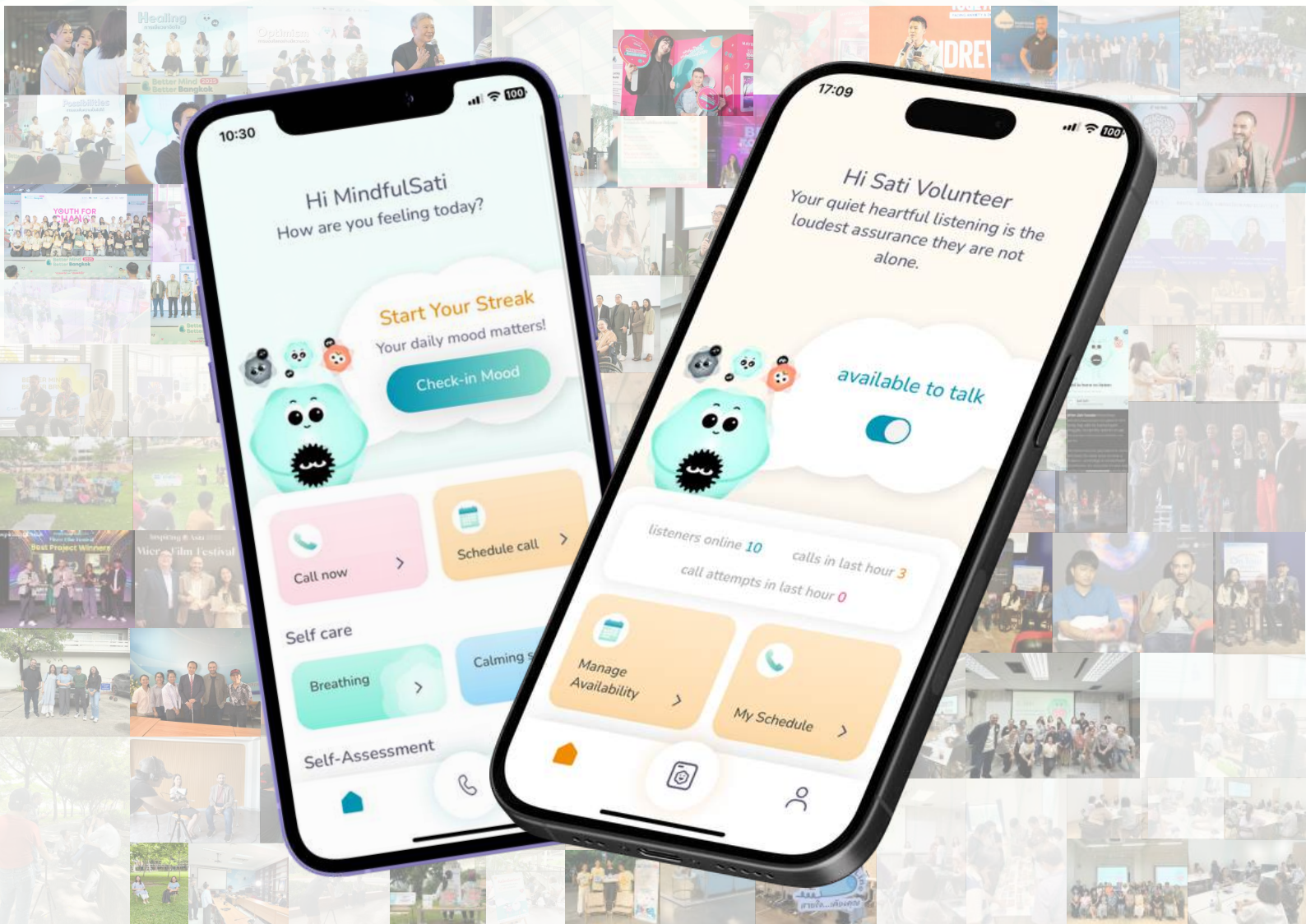


# SATI APP IMPACT REPORT

2025 - 2026



Presented By

Sati App

to be the proactive solution to better  
mental health and well-being for everyone

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# Who We Are

We combine technological and social innovation to deliver real-world, scalable mental health impact

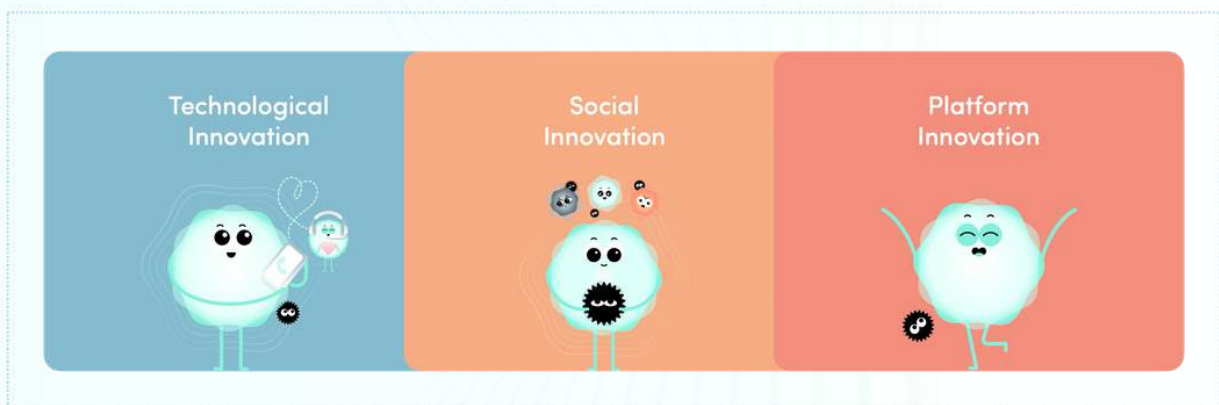
Sati App designs, builds, and operates an integrated ecosystem of care that connects people in distress with trained peer supporters through technology and community programmes.

Our platform provides free, anonymous, 24/7 safe space where anyone can access emotional support from volunteers trained in Mind First Aid. However, our impact extends far beyond the screen.

Through programmes like Bench with Ears, we bring peer support into parks and public spaces. Through HEART Line, we deploy crisis helplines within days of a disaster. Through HearAbility, we create dignified employment for people with disabilities as peer supporters.

Our volunteers, trained in psychological first aid and equipped with the skills to provide compassionate support, are available on our application to provide a welcoming and supportive space for everyone.

## Our Ecosystem



Innovating an inclusive ecosystem with public at the epicentre, to reduce the burden on the current fragile mental health care system

## Our ecosystem of care



# Our Vision

“

”

to be the proactive solution to better mental health and well-being for everyone

# Our Mission



# Focus Information

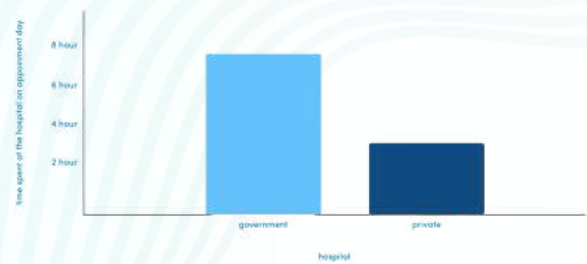
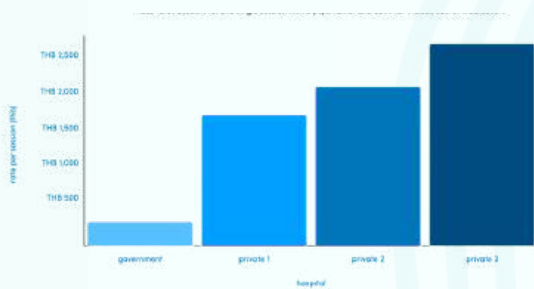
Thailand is currently facing a shortage of mental health practitioners, along with a rising burnout rate among those already in the field. With only about

## 1.2 Psychiatrist : 100,000 People

and the majority concentrated in Bangkok, access to professional mental health care remains a significant challenge for much of the population.

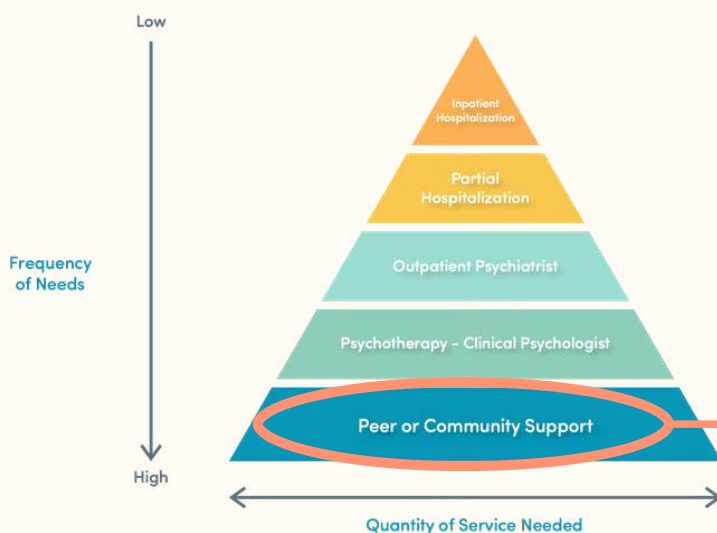
Recognizing that peer and community support sits at the base of the World Health Organization's mental health service pyramid, there is a pressing need to strengthen these foundational networks.

### Affordability as a major factor

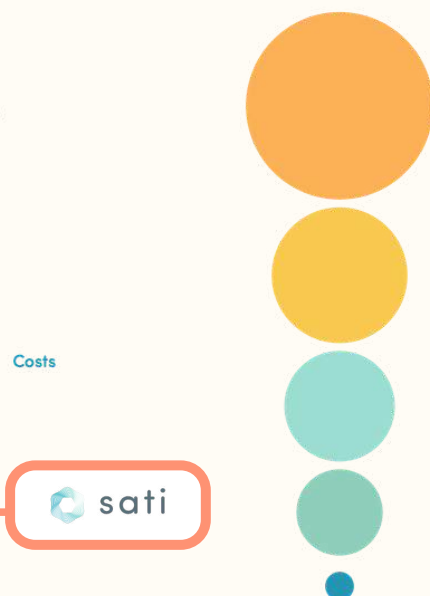


### WHO Pyramid Framework

the optimal mix of services



### Amount invested into each segment



# Impact Summary

Sati App operates a multi-programme mental health ecosystem in Thailand, addressing the country's critical shortage of mental health care resources through complementary interventions:

1. Nationwide digital peer-support platform
2. Community-based volunteer programme (Bench with Ears)
3. Emergency crisis helpline (HEART Line)
4. Inclusive PWD employment programme (HearAbility)

Together, these programmes form an integrated solution that spans digital, community, and crisis response modalities.

This report presents our unified solution, mapping the causal pathways from programme inputs through to population level impact across all initiatives. It demonstrates how each programme addresses a distinct tier of mental health need while reinforcing the others through shared infrastructure, trained volunteers, and data intelligence.

The integrated model ensures that Thailand's mental health needs are met at every level: from everyday emotional distress to community resilience to acute crisis response.

Programme	Need Addressed	Modality	Scale
Sati App	Everyday emotional distress	24/7 anonymous peer support	Nationwide Solution
Bench with Ears	Community resilience & literacy	In-person active listening	Location Based Solution
HEART Line	Disaster & acute trauma	Supervised helpline	Disaster Response Solution
HearAbility	Inclusive employment & PWD empowerment	PWD as Mind First Aider	Corporate Partnership

# Impact Summary

## Core Mechanisms of Change



# Words From Our Team



Amornthep Sachamuneewongse  
Founder/CEO

Since the day Sati was founded, we have pivoted and evolved in many ways. Sati was supposed to be just a technological solution connecting our users to a volunteer listener when needed. To date, we are much more than that. We are a solution that blends technological and social innovation and drives change at the policy level. We are building an ecosystem of care that focuses on developing a strong foundation for the prevention and promotion of mental health care, working with various stakeholders from different industries. I am truly proud of my team for their understanding of the gap we are trying to fill and their support for Sati's mission and values.

Sati's journey has had a major impact on my personal understanding of the complexity of mental health care, which needs to be integrated at every level and in every fabric of our society. It has allowed me to learn, fall, grow, and expand my views on what needs to be done. Every impact that we have created isn't just a statistic for me, but also a reflection that we are on the right track.

Thank you to all of our volunteers and our supporters for being on this journey with us as we continue to grow, create social impact, and expand beyond borders.

“ When we first started building Sati in 2018, it was only an idea on paper. Today, it has grown into a safe space where tens of thousands of people can share their feelings and experiences without judgment. From the beginning, our mission was never to create just another platform, but to make mental health support free, accessible, and rooted in genuine human connection. Over the years, Sati has evolved into an internationally recognized project with global collaborations, growing communities, and real-world impact. Yet, the most meaningful part has always been the people behind the numbers – every person who felt heard, supported, and less alone during difficult moments.

As technology and AI continue to shape the future of mental health care, we see an opportunity to use these tools responsibly to strengthen accessibility, safety, and early support, while still keeping human empathy at the center of everything we do. Looking ahead, we are also excited to continue expanding Sati internationally, including new steps within the European Union.

I would like to sincerely thank everyone who continues writing this story with us – our volunteers, advisors, partners, supporters, listeners, and users. Sati App would never exist without this community and the trust people place in us every single day. We are still only at the beginning, and we look forward to growing together in the years ahead.”



Ondřej Nádvořník  
Co-Founder/CTO

# Words From Our Team

“As a software engineer who has been part of Sati for nearly five years, I’ve had the chance to witness the platform grow from its early stages into a global mental health community. My role focuses on maintaining and improving the app from the technical side, but what inspires me most is seeing how technology can create meaningful human connection and real support for people around the world. Over the years, Sati has expanded far beyond a listening app through initiatives like Better Mind Better Bangkok, the MFA E-learning platform, and the PWD project, helping make mental health support more accessible and inclusive. For me, the heart of Sati has always been its community – creating a space where people feel heard, supported, and less alone.”



**Tomáš Martykán**  
Senior Maintenance  
Manager

“Joining Sati in 2021 as an intern during the testing phase of App v2, I never imagined how much this journey would shape both my perspective and my purpose. Today, as Volunteer Coordinator, my role goes beyond coordination – it is about bridging the voices of our community with the growth of our platform. From supporting volunteers and transforming call insights into meaningful improvements, to ensuring inclusivity for volunteers with disabilities, I’ve witnessed how empathy can be translated into real systems of support. Over the years, I’ve seen Sati grow from a digital listening platform into a nationwide movement for mental wellness. Through initiatives like our free E-learning platforms and the ‘Bench with Ears’ project in public spaces, we are making emotional support and active listening more accessible to everyone, regardless of background or financial barriers. As we look toward the future, I hope Sati continues to grow into a home for anyone seeking support, understanding, or connection – whether as a listener, a learner, or someone simply looking to be heard. Because at the heart of everything we do, we believe that healing often begins with human connection.”



**Wongsathorn  
Boonamnuaysuk**  
Volunteer Coordinator

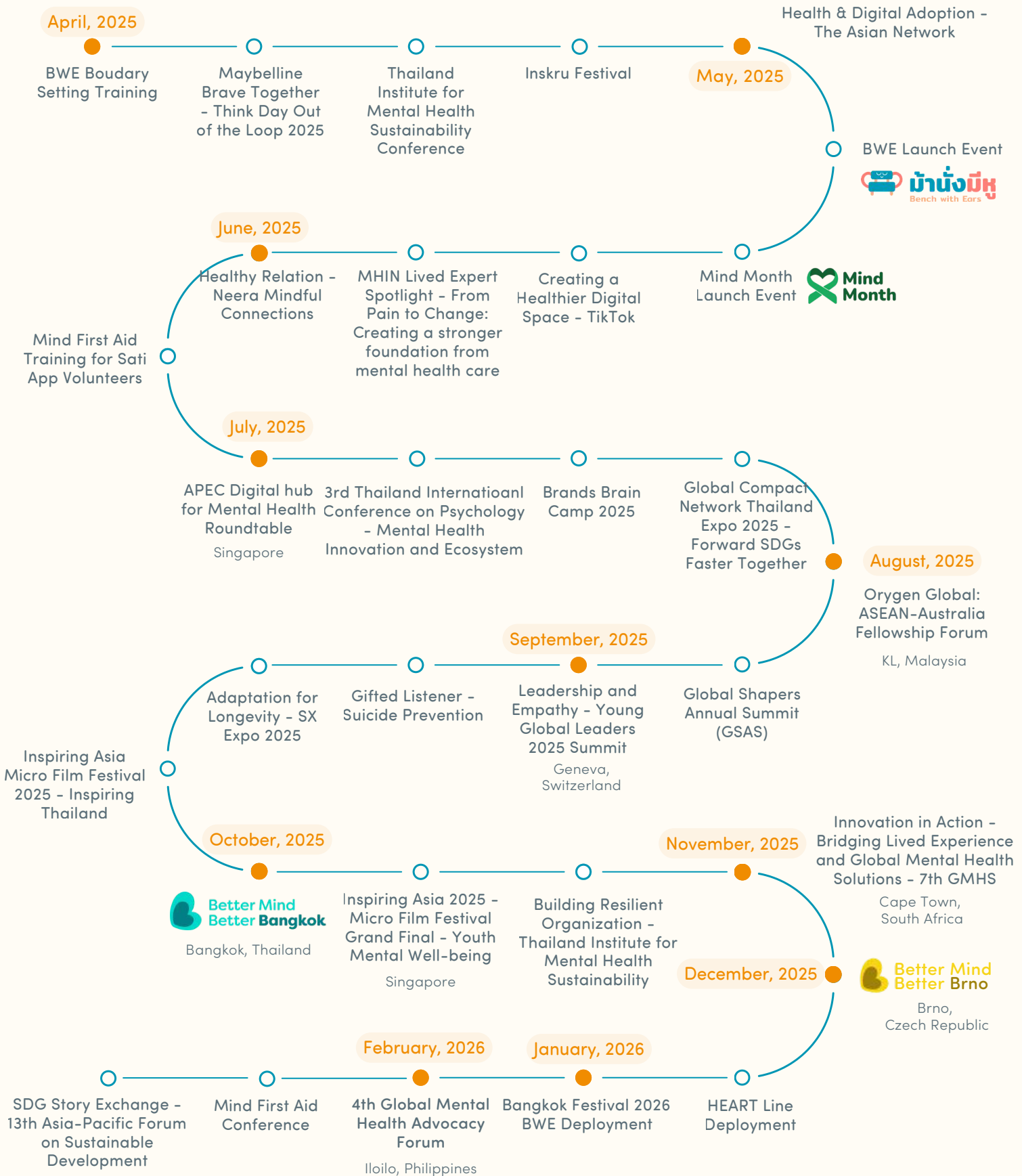
“As a Project Manager, it has been incredibly rewarding to help transform Sati’s ideas into initiatives that create meaningful impact. Over the years, I have witnessed how our programs, services, and community efforts have helped thousands of people access emotional support, build connections, and engage more openly in conversations about mental health. What inspires me most is seeing how a simple idea can grow into a platform and community that makes support more accessible to those who need it.



**Kunyarat Puangpai**  
Project Manager

Looking ahead, I hope Sati continues to grow as a trusted mental health resource, empowering more people to seek support, develop mental health awareness, and strengthen communities of care. With the continued support of our partners, volunteers, and community members, I believe we can expand our impact and help create a future where no one has to face their challenges alone.

# 2025 At a Glance



# Sati App

## 5 years data

Over the past five years, Sati has served as a safe and accessible platform connecting individuals in emotional distress with mental health support.

### Call Insights



From **5 April 2021 to 31 March 2026**, Sati App has provided peer support service to users from all over Thailand, including both Thai and Non-Thai speakers. Through our strategic outreach efforts, we have successfully **reached 72,576 users** and connected them with our trained **volunteers over 43,387 calls of peer support**.



Avg. Volunteer Rating  
(out of 5)



Suicidal Ideation  
Cases Supported

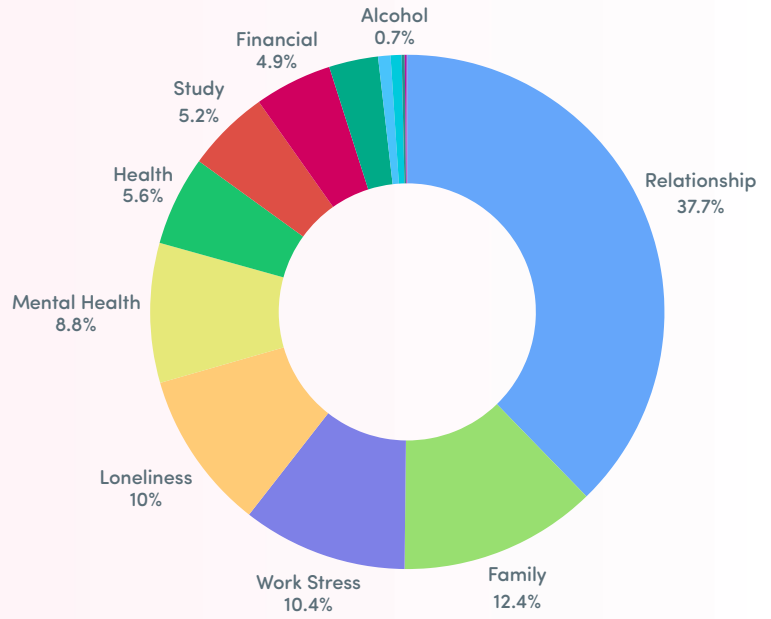
Our volunteers have delivered 43,387 support sessions, contributing to a reduction in negative thoughts, with an average stress improvement score of 1.46. We have also supported 931 cases involving individuals experiencing suicidal ideation. With an average satisfaction rating of 4.8 out of 5, this milestone reflects the trust in our service and continues to drive us forward as we enter our sixth year



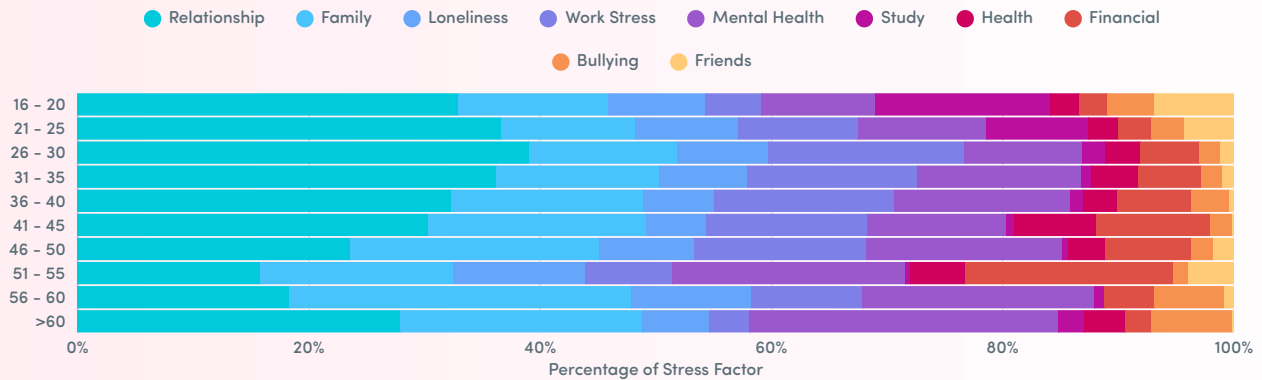
# User Stress Factor

## RELATIONSHIP

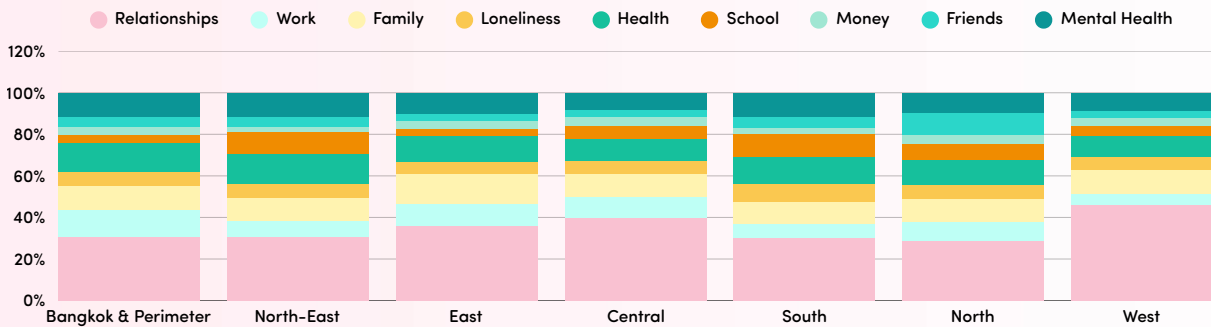
Our user data analysis reveals that relationship-related issues are the primary stress factor among users, indicating a universal struggle that transcends geographical boundaries. This highlights the need for accessible support, which Sati App provides through a safe, empathetic environment for users to explore their feelings.



## Stress Factor by Age Group

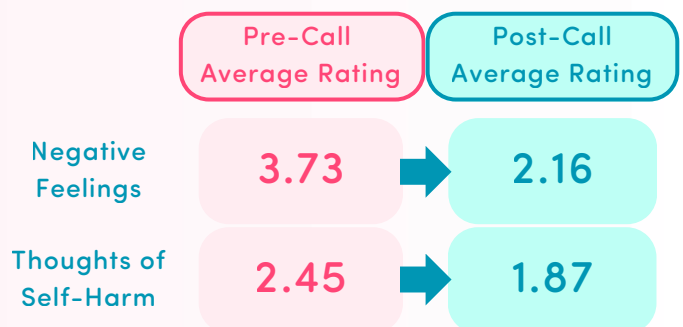


## Stress Factor by Region

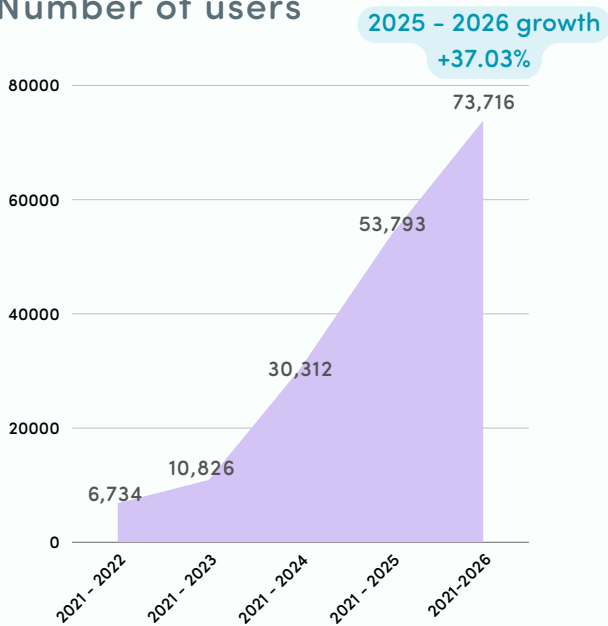


## Pre- and Post-Call Ratings

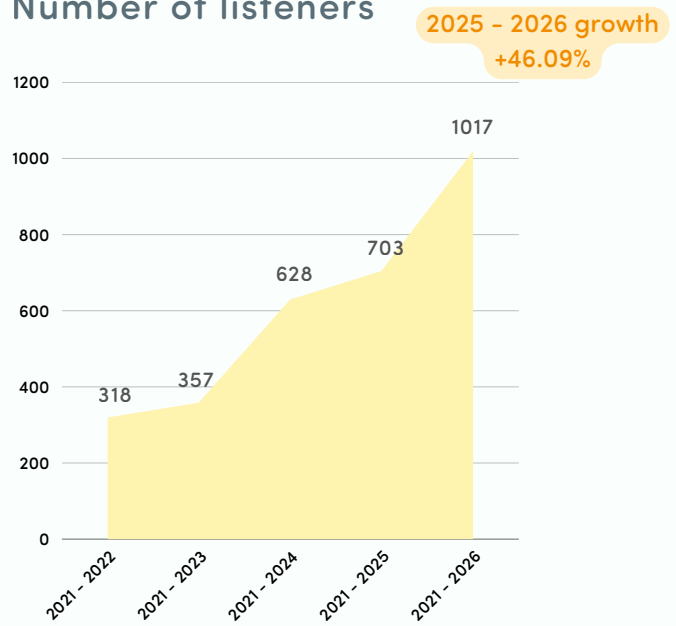
From 8,898 calls, our users reported reduced negative feelings and self-harm thoughts after talking to our trained volunteers. This demonstrates that our initiative has made a significant impact on the community.



## Number of users

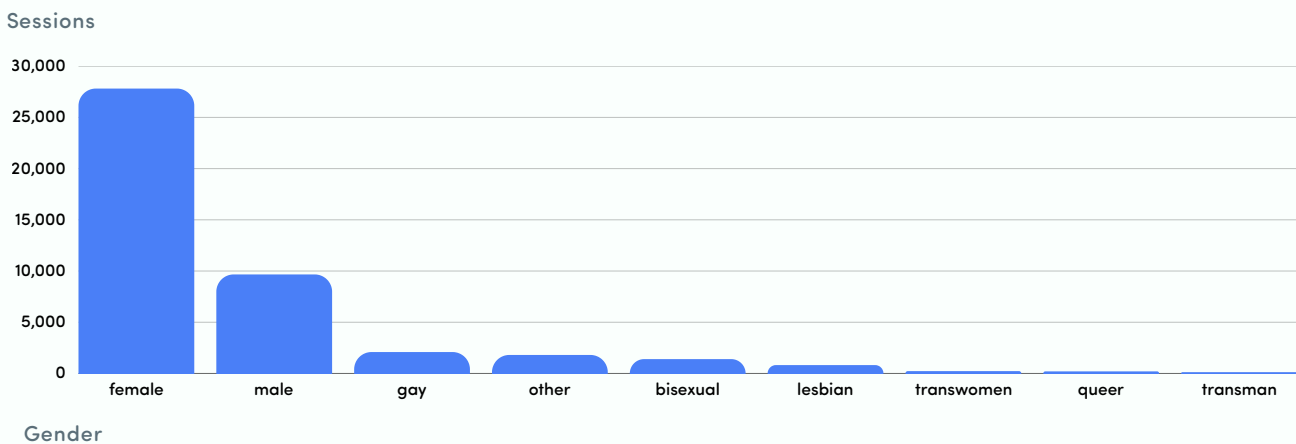


## Number of listeners

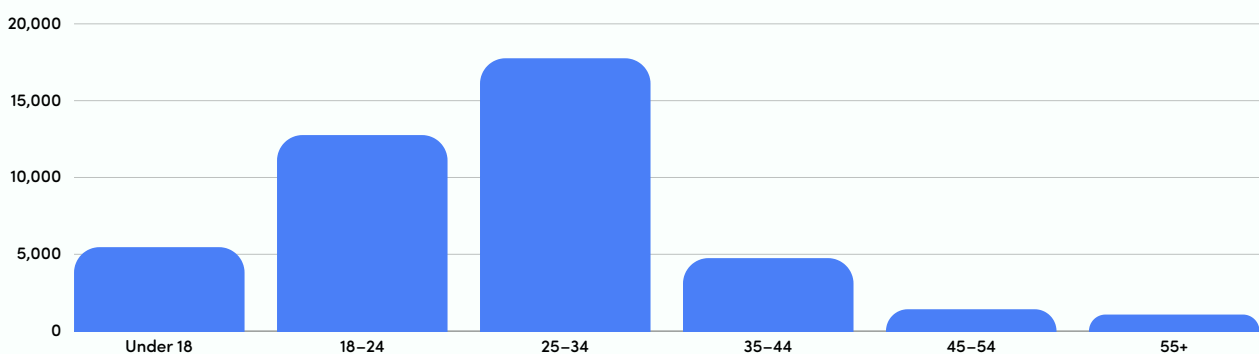


Since its launch, Sati's user base has demonstrated consistent and significant growth. From 6,734 users in 2021-2022, the platform has expanded to 73,716 users over a five-year period—representing an average annual growth rate of +41.3%. In parallel, our volunteer network has also grown steadily, with an average annual increase of +0.9%, reflecting both rising demand for mental health support and sustained engagement from our community

## Sessions by Gender Identity



## Sessions by Age Group



## Risk & Wellbeing Metrics

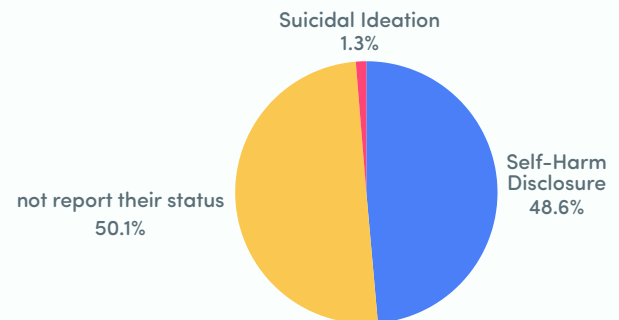
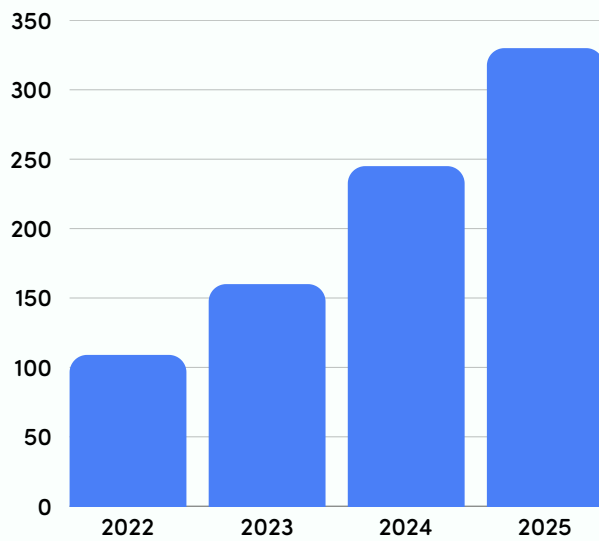
### Suicidal Ideation Cases



### Self-Harm Disclosures



### Suicidal Cases by Year



## Suicidal Ideation

We recognize that suicide remains a sensitive and often avoided topic in Thailand, yet it's an important one to address. Sati aims to create a safe space where users can talk about these thoughts to prevent further distress or potential harm. While 50.13% of users did not report their status on suicidal ideation, 48.59% shared they experienced self-Harm disclosure, and only 1.28% explicitly reported having them.

## Key Insights from Sati App Users

Our latest data reveals that “**relationship stress**” is the leading cause of distress, accounting for nearly 40% of all reported stress factors. This trend is especially **pronounced among users under 30**, highlighting the emotional vulnerability of younger populations.

While family, loneliness, and work stress also rank high, a striking regional contrast emerges: users in **Bangkok and the Central region** experience significantly higher work-related and mental health stress compared to those in other parts of Thailand.

Despite the prevalence of stress, **only 1.28% of users explicitly reported suicidal ideation**, suggesting a concerning underrecognition—with nearly 50% of those who had suicidal thoughts not identifying them as such.

Across all age groups, we observe a shift: **as users age, financial stress and health-related concerns gradually replace relationship and study-related stress**, pointing to evolving life pressures over time.



# Mood Tracker

Feature that allows our users to track their emotional wellbeing, and create their own mood diary. This system will allow them to visualize their mood patterns over week, months, and years

## Mood Tracker



## Mood Checks

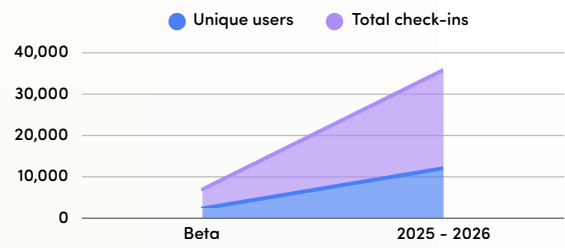
The Sati App Mood Tracker feature was first introduced during a beta period running from 3 June 2024 to 31 March 2025, during which 2,361 unique users completed a total of 4,611 check-ins (an average of 1.95 check-ins per user). Following the full launch, usage grew substantially in the subsequent 12-month period (1 April 2025 – 31 March 2026), reaching 12,097 unique users and 23,768 total check-ins – maintaining a consistent average of 1.96 check-ins per user

Comparing the two periods, both total check-ins and unique users grew by approximately +412–415%. When normalised by month, average monthly check-ins increased from 461 in the beta period to 1,981 in the full-launch period – a 330% increase in monthly engagement – reflecting a sustained and significant expansion in the number of users actively tracking their emotional wellbeing through the platform.





# Mood Checks Insights



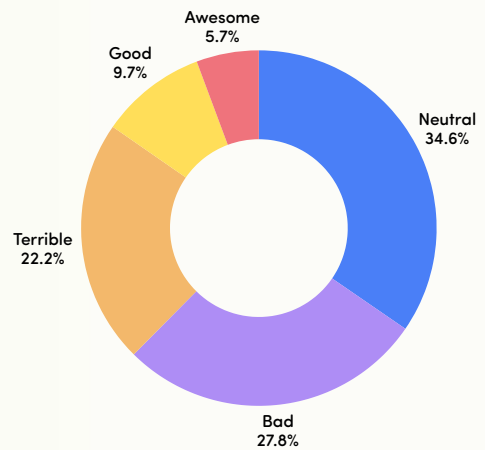
Check-Ins Growth Rate)

**+415%**

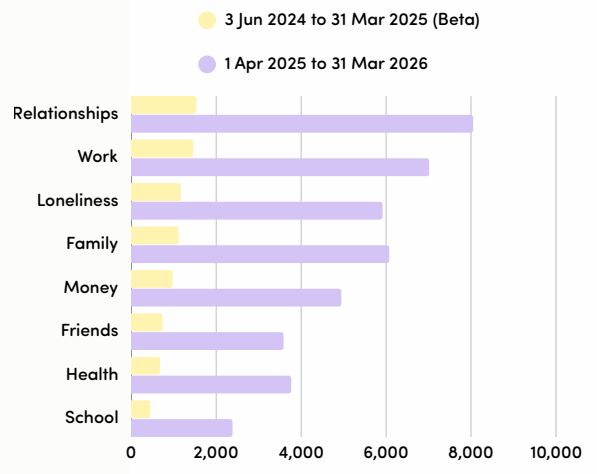
Unique Users Growth Rate

**+412%**

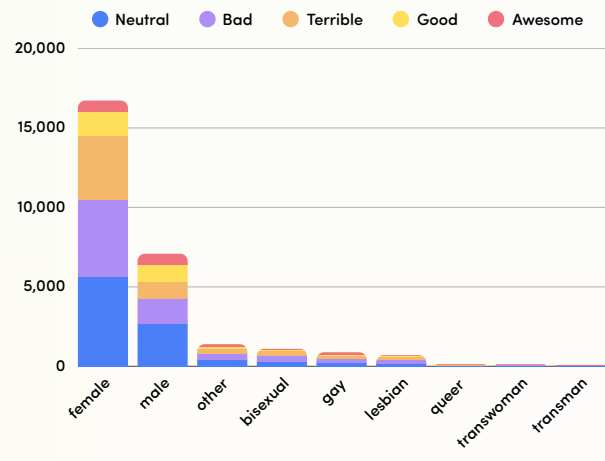
## Mood Check-In Distribution



## Triggers Insights in Mood Checks



## Mood by Gender (Stacked)

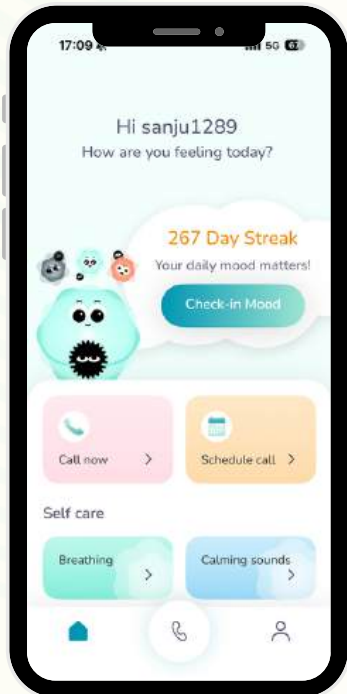


From the data gathered through Sati App's Mood Tracker feature, we identified key emotional triggers reported by users. Relationships emerged as the most common trigger, accounting for 23.1% of total entries, followed by work-related stress at 20.5%. Family (17.4%) and loneliness-related concerns (17.1%) were also significant contributors to users' emotional states.

# New App Feature

## Call Scheduling

This feature allows our users to book a slot with our volunteer in advance to ensure that they are connected to our volunteer based on mutually available time. The slots are determined by volunteer's availability



## Self - Care

### Breathing Exercise

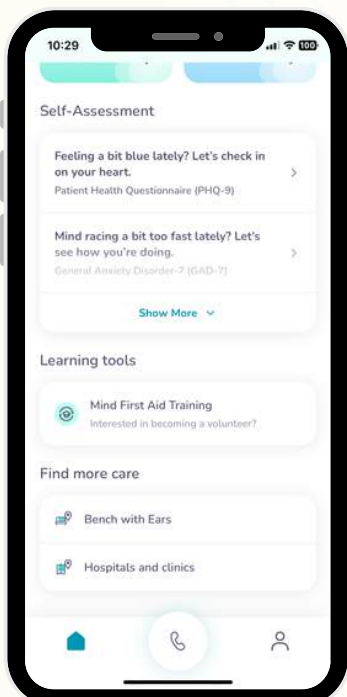
Feature that allows our users to use to guide them through box breathing techniques

### Calming Sounds

Feature that allows our users to choose calming sounds from our library for them to listen to. This is for relaxation purpose.

## Self - Assessment

We provide evidence based mental health assessment questionnaires. However these assessments is not a dianostic tools, and cannot be use for self diagnosis. Users can use them to make an informed decision to either reach out to our volunteer's or directly to a psychologist or psychiatrist on their own terms.



## Learning Tools

Feature that allows our users to users to seamlessly access the Mind First Aid course, allowing them to learn the fundamentals of psychological first aid in a structured and accessible way

## Find More Care

### Hospital & Clinics Directory

Feature that allows our users to search for Psychiatrist Hospitals or Mental Health Clinics around them. Users cannot make any booking from the app. This is merely a directory that provide name and contact information of the health care provider.

### Bench With Ears Booking

This feature is not yet available, and still under development revision.

# Better Mind Better Bangkok 2025



BMBB 2025  
Impact Report

Better Mind Better Bangkok 2025 is the 4th annual World Mental Health Day event organised by Sati App, held on **5 October 2025** at Sanyan Mitrtown (Ground Floor), Bangkok. Under the theme "**HOPE**" (Healing, Optimism, Possibilities, Empowerment), the event was designed as a one-day mental health marketplace, dubbed **SuperMINDket**, where visitors could 'shop' for wellbeing tools, conversations, and inspiration. The event brought together individuals with lived experience, mental health professionals, policy advocates, students, HR professionals, and the general public.

Thailand faces a severe shortage of mental health professionals: only 1.28 psychiatrists and 1.57 psychologists per 100,000 people, with some provinces having none at all. The total mental health workforce stands at just 9 professionals per 100,000, well below WHO-recommended standards. Approximately 12% of Bangkok's population is at risk of depression, yet the treatment gap remains large. With counselling psychology still lacking formal legal recognition, access to care remains inequitable, especially for vulnerable groups.



## BMBB 2025 - Goals & Objectives

"Creating Safe Spaces, One Conversation at a Time"

Promote mental health awareness

Spark open, stigma-free conversations to build empathy and normalize mental well-being across Bangkok.

Provide Tools and Knowledge

Equip individuals and communities with practical, evidence-based tools to support everyday mental health.

Advocate Policy Changes

Unite stakeholders to push for inclusive, sustainable, and impactful mental health policy reform.

## Participant Profile



Majority of Attendees were Female, 21–25 years old

with moderate stress levels, reported top self-care method on a bad day is Recharge and push forward.

21 - 25

Main age group

Female

Main gender

Students, company employees,

Career

stress level

37.8%

moderate

emotional wellbeing

19.1%

Recharge and push forward.

4.4/5



Event Satisfaction Score

## Panel Discussions

# HOPE

Moderator



## Healing

Stop running, start turning to ward : Pain that is avoided always comes back. The first step is to acknowledge it and get curious about it, rather than fight it.

Build empathy-first communities: Healing happens in relationship. Society built on accepting difference, not judging by appearances, creates space for recovery together.



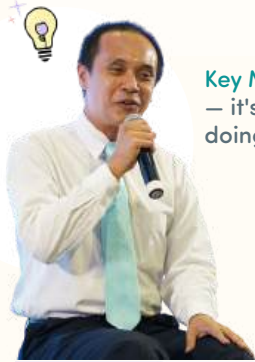
Moderator



## Optimism

Hope lives above your baseline: Humans constantly reset their sense of 'normal'. Hope is what lies just above that line, and it's a remarkably resilient human trait.

Meaningful action sustains: Healing happens in relationship. Society built on accepting difference, not judging by appearances, creates space for recovery together.



**Key Message:** Healing isn't about eliminating pain – it's about learning to face it with openness, and doing it together.



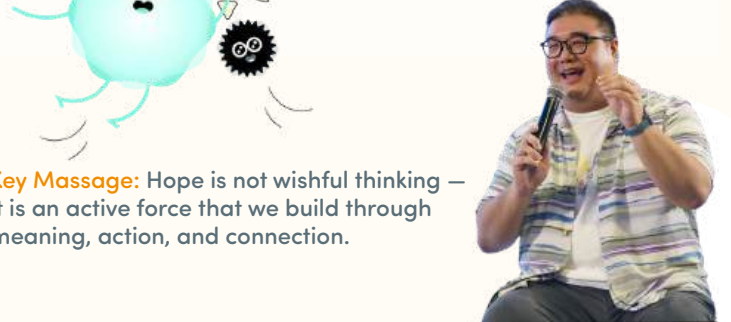
Moderator



## Possibilities

Stigma keeps people stuck: Mental health care is still a 'luxury' for many Thais. Training community members as empathetic listeners is one scalable solution.

Everyone must act – top-down & bottom-up : Progress requires both community action and policy reform. Mental health is everyone's business.



**Key Message:** Hope is not wishful thinking – it is an active force that we build through meaning, action, and connection.

Moderator



## Empowerment

Being seen is the foundation: Empowerment starts when people feel visible. It grows when they feel they belong.

'Falling below average' is not failure: Everyone has low moments. The key is recognising that hard times pass – and they don't define your worth.



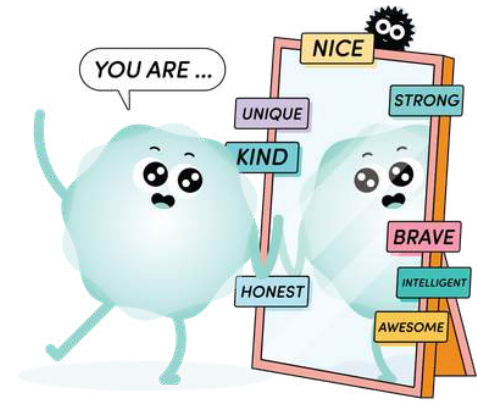
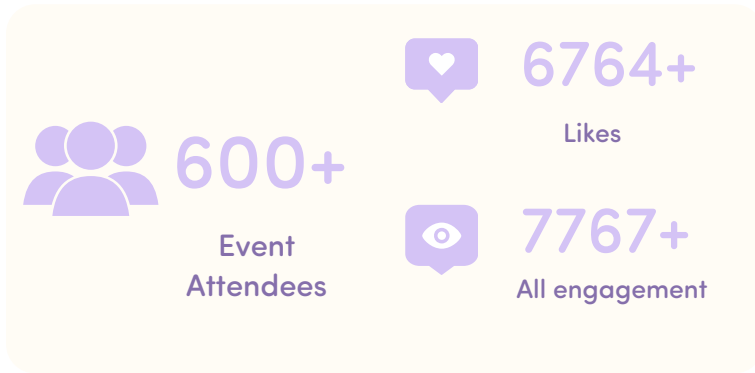
**Key Message:** The future of mental health is possible – but only if we start from a Growth Mindset and work together across every level of society.



**Key Message:** Rebuilding yourself is not something you have to do alone – community and simply being heard can help you see your own light again.



## Event & Online Engagement Insights



## Event Photos



Better Mind Better Bangkok 2025 served as more than a mental health event—it was a catalyst for connection, understanding, and social change. Building on its mission to destigmatize mental health and increase awareness, the event created opportunities for people to explore new perspectives, discover pathways to support, and connect with the individuals and organizations shaping Thailand’s mental health landscape.

By bringing together lived experiences, professional expertise, and community voices, the event fostered hope, strengthened social connection, and reinforced the belief that mental health challenges can be addressed through collective action, accessible support, and a shared commitment to well-being.



# YOUTH FOR CHANGE

Youth For Change co-organised by Sati App and the Thai Institute for Mental Sustainability (TIMS), the competition invited undergraduate and postgraduate students to submit ideas across three categories: Innovation, Project, and Research Topic. Open submissions ran 19 August – 18 September 2025; expert panels selected 12 finalist teams for poster presentations, with 3 top winners presenting on the main stage. 9 additional teams presented poster exhibitions; topics ranged from therapy dogs for youth depression to apps for hearing-impaired mental health access.

## Best Innovation Idea



### Jer Joy Join

App connecting elderly users to social activities to combat loneliness in an ageing society.

Waranya Jeman  
Sutheekan sanjon  
Sorrawee Kenumang

## Best Project Idea



### Game Sai Jai: Bridge of 4 Heart Chambers

Board game using a Care-Connect-Community-Change model to create safe, judgment-free spaces for youth.

Buratat Butsang  
Supawadee Poophang

## Best Research Topic



### Parent-Based Screen Time Intervention for Pre-Adolescents

Programme to boost parental self-efficacy in managing pre-adolescent screen time and improving family bonding.

Pawanthip Kuruvansakun  
Hathaiakan Laohakanvanich  
Tonnawan Komonvitayatorn



# Better Mind Better Brno



Czech  
Republic

## The Second Edition: A Natural Transformation.

While the first edition in Prague leaned more toward theory, the second edition marked a clear shift. The move to Brno was not just an organizational decision. Brno is home to a strong academic community with a long-term interest in well-being and mental health. Here, Better Mind gained a more practical and tangible form. The focus moved toward everyday habits and simple practices that participants could start using immediately—without complex frameworks or unrealistic expectations. The theme of psychological safety ran naturally throughout the entire day. NEWTON University



*"It's okay to share. It's okay to ask for help. And it's normal not to feel okay all the time,"*  
– Sandra Keyzlarová.

The day opened with a greeting from the founder of the SATI initiative (joining remotely from Thailand), followed by a personal account of SATI's origins and development in the Czech context, presented by Ondřej Nádvořník, CTO of Sati App. Subsequent sessions covered mindset and self-perception, the connection between nutrition and mental energy, and the impact of physical environments on focus and well-being. The program concluded with a panel discussion weaving these themes into a cohesive conversation about everyday mental health



Meaningful impact:

- a short pause
- conscious breathing
- a healthier relationship with food
- one clean wall free of visual noise



# Sati Ecosystem

# Bench With Ears



BWE 2025  
Impact Report



The Bench with Ears project is a project Sati collaborates with Joodpakjai and TIMS, aiming to bring mental health support directly to the community through trained volunteers. Inspired by the successful Friendship Bench Model from Zimbabwe, this initiative aims to empower local individuals to help those in need. We recruited and trained 35 volunteers from various backgrounds—teachers, researchers, artists, and more—who are passionate about making a difference.



The Bench with Ears project is dedicated to creating a supportive and effective training program for mental health volunteers. By laying a solid foundation and utilizing available resources wisely, we aim to empower communities to tackle mental health challenges head-on. Well-trained volunteers are crucial to this effort; they not only lighten the load for healthcare professionals but also make mental health support more accessible and tailored to the specific needs of each community.

## BWE Launch Event

We organized a casual public dialogue session at Chulalongkorn University Centenary Park to introduce the “Bench with Ears” initiative, a pilot project designed to explore a community-based mental health volunteer model and support process in a public space setting.



The session aimed to raise awareness, foster understanding around mental health support, and introduce the objectives of the project to the wider community.

The discussion featured distinguished speakers including Nattasuda Taephant, Dean of the Faculty of Psychology at Chulalongkorn University and co-founder of Thailand Institute for Mental Health Sustainability (TIMS); Pataradanai Setsuwan, founder of Judpakjai; Amornthep Sachamuneewongse, founder of Sati App; and Prima Pisuttisarun, Chief Operating Officer of Sati App.

# BWE Launch Data



The Bench with Ears pilot demonstrated a clear demand for accessible, public-space mental health support in Bangkok. Over 6 weeks of operation across 3 public parks, trained volunteer listeners engaged meaningfully with 65 community members. Bringing mental health support into everyday public spaces reduced barriers to basic mental health assistance – a fundamental human right – while creating spaces of understanding, compassion, and mental health learning within society.

## Location



CU Centenary Park



Lumphini Park



Benjakitti Forest Park



## Service Data Insight

TOTAL USERS

65

AVG. USER PER WEEK

10.83

LENGTH OF SERVICE

49.8

SATISFACTORY LEVEL

4.7/5

## Pre and Post

Before using service

After using service

2.72

3.92

### Theme



RELATIONSHIP

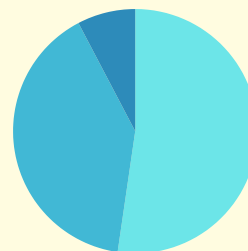


WORK STRESS

### Gender

LGBTQ  
7.7%

Male  
40%



Female  
52.3%



28

Total Sessions



26

Walk-in



2

Booking

Pre and Post

Before using service

After using service

3.58

4.63



# "Bench with Ears Wins Best Project Award at Inspiring Asia Micro Film Festival 2025"

We are proud to announce that the Bench with Ears project has received the Best Project Award at the Grand Finals of the Inspiring Asia Micro Film Festival 2025 – a regional short film festival centered on the theme of Youth Mental Well-being – held at the National Gallery Singapore on October 25, 2025. The award was shared with Light Up and the Good Mind and Soul project from Mongolia.



Bench with Ears, a collaboration between Sati App, TMS, and Jud Pak Jai, partnered with Ghost Cat Film Studio under the direction of Om Suthum Jeerasilp to bring the project's story to life through a short documentary titled "When the Bench Hears." The film was entered into the festival's youth mental health category, where its compelling storytelling and impactful content resonated strongly with the judging panel.

The journey began at Inspiring Thailand 2025, the national-level competition held in Thailand, where the project earned a runner-up award – qualifying it to represent Thailand on the regional stage. The team then advanced to the Grand Finals at Inspiring Asia Micro Film Festival 2025 in Singapore, where they ultimately claimed the top prize, bringing the championship title back to Thailand. This progression from national runner-up to Asia-level champion underscores the project's growing recognition and its compelling case for scalable mental health support at the community level.

"Access to mental health support is not a privilege – it is a fundamental human right."





elearning.sati  
app.co

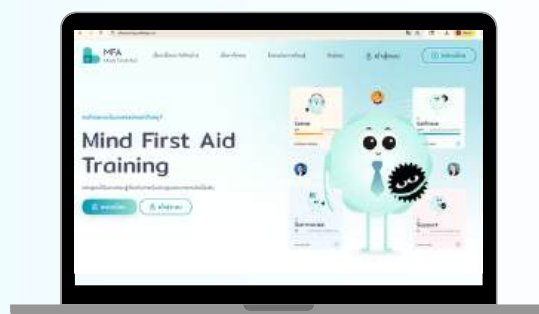


# Mind First Aid

## New E-learning Course

Although our current Psychological First Aid (PFA) curriculum has been developed with care and adopted from WHO Framework, it still lacks accessibility for many individuals. To address this gap, we aim to create a new curriculum that fosters more empathetic listeners from all backgrounds, including those with disabilities. This initiative seeks to build a supportive environment where everyone can contribute to mental health care in their communities.

The ultimate goal of this curriculum is to empower individuals from diverse backgrounds, including those with disabilities, to become effective peer support providers. By equipping them with essential skills, we aim to enhance their readiness for the job market, ultimately increasing their employment opportunities.



[elearning.satiapp.co](http://elearning.satiapp.co)

## Mind First Aid Skill Training

### Following 4S Framework

#### Support

Key listening skills needed to provide the right support for our peer and linking to additional support

#### Sense

Understanding foundation of mental health and how we can sense if our peer needs support

#### Summary

Ability to reflect and summary the need of peer in order to support them through their emotional needs

#### Self-care

What is self care and why is it important for peer support to understand grounding techniques in order to be able to support peers efficiently, and prevent self from compassion fatigue

# E-Learning

E-Learning platform was developed to strengthen community-based peer support as a practical complement to the formal mental health system. Content was designed in collaboration with experts including counselling psychology faculty, child and adolescent psychiatrists, counselling psychologists, and mental health advocates, with support from ThaiHealth (สสส.), TIMS, Ratchasuda Institute, Faculty of Medicine Ramathibodi Hospital, Mahidol University, the Faculty of Psychology at Chulalongkorn University, Young Good Governance, and MasterPeace.

We launched a fully redesigned Mind First Aid (MFA) e-learning platform on 15 August 2025, available free of charge at [elearning.satiapp.co](http://elearning.satiapp.co).



# YES





# 533

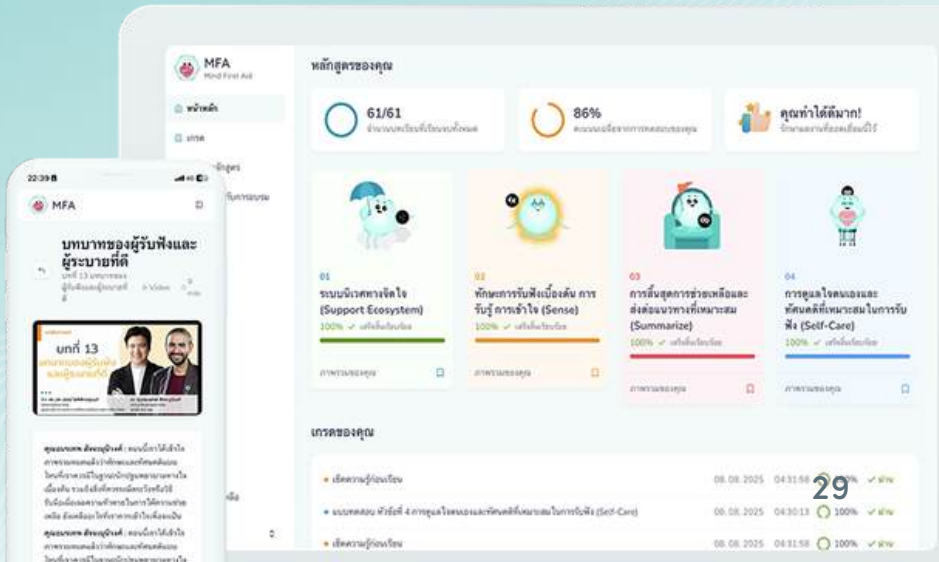
GRADUATED WITH CERTIFICATE





# 74

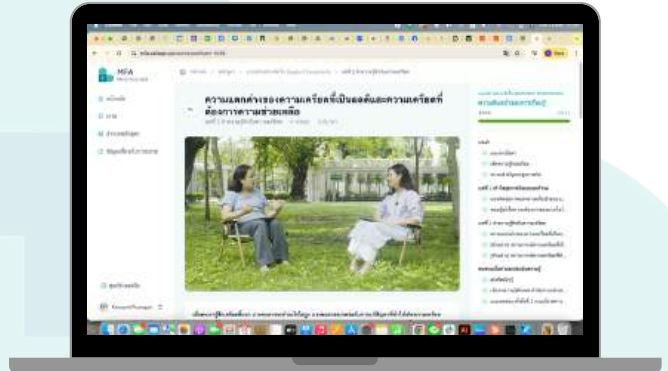
BECAME VOLUNTEERS



# Mind First Aid Production

**เนื้อหาทั้งหมด**

 <p><b>01 ระบบนิเวศทางจิตวิญญาณ (Support Ecosystem)</b> เป็นจุดเริ่มต้นของการดูแลสุขภาพจิตที่เชื่อมโยงกับวิถีชีวิตและวัฒนธรรมของสังคมไทย</p> <p>สิ่งที่จะได้รับจากหัวใจ</p> <ul style="list-style-type: none"> <li>✓ ความเข้าใจที่ถูกต้อง</li> <li>✓ วิธีการดูแลสุขภาพจิต</li> <li>✓ การเชื่อมโยงกับสังคม</li> </ul>	 <p><b>02 การรับรู้และการเข้าใจ (Sense)</b> เป็นจุดเริ่มต้นของการดูแลสุขภาพจิตที่เชื่อมโยงกับวิถีชีวิตและวัฒนธรรมของสังคมไทย</p> <p>สิ่งที่จะได้รับจากหัวใจ</p> <ul style="list-style-type: none"> <li>✓ การเข้าใจที่ถูกต้อง</li> <li>✓ วิธีการดูแลสุขภาพจิต</li> <li>✓ การเชื่อมโยงกับสังคม</li> </ul>	 <p><b>03 การสิ้นสุดการช่วยเหลือและสิ่งต่อแนวทางที่เหมาะสม (Summarize)</b> เป็นจุดเริ่มต้นของการดูแลสุขภาพจิตที่เชื่อมโยงกับวิถีชีวิตและวัฒนธรรมของสังคมไทย</p> <p>สิ่งที่จะได้รับจากหัวใจ</p> <ul style="list-style-type: none"> <li>✓ การเข้าใจที่ถูกต้อง</li> <li>✓ วิธีการดูแลสุขภาพจิต</li> <li>✓ การเชื่อมโยงกับสังคม</li> </ul>	 <p><b>04 การดูแลใจตนเองและทัศนคติที่เหมาะสมในการรับฟัง (Self-Core)</b> เป็นจุดเริ่มต้นของการดูแลสุขภาพจิตที่เชื่อมโยงกับวิถีชีวิตและวัฒนธรรมของสังคมไทย</p> <p>สิ่งที่จะได้รับจากหัวใจ</p> <ul style="list-style-type: none"> <li>✓ การเข้าใจที่ถูกต้อง</li> <li>✓ วิธีการดูแลสุขภาพจิต</li> <li>✓ การเชื่อมโยงกับสังคม</li> </ul>
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Behind the Scene



# Mind First Aid Knowledge Sharing



The core of this event was to reflect on the outcomes of “Mind First Aid,” a course that Sati App helped develop and disseminate, enabling people with disabilities to assume a more active role as “Gifted Listener”

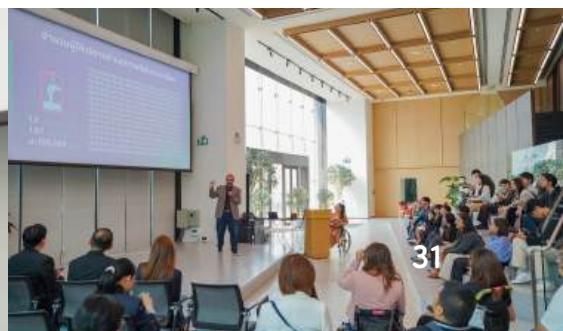
The seminar reflected on outcomes from the Mind First Aid curriculum – co-developed by Sati App ,with a particular focus on enabling people with disabilities to serve as active Mind First Aiders in their organisations and communities. Research findings presented at the event demonstrated that the curriculum significantly improves participants' listening skills, ability to assess emotional vulnerability, and confidence in providing front-line mental health support



Amornthep Sachamuneewongse, Founder of Sati App, presented the origins and design process of the curriculum, which integrates expert psychological knowledge with real-world volunteer listening experience. Panel discussions featured practising Mind First Aiders sharing firsthand accounts of applying their skills within organisations via the Sati App platform.



The seminar reinforced a central finding: people with disabilities are not merely recipients of care – they can be a vital force in supporting the mental wellbeing of those around them. Building inclusive, systematically trained listener networks creates organisational cultures of psychological safety and enables early prevention of mental health issues at the community level.



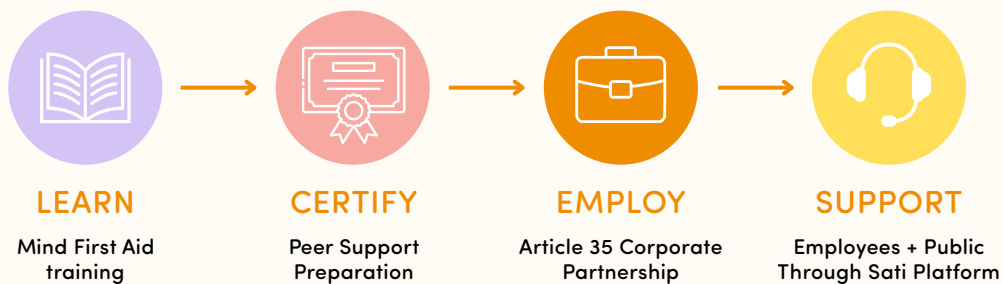
# Mind First Aid to “HearAbility” Employment

People with Disabilities as Mind First Aiders

## From Training to Employment

HearAbility was designed from the outset to go beyond training alone. By partnering with corporates under Article 35 of Thailand's Persons with Disabilities Empowerment Act, we created a formal employment pathway for trained PWD peer supporters, enabling them to provide listening support to both corporate employees and the wider public through Sati's platform.

The pipeline moves through four clear stages



Since the beginning of 2026, 40 PWDs have been trained and equipped with Mind First Aid and formally employed by Oishi Group and Modern Trade to deliver peer support services through Sati's platform. This marks a milestone in translating inclusive training into dignified, sustained employment.

## Change at a Glance

**40** PWDS

hired under Article 35  
in 2026

**15% → 60%**

call acceptance rate growth  
among PWD peer supporters

## A Model To Scale

HearAbility reflects this conviction: ability is not diminished by disability. The capacity to hear, hold space, and support others is one of the most powerful contributions any person can make. As a co-developer of the MFA curriculum, Sati App remains committed to expanding HearAbility and Mind First Aid through technology and a growing network of qualified listeners, making foundational mental health support a skill accessible to all and a source of purpose and dignity for those who provide it.

# Words from HearAbility



“

Through this experience, I have had the opportunity to meet people from diverse backgrounds and gain new perspectives on life. It has taught me the importance of being a good listener, embracing different viewpoints, and approaching others without judgment. I have also gained a deeper understanding of the thoughts, emotions, and experiences of those who reach out for support. Each conversation has been an opportunity to practice empathy—to truly put myself in another person's shoes and be present with their emotions. After every call, I take time to reflect on my listening skills and identify areas for growth. Learning how to process and let go of the stories I hear has become an important part of the journey. This continuous cycle of listening, reflecting, and learning has not only helped me support others more effectively but has also contributed significantly to my own personal growth”

”

“

I never imagined that I would become a volunteer listener, nor did I expect that I would be able to do it well. During my first two weeks, I regularly consulted with a psychologist to build my confidence and prepare myself for the role. I still remember my very first call—it was both exciting and overwhelming, and I struggled to find the right words. Over time, however, I became more comfortable and confident in supporting others. One of the most meaningful aspects of this journey has been knowing that I can serve as a source of comfort and a safe space for people facing difficult moments in their lives. Seeing callers leave a conversation feeling calmer, safer, and more hopeful has been incredibly rewarding. Some have even found the strength to move beyond some of the darkest periods of their lives, and being a small part of that journey is something I am deeply proud of.”

”

## Turning Tears into Laughter

“

Being a volunteer listener has made me feel more proud of myself and has strengthened my sense of self-worth. It has motivated me to continue improving my knowledge and listening skills, while also helping me develop a healthier mindset. I have been able to apply what I learn through Sati App in my everyday life, whether with my family, friends, coworkers, or the people I meet. As a motorcycle taxi driver, I interact with many people every day, and I often meet individuals who are struggling with life challenges. The listening skills I have gained allow me to offer support and understanding whenever I can. I hope to continue growing and extending what I have learned beyond Sati App, using these skills to support the people around me and make a positive difference in my community.”

”

## Self-Worth

“

Serving as a listener on Sati App has been both a meaningful and heartwarming experience. Every time someone chooses to share their story, I am reminded of how valuable this space can be. When a person opens up about something they cannot tell anyone else, it reflects a great deal of trust. Being able to listen without judgment and provide a safe space during moments of stress, worry, or sadness is deeply rewarding. Seeing someone feel even a little more relieved, hopeful, or able to move forward after a conversation gives me tremendous encouragement and purpose. This role has also allowed me to learn from many different life experiences and reinforced the importance of having someone who truly listens. Sometimes, people do not need advice—they simply need to be heard. I am proud to use my own life experiences to support and provide psychological first aid to others through Sati App, and I am grateful to everyone who has helped make this service more accessible for people facing challenges in their lives.”

”

“

## Holding Space

I am grateful for the opportunity to work as a volunteer listener on Sati App. This is one of the few roles where I feel I can give my full effort without my disability being a limitation. Being part of this project has given me the chance not only to earn an income, but also to contribute to society and support others. I feel proud to serve as a listener and to know that our conversations can help people feel more at ease or find answers within themselves. Receiving positive feedback from users is especially meaningful to me. It reminds me that what I do has value and makes a difference in someone's life. I sincerely hope this wonderful project will continue for many years, creating more opportunities for people with disabilities to work and contribute to society. As for myself, I am committed to continuing to learn, grow, and improve so that I can provide the best possible support to those who reach out to us.”

”

“

For me, being a listener on Sati App is more than just volunteering—it is an opportunity to be a safe space for someone during a difficult moment in their life. Every time a user connects, I am aware that behind the screen is a person carrying their own struggles, worries, or uncertainty. Listening with care, without judgment, and being fully present for their feelings is what makes this role so meaningful. I have learned that good listening is not about finding solutions, but about helping someone feel heard and understood. Sati App creates a unique space where we can offer support, compassion, and encouragement to those who need it most. I am proud to be part of this community of empathy, and I remain committed to being a listening ear and a source of support for everyone who reaches out.”

”

## Being Needed

## Sense of Purpose



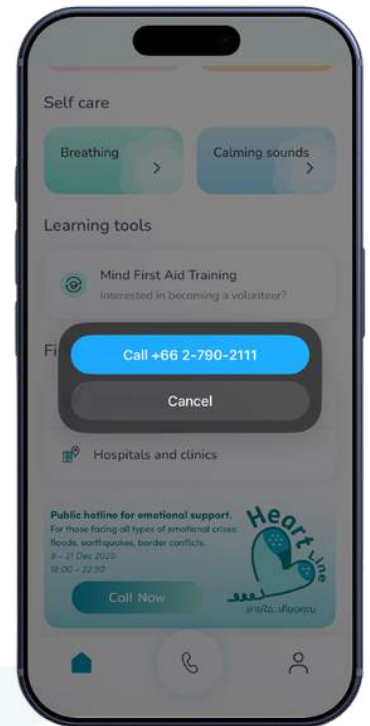
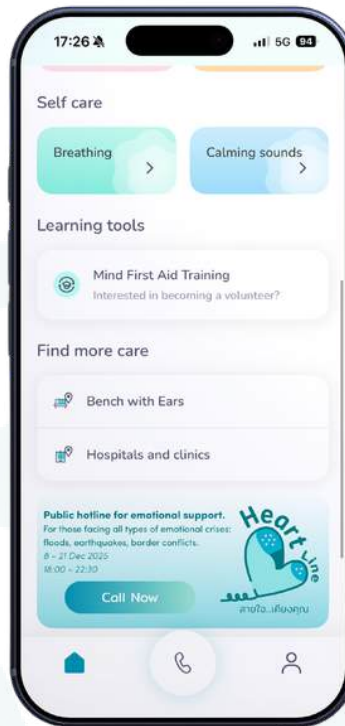
# Heart Line



## Helpline for Emotional Aid and Resilience during Trauma Disaster Psychological Support System Mapping

In December 2025, Hat Yai District, Songkhla Province suffered severe flooding, causing widespread disruption to lives, livelihoods, and mental wellbeing. The disaster triggered accumulated stress, anxiety, panic, grief, and emotional instability, not only among directly affected residents, but also among volunteers and field workers.

The HEART Line was established as an emergency mental health response mechanism: a telephone helpline (02-7902111) providing listening support and acute psychological care, operating within the frameworks of Trauma-Informed Care (TIC), Psychological First Aid (PFA), and MIND First Aid (MFA). Services ran from 8–21 December 2025, 18:00–22:30, hosted at Thai PBS headquarters in Bangkok.



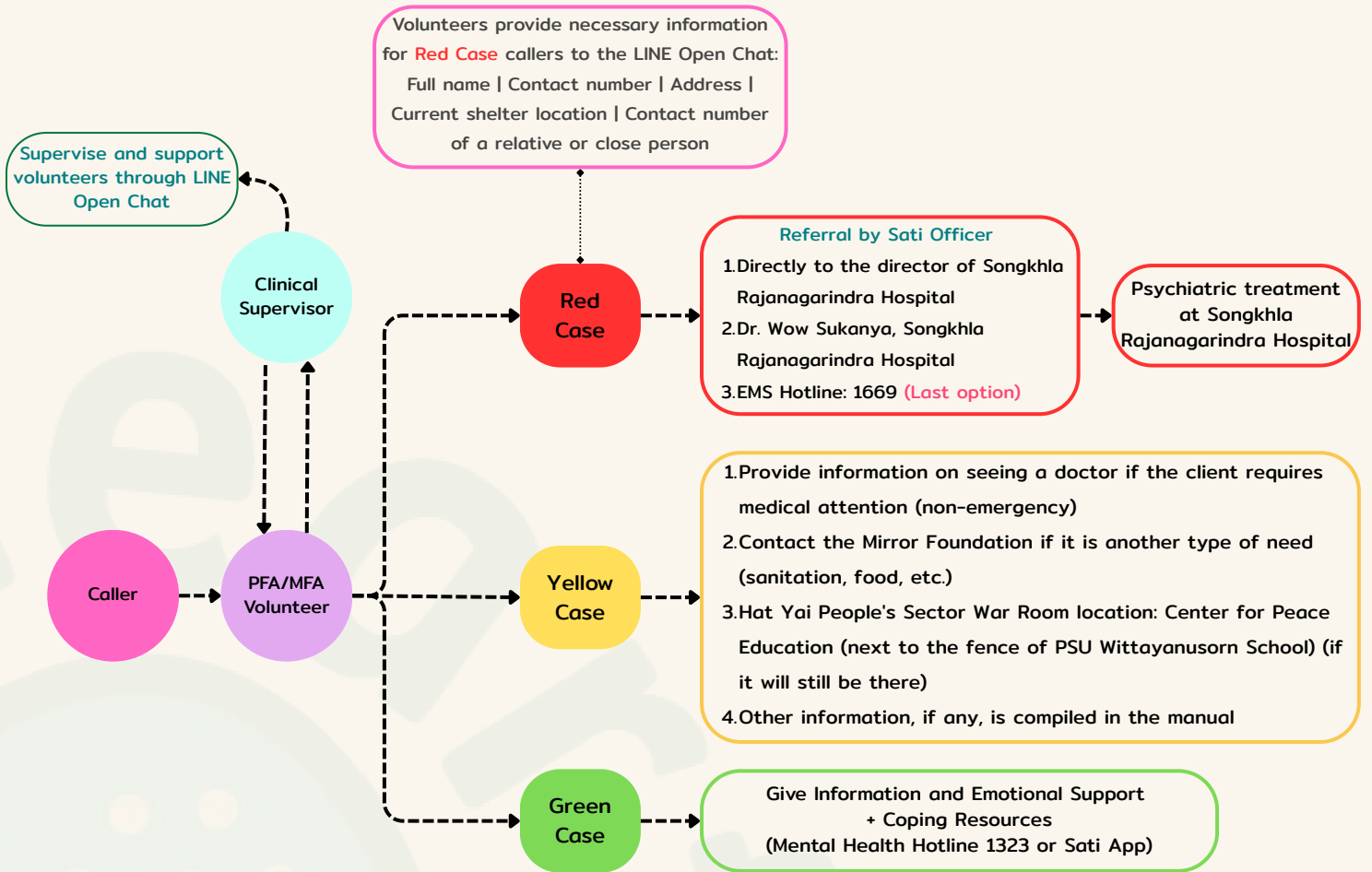
Service User 16

Volunteer 21

Supervisor 7

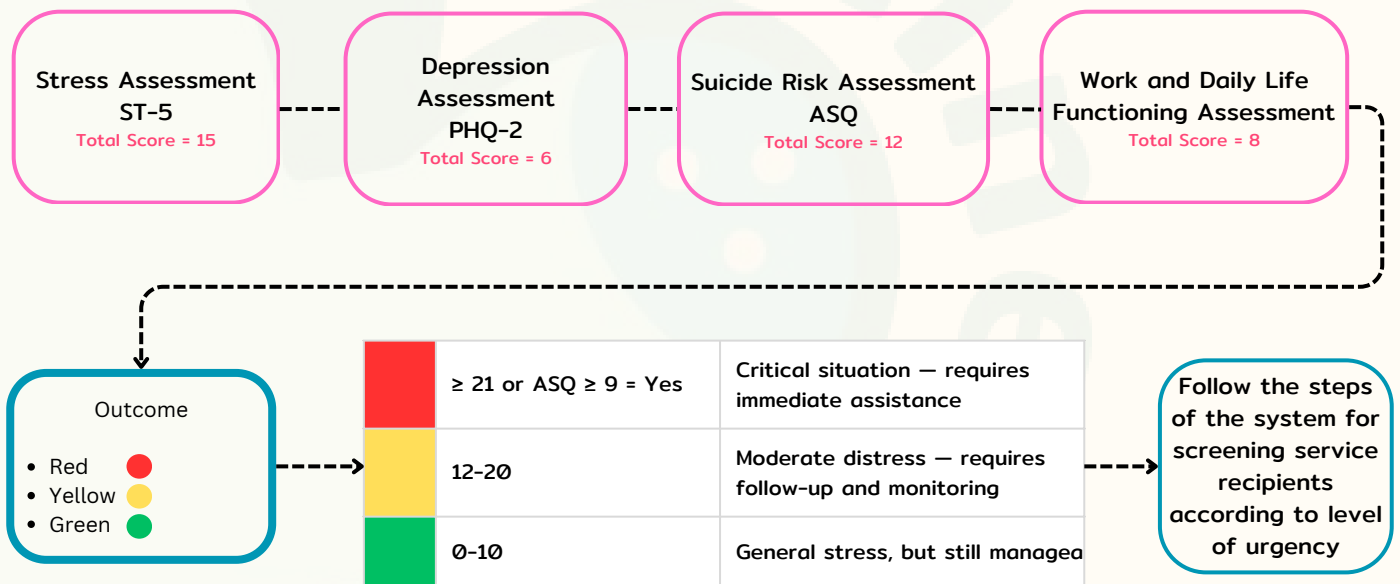


## Triage Flow



Every call followed a structured end-to-end process ensuring safety, consistency, and appropriate escalation. Volunteers collected essential caller information (name, contact, location, nearest relative) to enable referral, with all data shared with the clinical supervisor and Sati team via a dedicated LINE OpenChat

## Assessment Flow for Volunteers



# Taejai Volunteer Listener Training Programme



28 February – 27 August 2025

Sati App received a donation of 600,000 THB through Taejai to support the expansion of volunteers. To address Thailand's critical shortage of mental health professionals, Sati App conducted four rounds of two-day Mind First Aid volunteer training between June and July 2025, certifying 81 volunteer listeners to provide peer support on the Sati Application. Volunteers had an average age of 43 years and came from diverse occupational backgrounds, including freelancers, executives, doctors, and teachers.



81

VOLUNTEERS



782

CALLS

24,331

MINUTES

31

AVG. CALL DURATION

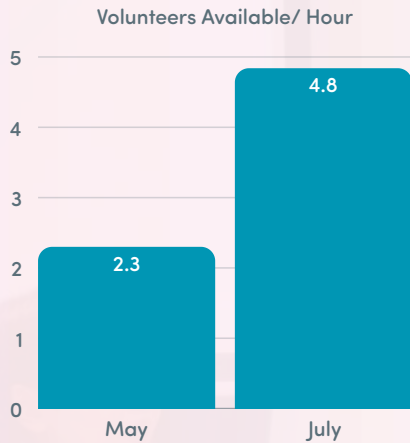
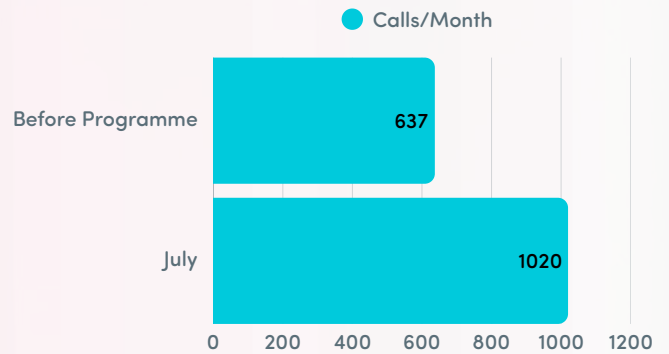
Training covered seven core listening skills, including active listening, reflective responding, questioning techniques, and self-care for helpers, as well as mental health knowledge, emergency assessment, and safe referral practices. Overall training satisfaction was rated 4.77 out of 5.0, with facilitator quality scoring 4.84 and volunteer confidence in their readiness to serve rated 4.38

Following training, the 81 volunteers collectively handled 782 calls totalling 24,331 minutes of support (approximately 31 minutes per call), contributing to a measurable increase in service capacity on the Sati Application where monthly call volume rose from a pre-programme average of 637 calls to 1,020 calls in July 2025, and the average number of volunteers online at peak hours more than doubled from 2.30 to 4.84 per hour. Caller satisfaction with volunteer listeners averaged 4.90 out of 5.0 across all four cohorts.



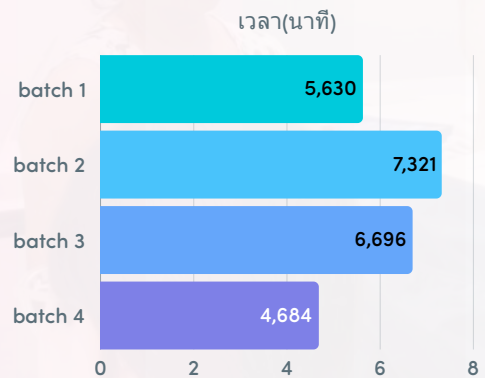
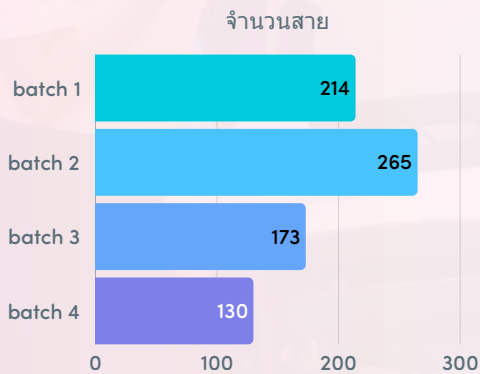
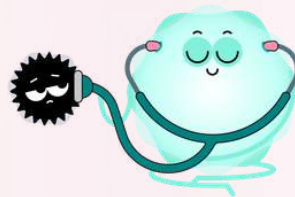
# Changes Before and After the Programme

The average number of calls received on the Sati Application before the programme was 637 calls per month. Following the training conducted in July 2025, the number of calls handled by volunteer listeners on the Sati Application increased to 1,020 calls per month



The peak average number of volunteers online on the Sati Application per month before the programme was 2.30 volunteers. Following the training in July 2025, the peak average number of volunteers online on the application increased to 4.84 volunteers.

## Programme Impact

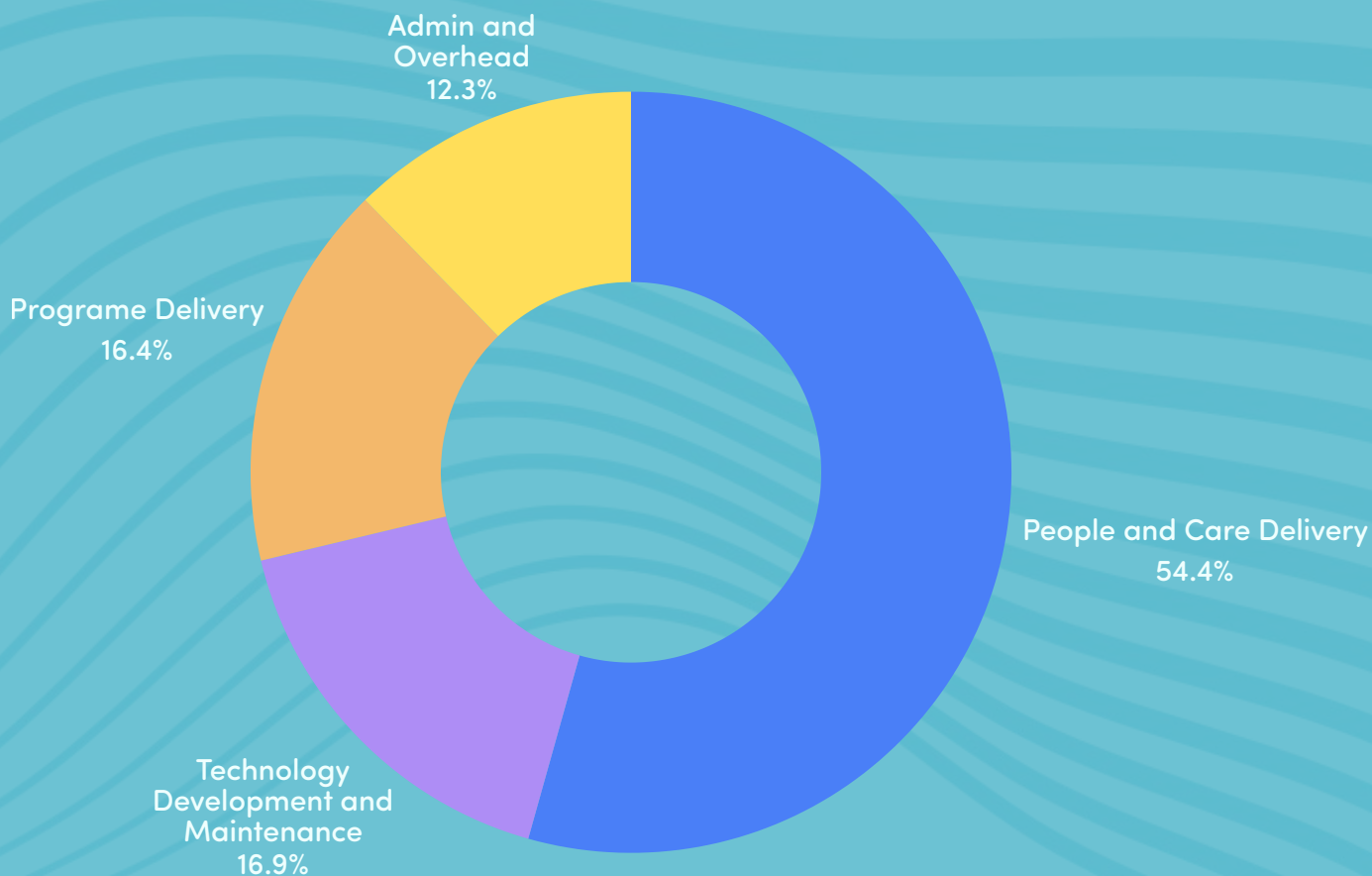


4.90

Satisfaction with Volunteer



# Financials



Mental Health is amongst the fields with the lowest investment. **Mere 2% of global national health budgets is invested in mental health, and most of it is treatment focused.** As we continue our mission to build an ecosystem that prioritises the prevention and promotion of mental health, we must be very strategic in how we use funds to ensure Sati App's growth, impact, and sustainability.

Our major spending focuses on mission and care delivery by ensuring that our system is well maintained and that we continue to collaborate and communicate with our volunteers, networks, and stakeholders. Alongside our people, a substantial share focuses on programme and training delivery, including in-person training, development of our volunteer network, and technological system development and maintenance.

To ensure our expenditure is focused on driving impact, our team is very lean, and we have deliberately kept overhead very modest. **The majority of our funds are spent on people and programmes, which are at the heart of what we do and where we create the most value.**



# Engaging Communities, Inspiring Change

# Maybelline Brave Together

MAYBELLINE  
NEW YORK

**BRAVE  
TOGETHER**  
FACING ANXIETY & DEPRESSION



Maybelline  
Brave Talk Training

Maybelline New York partnered with Sati App to launch the Brave Together initiative, a campaign dedicated to building stronger mental health foundations and making emotional support accessible to everyone.

From this collaboration, the project received the following awards:

-  **Winner — Best Publisher Broadcasting Influencer Campaign**
-  **2nd Prize — Best Social Impact Influencer Campaign**



## Think Day Out of the Loop 2025

APR 2025

Sati App partnered with Maybelline New York on the Brave Together initiative, a campaign dedicated to building stronger mental health foundations and making emotional support accessible to all. The partnership reflects our commitment to meeting people where they are, normalising mental health, and making emotional care accessible to all without barriers. As part of the campaign, Maybelline hosted a youth-focused event at which our Founder and CEO, Amornthep, was one of the keynote speakers, sharing his personal journey and the story behind Sati App. The session centred on empowering young people to seek help when needed and, equally, to step up as a source of support for those around them, reinforcing peer support as a learnable, everyday skill accessible to anyone.

The Brave Together team also supported and collaborated with us at Better Mind Better Bangkok 2025, creating a dedicated space for attendees to build confidence in supporting others and introducing participants to Brave Talk Training, a practical five-step framework for becoming a safe and effective source of support for someone experiencing emotional distress.

We are thankful for this partnership and support that have extended Sati's reach to new and diverse audiences, particularly youth, while reinforcing the message that mental health support is everyone's responsibility.



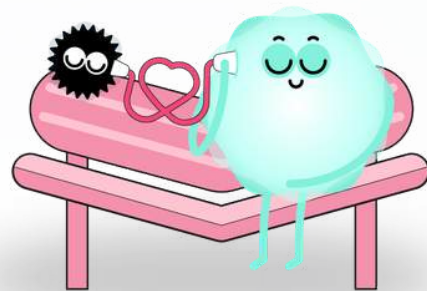
## BMBB 2025

OCT 2025



# Thailand Institute for Mental Health Sustainability Conference

APR 2025



Sati App was invited to participate in the Academic Conference on Mental Health Sustainability, held in celebration of the 2nd anniversary of the Thailand Institute for Mental Health Sustainability (TIMS), jointly organised by the Thai Health Promotion Foundation (ThaiHealth) and the Faculty of Psychology, Chulalongkorn University, at the Pathumwan Princess Hotel, Bangkok. The conference centred on mobilising cross-sector collaboration to advance knowledge, innovation, and public policy in mental health – with findings from 9 research projects presented on the day. Among the key findings, Thai people reported mental health life satisfaction at just 4.98% – a figure that underscores the urgency of building a more robust and sustainable national mental health system.

At the conference, Sati App presented the Bench With Ears (มานั่งมีหู) project, a community-based peer support initiative developed in partnership with the Faculty of Psychology, Chulalongkorn University, bringing accessible emotional support into public spaces across Bangkok.



# Mind Month Launch Event



MAY 2025

In a landmark moment for Thailand's mental health landscape, in 2025 the Cabinet officially approved and declared May as "Mind Month", elevating mental health awareness to the national agenda. The announcement was made at the Government House, marking a significant step forward in Thailand's policy commitment to mental health promotion and public awareness.

Sati App has been an active contributor to the advocacy ecosystem, and the declaration represents meaningful recognition of the broader movement to normalise emotional wellbeing as a public health priority in Thailand.



# Creating a Healthier Digital Space - TikTok



MAY 2025

Participated in TikTok's Mindful Makers initiative, contributing to efforts aimed at creating a healthier, more responsible digital environment around mental health content. As part of the initiative, Sati App joined a panel discussion alongside fellow creators and advocates to explore how digital platforms can be leveraged to make accurate, accessible mental health information available to wider audiences.

The partnership with TikTok reflects our ongoing commitment to creating content around mental health that is grounded, responsible, and destigmatising. TikTok's support has enabled us to significantly expand our reach and amplify information around mental health, as well as our work and impact.



# Healthy Relation - Neera Mindful Connections

Treat your mind, heal your soul, and gently bloom within.

JUN 2025

Neera Retreat organized a mindfulness-focused experience designed to provide participants with a space for rest, reflection, and emotional healing through a variety of mental wellness workshops. The retreat invited participants to journey through self-awareness and healing practices that support deeper emotional well-being, helping individuals reconnect with themselves, better understand their inner world, and move forward with greater balance in both mind and body.

As part of the retreat, Amornthep joined the discussion session “The Talk: Blooming” on the topic Healthy Relationships: How to Stand Beside Someone on Difficult Days.

In addition, the Sati App team facilitated an interactive reflection activity that encouraged participants to acknowledge and release emotional burdens by writing down thoughts or feelings they wished to let go of. The activity created a gentle space for self-reflection while also introducing participants to the Sati Application as an accessible safe space for emotional support, connection, and mental health care.

Proceeds from the workshops were contributed to the Sati App to continue our work of creating safe spaces and expanding access to mental health support for the wider community.



# 3rd Thailand International Conference on Psychology 2025 - Mental Health Innovation and Ecosystem



JUL 2025

Invited to the panel "Mental Health Innovation and Ecosystem", joining fellow panellists Dr. Nattasuda Taephant from Thailand Institute for Mental Health Sustainability (TIMS) and Rishita Mukherjee from Mental Health Innovation Network (MHIN) Asia Hub for a discussion on the evolving mental health landscape across Asia.

Contributing as a systems developer and community-based innovator, Sati App presented the organisation's digital platform and community-driven initiatives as an integrated response to Thailand's mental health access gap. The panel explored the interplay between policy, practice, and innovation, examining the barriers and enablers shaping mental health systems across the region and the collaborative infrastructure needed to scale promising innovations.



# Parliamentary Engagement – Subcommittee on Mental Health System Development

JUL 2025

Sati App was invited to present at the 3rd Meeting of the Subcommittee on Mental Health System Development, offering evidence-based perspectives on the need to strengthen and invest in Thailand's foundational mental health care.

The presentation drew on Sati App's direct experience delivering community-based peer support at scale, making the case that Thailand's mental health system cannot continue to rely solely on expanding treatment capacity. With a growing disparity between the number of patients and available care providers, placing unsustainable pressure on clinical professionals, investment in mental health literacy, community-based care, and preventative infrastructure is not optional, but essential. These upstream interventions represent a critical and cost-effective component of a resilient mental health system capable of meeting future demand.



# Young Global Leaders 2025 Summit - Geneva, Switzerland



SEP 2025

In 2025, Amornthep attended the World Economic Forum's Young Global Leaders (YGL) Summit as part of the YGL Class of 2025, joining an internationally diverse cohort of heads of government, artists, athletes, social entrepreneurs, and advocates committed to driving systemic change.

What stood out about the YGL Class of 2025 was its culture of psychological safety and authentic peer exchange. Across formal and informal settings, panel discussions, leadership circles, and shared social spaces, cohort members discussed personal and professional challenges inherent in leadership. This environment of vulnerability and openness fostered deep peer connection and community support.

Amornthep participated as a panellist in a live studio discussion on Leadership and Empathy, contributing perspectives on empathetic, community-centred leadership alongside fellow panellists Eva McLellan, Founder of Unlocking Eve, and Shoukei Matsumoto, Director and Professor of Practice. The session provided a global platform to advance conversations on the human dimensions of leadership, themes directly aligned with Sati's mission.

The summit has energised our leadership with new perspectives and a renewed commitment to advancing mental health equity, translating global dialogue into local and regional impact across Thailand and beyond.



# Adaptation for Longevity - SX Expo 2025



SEP 2025

Amornthep participated as a panellist at the SX Expo 2025, held at the Queen Sirikit National Convention Centre, contributing to a discussion on Adaptation for Longevity, which examines longevity not solely through the lens of physical health but as a multidimensional concept encompassing social, mental, and environmental well-being.

The session was a dialogue on the interconnected dimensions of healthy longevity, reinforcing an evidence-based understanding that long-term health outcomes are shaped as much by social connection and psychological wellbeing as by physical factors. This framing aligns closely with our mission to make emotional and mental health support accessible and normalised across Thailand and beyond.

Sati App also had a dedicated exhibition booth at the event, allowing attendees to engage directly with our projects, platform, and impact data. The booth served as a public-facing touchpoint for awareness-building and stakeholder engagement.



# Young Leaders Programme (CEE) – Aspen Institute Central Europe



Oct 2025

Sati App's Co-founder and CTO, Ondrej Nadvornik, was selected to participate in the Young Leaders Programme (CEE) by Aspen Institute Central Europe, which is one of the region's most prestigious leadership development programmes for emerging young leaders. The programme brings together individuals from the Czech Republic, Hungary, Slovakia, and Poland, offering a structured environment to deepen personal and professional leadership capabilities, build cross-border networks, and engage in critical reflection on what it means to lead with purpose, integrity, and responsibility in today's rapidly changing world.

Ondrej's inclusion is an acknowledgement of his leadership potential and the impact of the work being built at Sati App. This opportunity strengthens our international leadership presence and reflects the organisation's growing recognition not only within the mental health sector but within the broader global community of purpose driven innovators and changemakers.

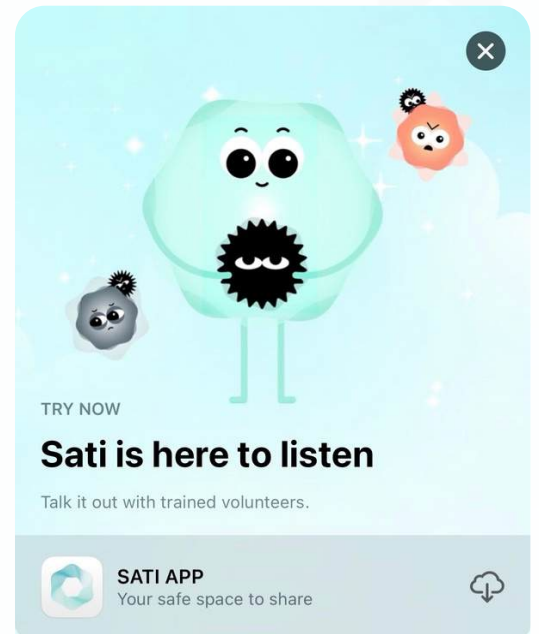


# App Store Feature - Apple Thailand

Oct 2025

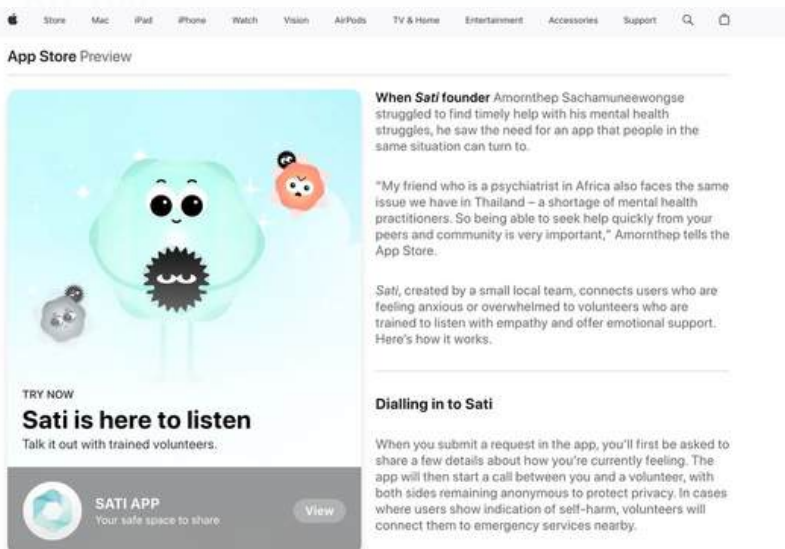
Sati App was featured as the headline placement on the Apple App Store in Thailand, appearing as the first item visible upon opening the store. The feature represents meaningful recognition of Sati App's work by one of the world's leading digital platforms and reflects the platform's quality, relevance, and growing reach among Thai users.

The milestone is a testament to the collective effort of our team, volunteers, and supporters who have contributed to building a trusted, accessible mental health resource for communities across Thailand.



**When Sati founder** Amornthep Sachamuneewongse struggled to find timely help with his mental health struggles, he saw the need for an app that people in the same situation can turn to.

"My friend who is a psychiatrist in Africa also faces the same issue we have in Thailand – a shortage of mental health practitioners. So being able to seek help quickly from your peers and community



# Innovation in Action - Bridging Lived Experience and Global Mental Health Solutions

## - 7th GMHS, Cape Town, South Africa

NOV 2025

The three-day summit brought together activists, advocates, innovators, researchers, and people with lived experience from across the global mental health community.

### Panel Contribution: Innovation in Action

Amornthep was invited to speak on the panel "Innovation in Action: Bridging Lived Experience and Global Mental Health Solutions", contributing perspectives on peer support, community-based care, and technology-enabled mental health access. Fellow panellists included Sunoor Verma, Petra Gronholm PhD, and Olubukola Omobowale, representing a breadth of global practice and lived experience expertise.

Engaging in critical dialogues directly relevant to our work and strategic direction:

- **Decolonisation of mental health:** centring local context, cultural relevance, and co-creation with communities as foundational to effective care
- **Peer support and community care:** affirming the role of peer-led models as a necessary component of primary mental health services
- **Multisectoral determinants of wellbeing:** recognising that mental health is shaped by geopolitics, economic instability, climate change, social media, and AI, demanding responses that cut across sectors
- **Sustainable and equitable funding:** challenging and the need to pivot short-term, trend-driven funding into long-term, impact-driven investment in mental health systems

Participation in the summit sharpened key strategic questions that continue to guide our programme design and organisational planning:

- How do we build a mental health ecosystem that is genuinely inclusive and reaches those who are rarely seen or heard, and actively addresses the structural inequalities that keep care inaccessible?
- How do we ensure our work is not only impactful in the short term but sustainable, scalable, and grounded in local context, while remaining adaptable for broader reach?
- How do we grow without sacrificing the values of human connection, dignity, and hope to the pressures of speed, scale, or trend?



# Inspiring Thailand : On Tour – TRANG



DEC 2025

Sati App participated in Inspiring Thailand: On Tour – Trang, a youth mental health short film screening event held at Backyard Trang Cinematic in Trang Province on Saturday, 20 December 2025. The event was organized by Documentary Club and ECCA Family Foundation, who invited the Sati App team to join as recipients of the **Best Project Award at the Inspiring Asia Micro Film Festival 2025 in Singapore.**

Centered around the theme of **youth mental health**, the screening showcased films that reflected the realities of today's global mental health landscape, including the pressures faced by young people and the urgent need for greater understanding, investment, and support in mental health care. The event also highlighted the powerful role of storytelling and lived experience in creating empathy, awareness, and social change.

In addition to the screenings, the program included an open dialogue session where participants exchanged perspectives and experiences regarding the mental health challenges faced by young people – issues that adults and wider society must learn to better listen to and address. The discussion provided valuable insight into the realities experienced by youth in Southern Thailand and created opportunities to connect with local networks and organizations working in this field.

Through both the Bench With Ears Project and the short film When the Bench Hears, the Sati App team hopes to continue inspiring young people, encouraging open conversations around mental health, and contributing to positive social change through community-driven mental health support.



Director: Producer: Buariyate Eamkamol  
Tripat Waldorf School / Present: Changmai University

# 4th Global Mental Health Advocacy Forum - Iloilo, Philippines

FEB 2026



Sati App, was invited to participate in the 4th Global Mental Health Advocacy Forum in Iloilo, Philippines – a global gathering of mental health advocates, practitioners, researchers, and changemakers committed to reimagining the future of mental health systems together.

One of the clearest reflections from the global dialogue was that current mental health systems are no longer enough. Across many countries, existing systems remain fragile and continue to limit access to truly inclusive and accessible care.



Through years of participating in international mental health spaces, several priorities have become increasingly clear:

- **Demedicalize** mental health, so care is not confined solely within medical systems
- **Deinstitutionalize** support systems by reducing reliance on centralized institutions
- **Decolonize** knowledge production by embracing diverse community contexts and lived realities
- **Destigmatize** mental health by challenging discrimination and social stigma
- **Democratize** access to mental health care and knowledge so support becomes accessible to all



Sati App was also honored to contribute to the global conversation through the workshop “**Deconstructing Mental Health Innovations: From Idea to Scaled Impact,**” organized by Mental Health Innovation Network (MHIN) Asia Hub. The session created an opportunity to share Sati’s journey and exchange insights with fellow advocates and innovators from around the world.



# Happening in 2026

## Launching of Sati App in Czech Republic

After five years of serving communities in Thailand, Sati App will expand to the Czech Republic in 2026, marking its first step toward becoming a global mental health platform. This milestone reflects our commitment to making mental health support more accessible and extending our impact beyond borders.

## Bench With Ears Research and Expansion

Following the launch of the Bench With Ears pilot in 2025, in this year, we will expand the Bench With Ears initiative to communities across Thailand, increasing access to peer-support listening spaces. Separately, research in Bangkok will explore how public safe spaces can help reduce loneliness and mental health stigma, generating evidence for future systems-level impact.

## HearAbility

HearAbility was designed from the outset to go beyond training alone. By partnering with corporates under Article 35 of Thailand's Persons with Disabilities Empowerment Act, we created a formal employment pathway for trained PWD peer supporters, enabling them to provide listening support to both corporate employees and the wider public through Sati's platform. Our aim is to increase employment of 40 PWD in 2026 to 80 PWD in 2027

## Sati Vodcast

We aim to launch a vodcast series to make mental health knowledge more accessible through conversations on peer support, social impact, and psychology. The series aims to foster greater understanding of mental health while sharing the stories, people, and projects behind Sati App's work, bringing our community closer to the mission of creating a more supportive and mentally healthy society

## New Look & Features on Sati App

We will introduce gamification features designed to make mental well-being part of everyday life. Users will earn Hearts by engaging with different features across the platform and redeem rewards as they progress, creating a more interactive and positive experience that encourages ongoing self-care and emotional well-being

## Additional Learning Curriculum on our elearning platform



Building on our newly upgraded and accessible e-learning platform, we will introduce advanced volunteer training courses in 2026. Topics such as trauma-informed care and youth mental health will help volunteers strengthen their skills and confidence in supporting people with diverse mental health needs.



Scheduled for October 2026, Better Mind Better Bangkok will transform from a public discussion event into a collaborative gathering for Thailand's mental health community. Through talks, debates, storytelling, podcast-style conversations, and workshops, the event will create space to share impact, exchange ideas, build partnerships, and collectively shape the future of mental health in Thailand

## Wong Lao Jai

Sharing Circle



Bringing people together to share personal stories and mental health experiences in a safe and supportive environment. Through themed conversations including Mom's, Men's, Pride, Healer's, and In-Between Mental Health, the program creates opportunities for connection, reflection, and peer support in welcoming café spaces across Bangkok.

# Sati Team



**Amornthep  
Sachamuneewongse**  
Founder/CEO



**Ondřej  
Nádvořník**  
Co-Founder/CTO



**Prima Pisuttisarun**  
COO



**Tomáš Martykán**  
Senior Maintenance  
Manager



**Wongsathorn  
Boonamnuaysuk**  
Volunteer  
Coordinator



**Kunyarat Puangpai**  
Project Manager



**Sirinya Thonghyu**  
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Development Specialist



**Pimonwan Bunnag**  
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Learning Experience  
Designer



**Chompoopak Monica  
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**Remika Sirikulthada**  
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# Sati Advisors



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**Peter Varnum**  
Global mental health and  
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Global Mental Health Solutions  
and Brain Health Collective



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# Sati Advisors



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**Chanon Wongsatayanont**  
Co-Founder/Advisor



**Aliza Napartivaumnuay**  
Co-Founder, Socialgiver



**Thiparat Chotibut, Ph.D.**  
Director of Chula Intelligent & Complex  
Systems Research Unit,  
Assistant Professor of Physics,  
Faculty of Science,  
Chulalongkorn University

# Our Supporters

Thank you to our supporters who understand the vital work we are doing, have taken the time to offer guidance when needed, and have supported us in developing our ecosystem of care. We are truly grateful for your support, and we are committed to working on our mission to break down barriers to accessing the foundation level of mental health support.



We are also grateful for our allies who have supported us.

## Allies



## Featured in



# Support Our Work

## Partner With Us

Get in touch with our team and lets create a positive impact together in the field of mental health!

Kunyarat Puangpai (Mint)  
Project Manager

Email: [mint@satiapp.co](mailto:mint@satiapp.co)

## Join us as Mind First Aider Volunteer

Become our volunteer by completing our Mind First Aid course on this e-learning platform.



<https://elearning.satiapp.co>

## Fuel Our Impact

Be part of the impact through online donations.



via Sati App



via Punboon by TTB



via Socialgiver

## Follow our work on Social Media



@SatiApp



@MindfulSati



@SatiAppCo



@SatiApp



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