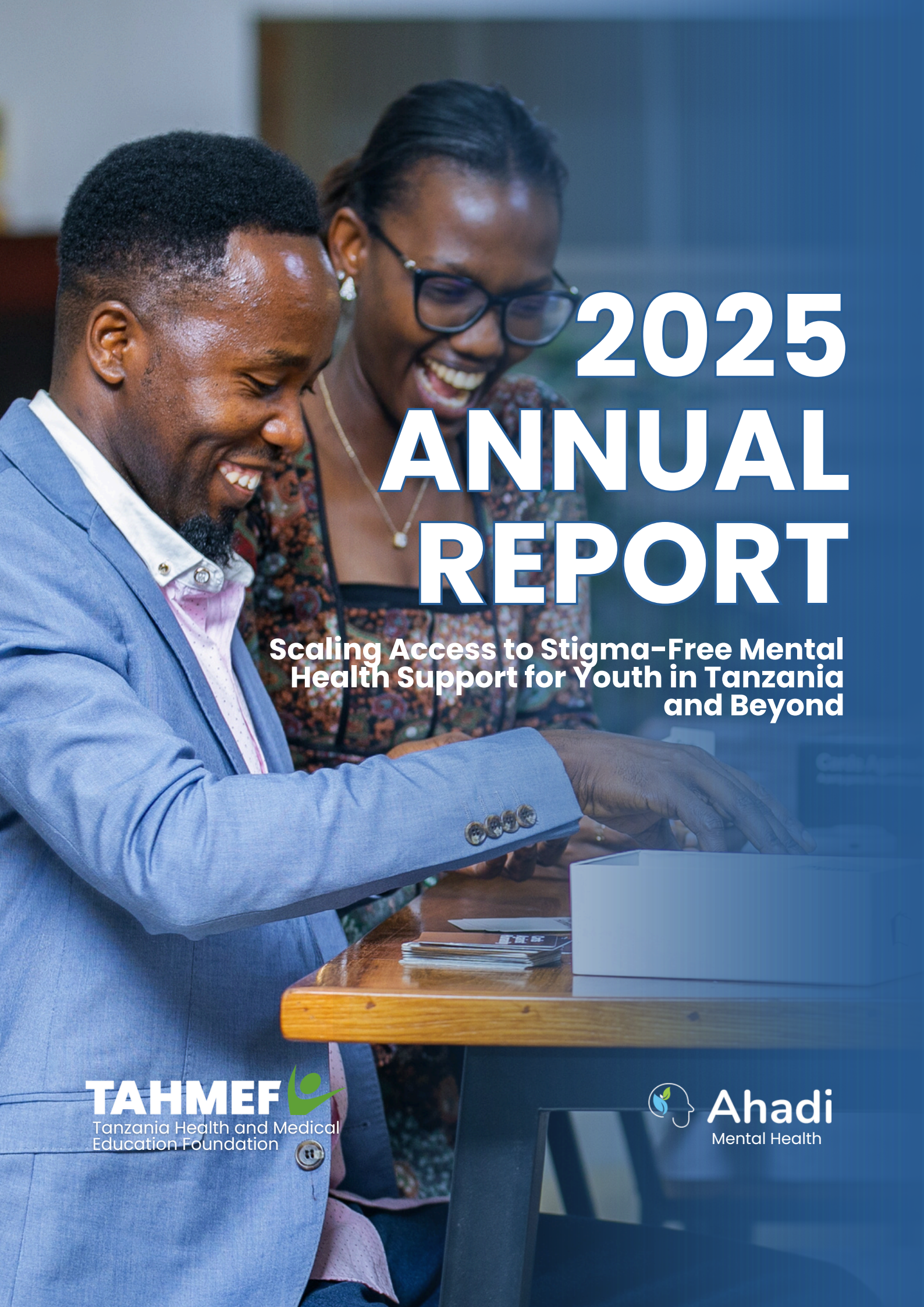


A photograph of a man and a woman, both smiling and looking at a laptop screen. The man is in the foreground, wearing a blue blazer over a pink shirt. The woman is behind him, wearing glasses and a patterned top. They are sitting at a wooden table. The background is blurred.

2025 ANNUAL REPORT

**Scaling Access to Stigma-Free Mental
Health Support for Youth in Tanzania
and Beyond**

TAHMEF 
Tanzania Health and Medical
Education Foundation

 **Ahadi**
Mental Health



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MESSAGE FROM THE CEO



2025 was a defining year for TAHMEF. What began as a response to unmet youth mental health needs has matured into a functioning system designed to operate at population scale. This year, our focus was not only on reaching more young people, but also on building the foundations required for quality, learning, and long-term sustainability.

We learned that early and discreet access matters. That consistent supervision matters. And that data, when used responsibly, can strengthen care rather than complicate it. Most importantly, we saw that when stigma is reduced and support is available at the right moment, young people do engage, seek help, and improve.

This report reflects a year of disciplined system-building. It also reflects our responsibility to do this work carefully, ethically, and in partnership with communities and government. As we look ahead, our commitment remains unchanged: to ensure that no young person faces mental health challenges alone, and that support is available early, not only in crisis.

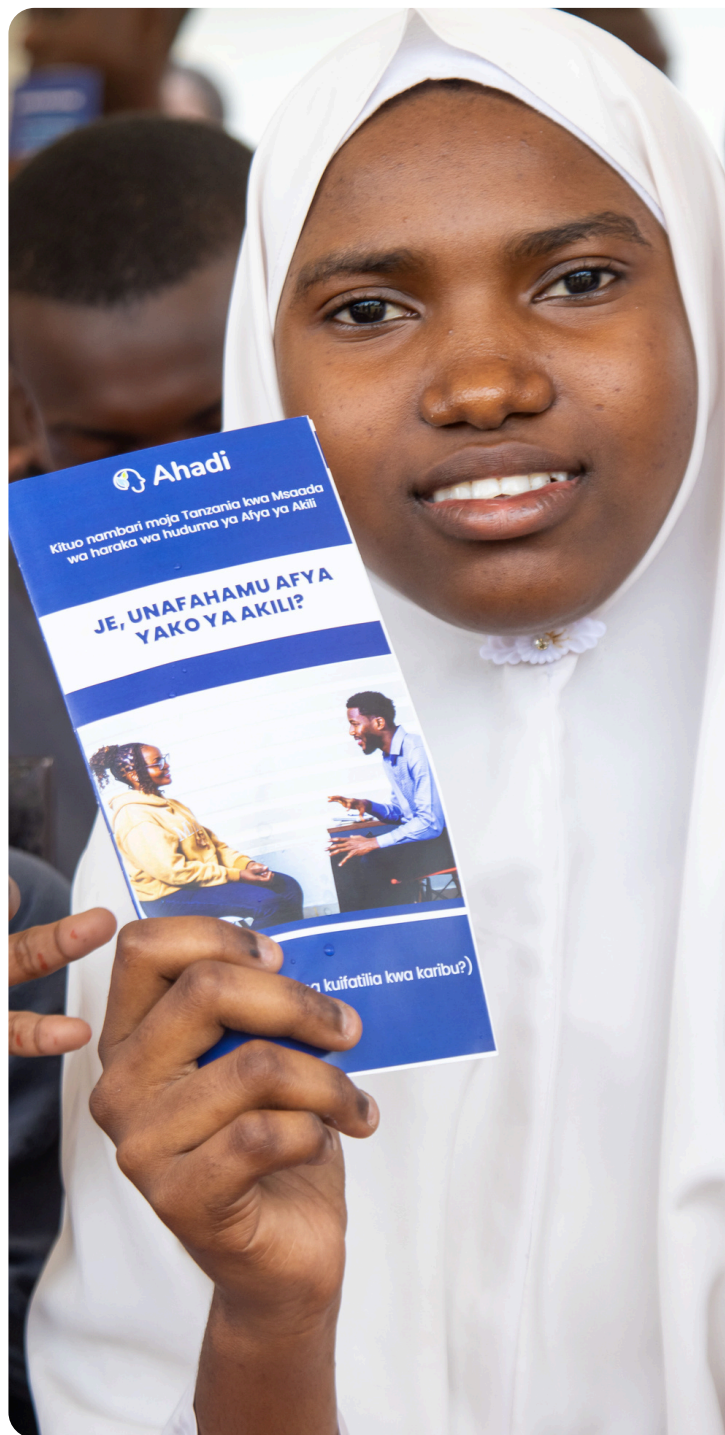
A stylized, handwritten signature in black ink, consisting of the letters 'J' and 'B' intertwined.

Dr. Juliana Busasi

Founder & CEO

EXECUTIVE SUMMARY

- **In 2025, we evolved from a digital mental health initiative into a population-scale youth mental health operating system.** Our focus was early risk detection, connecting youth to the right support, reducing stigma, and strengthening community and government systems to improve access and continuity of care.
- **Through discreet digital channels and structured follow-up, we reached youth at scale while strengthening frontline mental health capacity in schools and communities.** Clinical monitoring showed improvements in anxiety and depression symptoms, reduced risk levels, and increased help-seeking.



2025 marked a key year of consolidation, learning, and readiness for scale.

2025 AT A GLANCE

System Reach



1.1M+

Youth reached with
Mental Health
Awareness

System Capacity



104+

Frontline
responders
trained

Service Performance



150,000+

Cases
Resolved



21,000+

Active Users on
AHADI Platform



153,000+

Total helpline
users

Clinical Outcomes



88.5%

Wellbeing
Improvement Rate
using WHO-5



81%

Stigma reduction level
using CAMI Scale



76%

Reduction in depression
using PHQ 9



77.8%

Reduction in
anxiety using GAD 7

WHY YOUTH MENTAL HEALTH REQUIRES A SYSTEM

In Tanzania 80% of youth experience mental health challenges that go unresolved

- **60% of the population**

Tanzania has over 70 million people, with 60% under 25. Youth aged 15–25 represent about 15 million people, the country's core demographic for innovation and development.

- **Held back by stigma & lack of professionals**

Over 80% go untreated due to fear of shame and weakness by speaking of their struggle, exacerbated by limited access to mental health professionals, and a lack of culturally relevant services.

- **Long-term societal & economic repercussions**

Poor mental health leads to: poor educational outcomes, low workforce participation, and long-term social economic inequality resulting to persistent poverty.



A YOUTH MENTAL HEALTH OPERATING SYSTEM

Ahadi it's a national early-intervention infrastructure that connects young people to mental-health support early and helps governments and communities to detect risk before crisis.

Our Approach

Youth-centered Stigma Reduction, for awareness, helpline and counseling services.



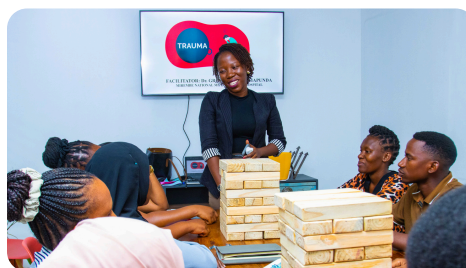
Digital Access & Early Detection

Normalize help-seeking, reduce stigma, detect risk early, and connect youth to appropriate support through anonymous helplines, SMS, and the AHADI app with AI-supported screening, optimized for low-data and rural access.



Community-Based support

Provide affordable, scalable psychosocial support through trained community health workers, teachers, leaders, and youth peers using standardized protocols and clear referral pathways.



Government Integration

Enable scale, accountability, and sustainability by integrating systems with government platforms, supporting workforce training, digital case management, and data-driven planning.

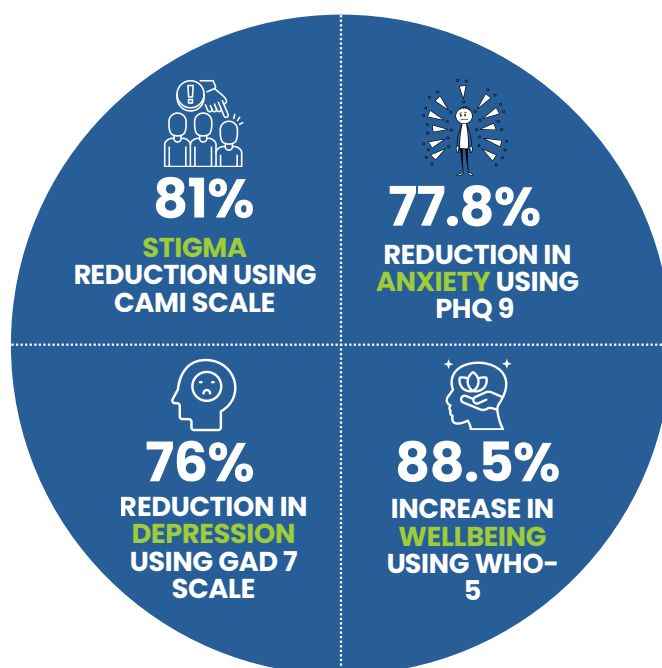
MEASURING WHAT MATTERS: OUR MEL APPROACH

In Tanzania, stigma is the key barrier to mental health care. If it does not shift, young people do not seek help, and meaningful outcomes cannot be achieved.

AHADI measures change through a clear pathway: awareness leads to reduced stigma, which drives initial help-seeking and deeper engagement through repeated use of services across digital and community channels.

Our focus is on sustained engagement, as it reflects meaningful use of support rather than one-off contact. Outcomes are tracked using validated tools such as CAMI for stigma and WHO-5 for wellbeing, with additional measures for depression and anxiety where relevant.

This approach ensures that data is used to both measure impact and continuously improve the system.



WHAT YOUTH SAY ABOUT OUR WORK

"I struggled with depression in a community that misunderstood mental health, but through AHADI, I feel able to seek help without shame."

~ **NASRA AMONI** Nyumba Secondary School



"AHADI is changing the conversation around mental health, and I'm excited to be part of spreading this message to even more young people."

~ **STACY MOSHA** Social Media Influencer

"Ahadi creates discreet, confidential spaces to support youth. I'm proud to contribute to a movement that listens to young people and redefines mental health support in our communities."

~ **MICHEAL SHOIDE** Chairman of Youth Advisor Board Member



SAFEGUARDS AND DATA PROTECTION

Protecting the safety, privacy, and dignity of young people is central to AHADI's work.

Since 2024, TAHMEF achieved **formal registration and compliance with the Personal Data Protection Commission (PDPC), the Government of Tanzania's** official regulator under the Personal Data Protection Act (Cap. 44), positioning us as a **trusted and compliant data controller at national level.**

Our systems are designed to meet strict data protection standards, including secure data handling, controlled access, and confidentiality safeguards, particularly for young people accessing sensitive mental health support.

We also maintain ongoing internal and external compliance reviews to ensure our practices remain robust as we scale.





OUR 2025 TAKEAWAYS

Delivering a population-scale youth mental health system requires working across government, community, and digital platforms.

In 2025, this brought two main challenges.

- First, government processes took time, with key activities such as Community Health Workers and peer supporter trainings dependent on approved Terms of Reference and joint work plans. This slowed early implementation and required timeline adjustments.
- Second, multi-channel delivery increased coordination complexity, requiring stronger alignment across digital platforms, schools, community responders, and government partners.

In response, the program strengthened coordination through clearer governance structures, defined focal points, and more consistent engagement with government counterparts. Planning now starts earlier and is better aligned with national systems.

Key lessons from 2025:

- Institutional alignment takes time, but it is non-negotiable for sustainable scale
- Parallel systems create speed but not sustainability
- Early engagement with government stakeholders reduces downstream delays
- Clear ownership and coordination mechanisms are critical in multi-actor delivery models
- Scaling mental health services requires system design, not just service delivery

The core shift in 2025 was moving from a delivery-first mindset to a systems-first approach. While this introduced short-term delays, it has positioned the program for stronger integration, credibility, and long-term impact.

ACKNOWLEDGEMENTS

We thank the young people who trusted us with their stories, our frontline responders, government partners, academic collaborators, and funders whose support made this work possible.

Partners in 2025 include:



WHAT'S NEXT FOR US?

OUR 10-YEAR TARGET

By 2035, we will support 10 million youth across Africa, with at least 70% engaged through discreet digital platforms and the rest through community-based support, fully integrated into national systems, leading to a shift in mental health care access and attitudes.

- **Phase 1 (2025–2027):** Build evidence and achieve national integration in Tanzania, reaching 1M youth
- **Phase 2 (2028–2032):** Replicate in 3–5 East African countries, expanding to 5M youth
- **Phase 3 (2032–2035):** Regional scale to reach 10M youth



CONTACT AND FURTHER INFORMATION



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