

## Spreading Hope in Shaikupa: BCCP's School-Based Mental Health Initiative

The Bangladesh Center for Communication Programs (BCCP) has intervened with a message of hope in the peaceful upazila of Shaikupa in Jhenaidah district, a place that is sadly characterized by one of the worst suicide rates in Bangladesh. With the support of the World Health Organization (WHO), BCCP is reaching young minds where it matters most in schools with its awareness campaign about mental health and suicide prevention. To eradicate the stigma associated with mental health, BCCP initiated a comprehensive school-based campaign after realizing the pressing need to address the silent crisis afflicting teenagers.



The program creates safe spaces for kids to express their emotions and learn about emotional well-being by combining interactive awareness sessions, storytelling, and peer dialogue.

Teachers' active participation in the program is one of its main characteristics. Teachers who received BCCP training are now more capable of identifying early indicators of distress and directing children to the appropriate support resources. Because of their dedication, classrooms are now encouraging spaces where empathy and attentive listening are valued. The effect is already apparent. Once-isolated students are now taking part in discussions on stress, anxiety, and the value of getting help. School communities are displaying a revitalized feeling of unity, and teachers report better communication and trust. Through encouraging young people to speak up, ask for assistance, and watch out for one another, BCCP's program is sowing the seeds of resilience and hope in an area that has long been plagued by hopelessness.