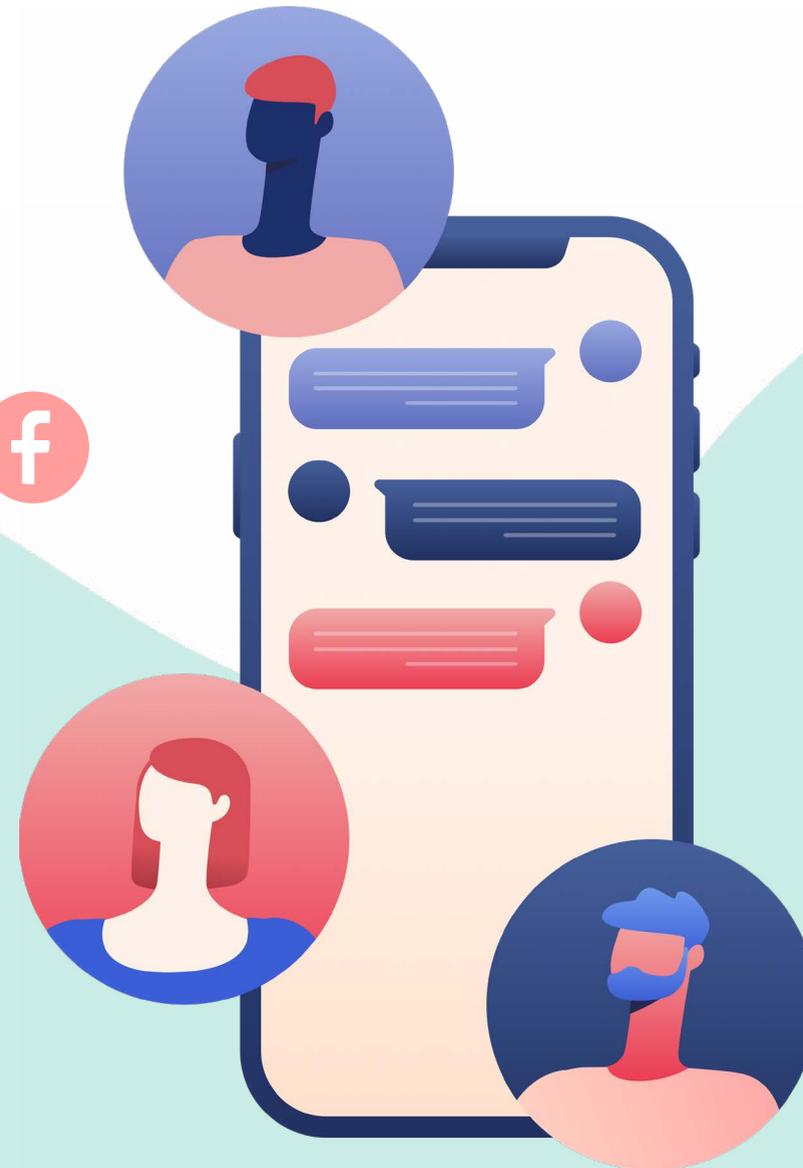
849 M
Impressions

5.661

People
subscribed to
the newsletter

41%

Average
open rate



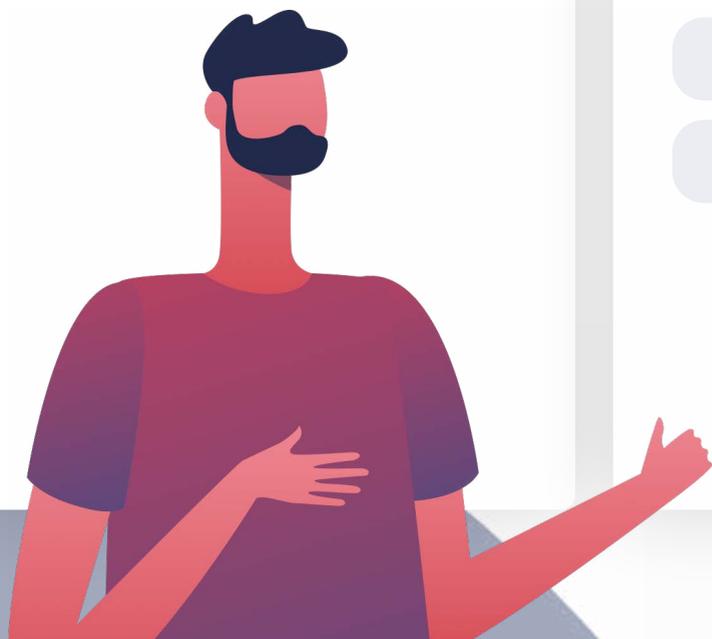
Strategic goals



Strategic goals



Strengthening
the psychosocial
approach of the
project



Strengthening
the stakeholder
loyalty

Collaborators

Prescribers

Web users

New
projects

Educational program



Stigma thematic portal



Rights in mental health



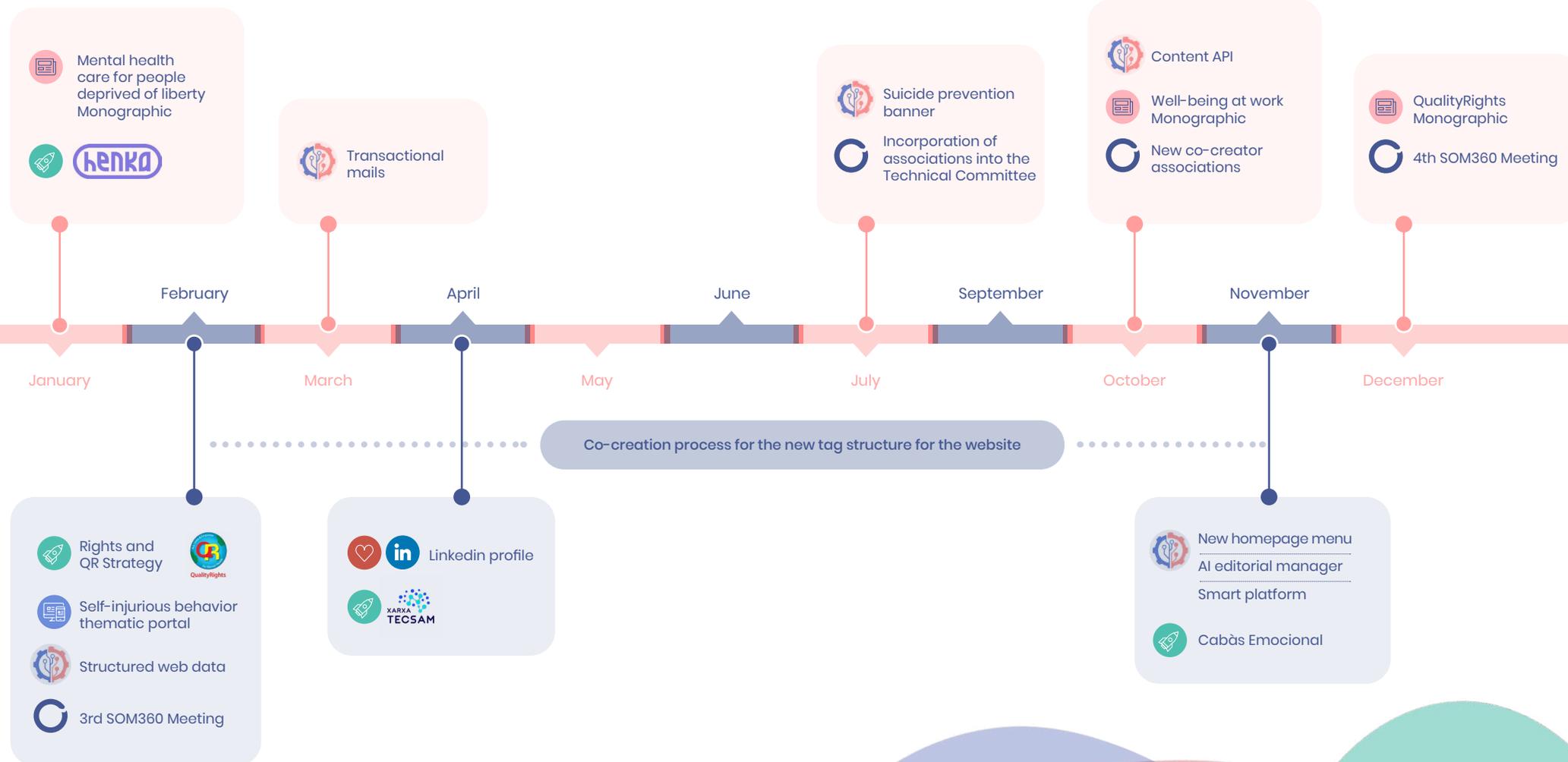
QualityRights



Generalitat
de Catalunya



Main 2023 milestones





Mental health with a 360° vision

www.som360.org



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