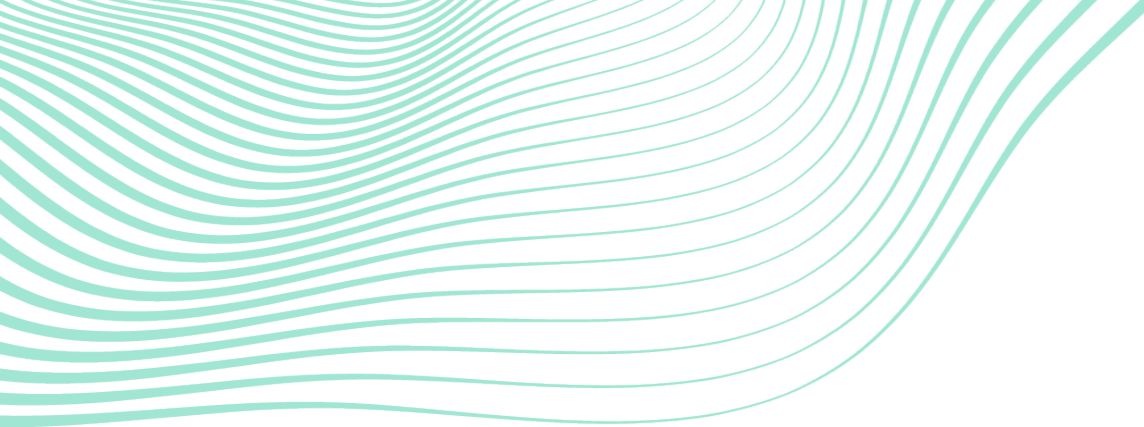


Sati App

Impact Report
2021 - 2022

Your Safe Space to Share



Sati Vision

A more informed and compassionate world toward persons coping with mental health concerns, and a society in which those suffering from such or other issues never feel alone, because they always have someone to turn to in times of need.

Sati Mission

Collaboration with various organizations in the health, technology, education, and communication sectors to provide equitable mental health care access and affordability, as well as a better understanding of the situation.

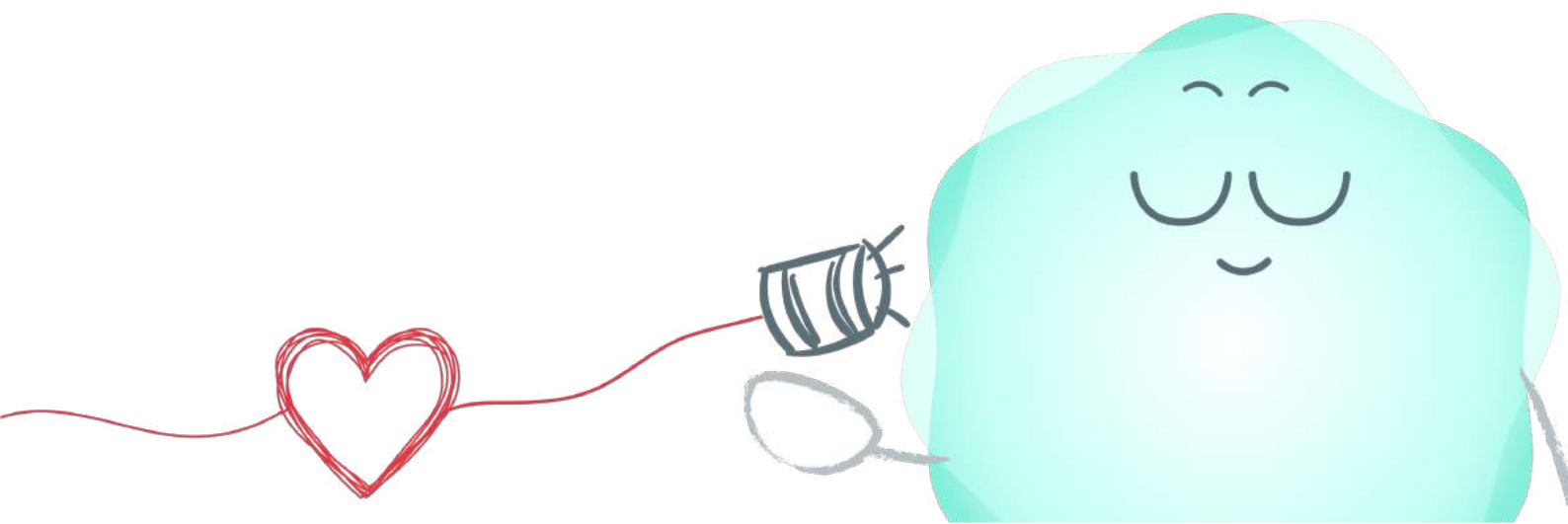
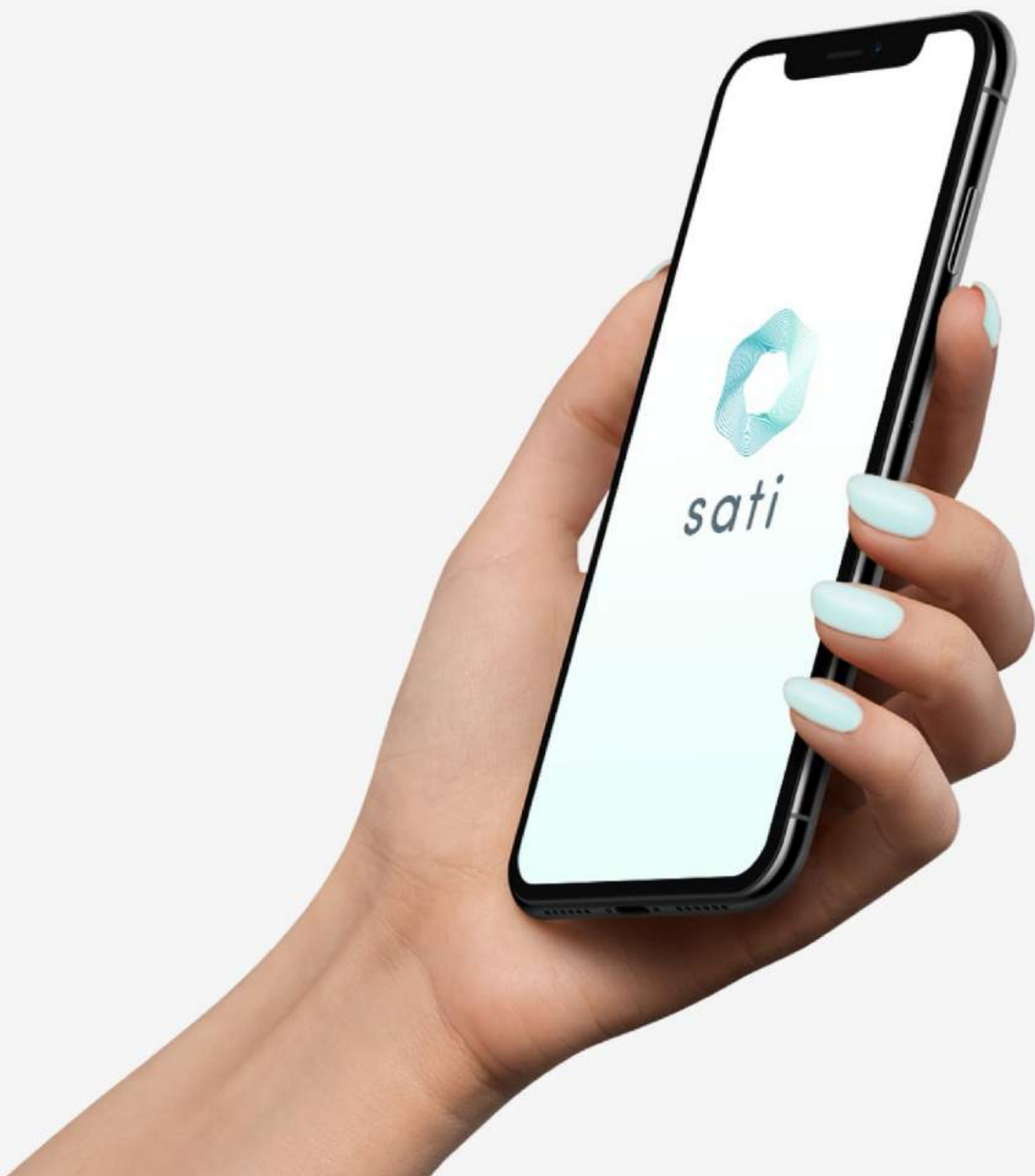


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Words from Founders



Amornthep Sachamuneewongse

Founder/CEO

As someone who has lived with Major Depressive Disorder and Schizophrenia, I believe it is even more important that we change our attitudes toward mental health and the ways we provide support. As a result of personal experience, Sati App was developed to raise mental health awareness and to facilitate the development of peer support networks.

Our work began in 2018 and since then we had the opportunity to present our work and collaborate with a variety of organizations globally. Since then, our understanding of the situation has grown. Our network has expanded. Our reach has broadened. Similarly, our advisory board has too.

Sati App was officially soft launched on April 5, 2021, with the support of Department of Mental Health, Thailand. Over the last year, our platform has received a lot of attention, as has our support for people both online and offline in terms of providing a safe space and training in basic psychological first aid.

Our mission is to provide mental health care that is equitable. We are here to strengthen the foundation of mental health care by focusing on and establishing peer support networks in order for them to permeate diverse communities, corporations, families, and educational institutions, among many other places.

We are truly grateful to everyone who has joined us on this journey and provided us with invaluable expertise in the hope of developing an early intervention solution that will hopefully transcend borders.



Ondřej Nádvorník

Co-Founder/CTO

My cousin committed suicide over three years ago, prompting my interest in suicide prevention. We were able to create something out of nothing and bring Sati App to life. As a result of Chanon accession last year, our application is constantly progressing. Chanon has been tremendously helpful with all aspects of the program's operation.

Sati App application makes use of three backends: one for the database of all users, listeners, ratings, and logs; another for all content throughout the app and on the web; and a third for the entire technical record of all calls. As part of our continual effort to improve the application, we've made a number of changes during the last year. The most significant and complex change is the provider of the calls themselves; after careful consideration, we elected to do so, which required completely redesigning the application's backend. This step proved to be the correct one, as it resulted in a 30% improvement in call connection success.

The two primary challenges for 2022 are the full development of a custom dashboard, where all statistics, including all calls, users, and ratings, will be much more comprehensive and detailed, and the extension of our application to PSTN. More information will be provided as we continue to implement our worldwide development strategy for the future. Thank you to everyone in our team for making this possible.

As Sati App application will be available in Europe in 2022, we have established the SATI APP FOUNDATION EUROPE and are presenting this report to those of you with whom we have already communicated in Europe. I'm excited to work with you to spread Sati App throughout Europe and the rest of the world.



Chanon Wongsatayanont

Co-Founder/COO

As a psychology graduate from the University of Oxford and a certified peer supporter, I understand that psychological first aid is the critical frontier of mental health intervention. Sati App has provided the ideal solution on the large scale by assembling a team of trained and carefully vetted volunteers. It has been an honour to be a part of this solution because I have been through dark moments where I would have been grateful if Sati App were available to me.

I joined the Sati App team as Chief Operations Officer in April 2021 and have concentrated my efforts on making the Sati App experience as seamless as possible for users and listeners. As the owner of many businesses, I've used my managerial experience to structure Sati's operations across multiple divisions, including staffing, volunteer management, marketing, legal, and finance.

We've made numerous enhancements over the last year. A significant amount of time was spent testing systems with the talented technical team led by Ondrej, to ensure that everything is as stable as it could be. For listeners, we developed an online e-learning and application system, a listener manual, seminars with expert insights, and real-time user reviews. We also constantly evaluate our success and scouting for new features and directions so we can be as impactful and sustainable as possible.

As Sanju mentioned, Sati App is still in its infancy and we've learned a lot over the soft launch. In terms of stability and user feedback, our app has never looked better. We're excited to continue expanding and improving Sati App for years to come, ensuring that psychological first aid is available to everyone.

How does Sati App work?



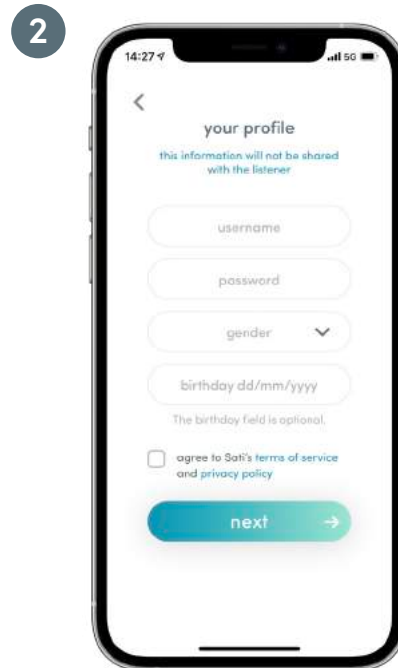
The optimal mix of services: WHO Pyramid Framework

As access to and affordability of mental health treatment is a major issue in Thailand (1 psychiatrist per 250,000 people), we are utilizing the WHO optimal mix of services as a guide to identify the optimum solution possible given the circumstances. Sati App is positioned as an application that provides “on-demand listening” or peer support to anyone experiencing distress and in need of assistance. We are collaborating with the government, private sector, and public sector to ensure that the service is delivered at no cost in order to reach the greatest number of people possible.



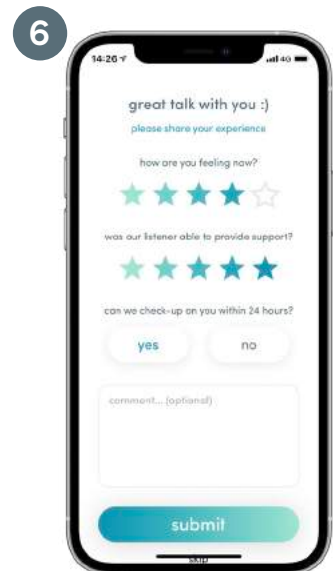
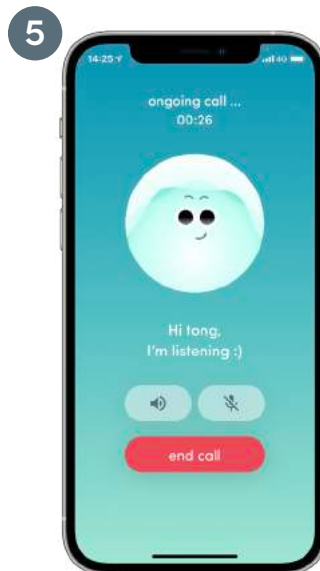
User Application

Our users can easily create an account in a few easy steps without providing us with their full name. We require a unique username and password, as well as information about their gender identity and date of birth. Our user can then access our virtual call center and immediately connect with a listener.

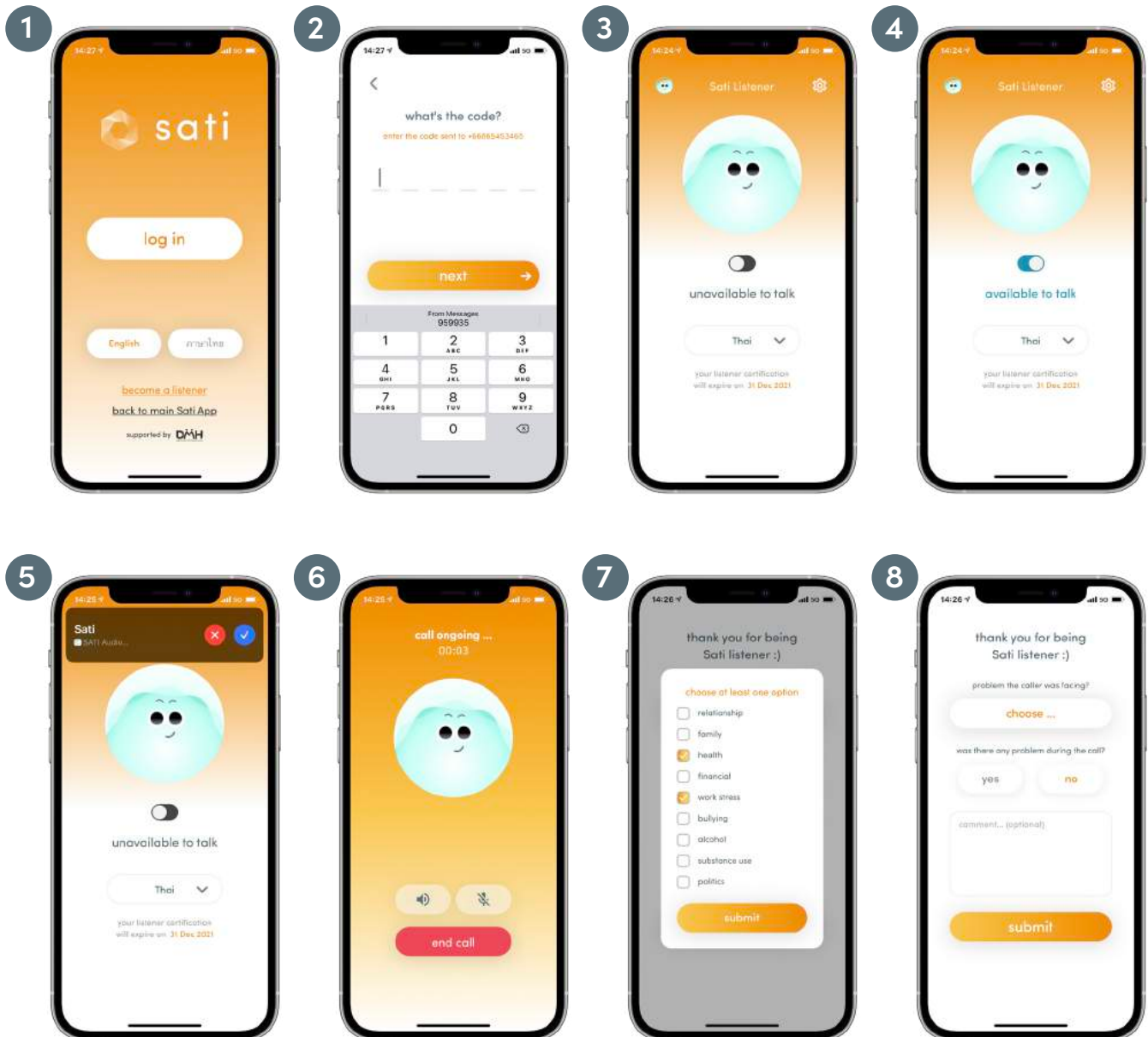


Inclusiveness

To be as inclusive as possible and to gain a better understanding of the stressors that affect various diverse groups, we ensured that our platform supported different gender identities.



Application Journey



Listener Application

Listeners who successfully complete the Basic Psychological First Aid training will be granted a listener account. To log in, the listener must verify their identity using the phone number they provided. Each time the Listener logs into their account, an OTP will be issued to their phone.

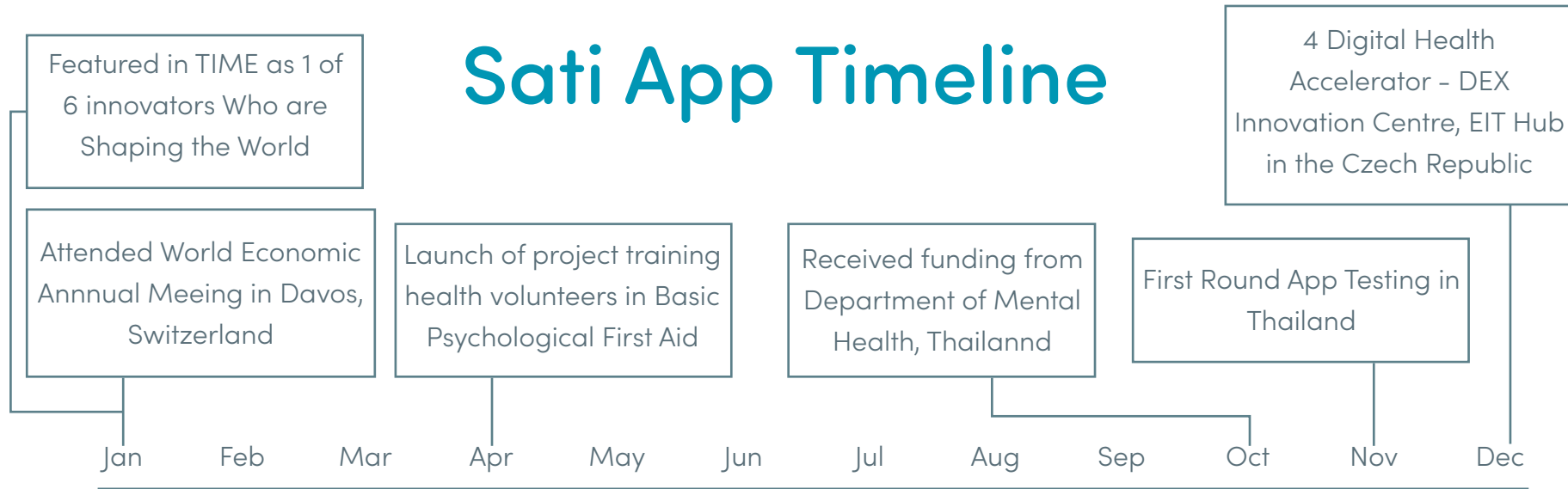
Following each call, our listener will complete a questionnaire to identify which factors contributed to the caller's stress.



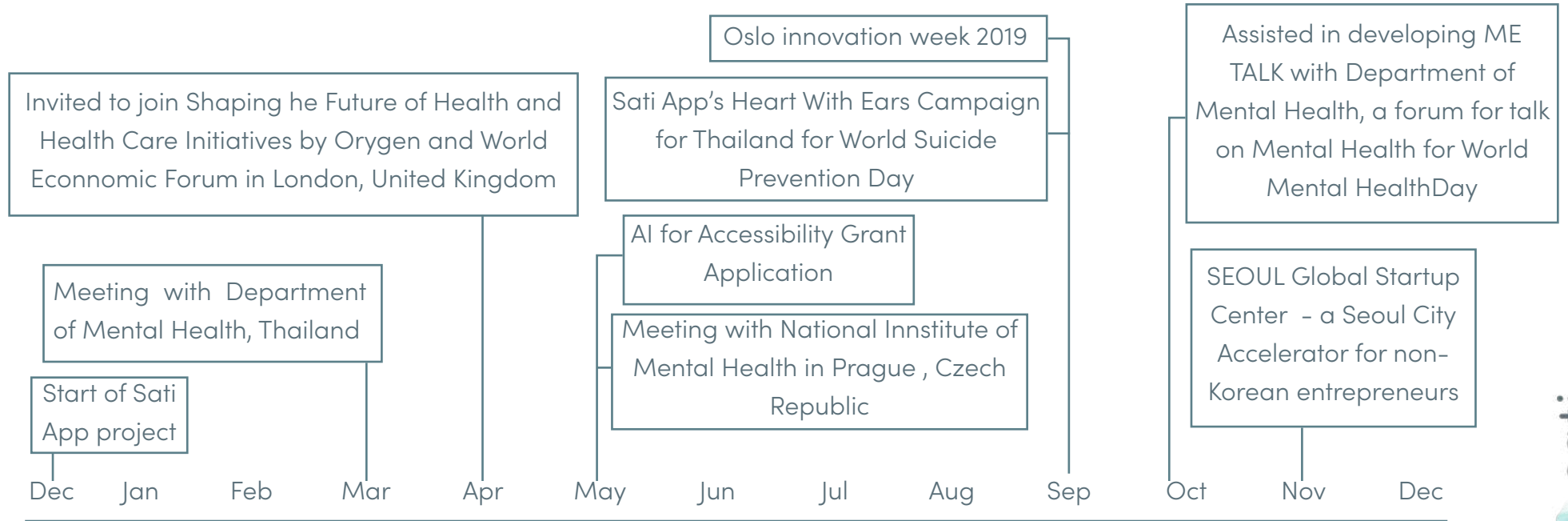
Accomplishments

2020 – Development and Testing

Sati App Timeline

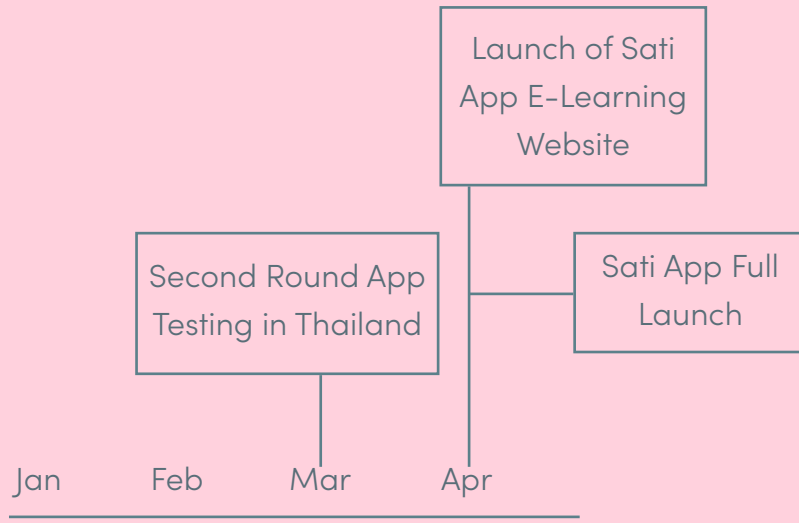


2019 – Research and Concept design

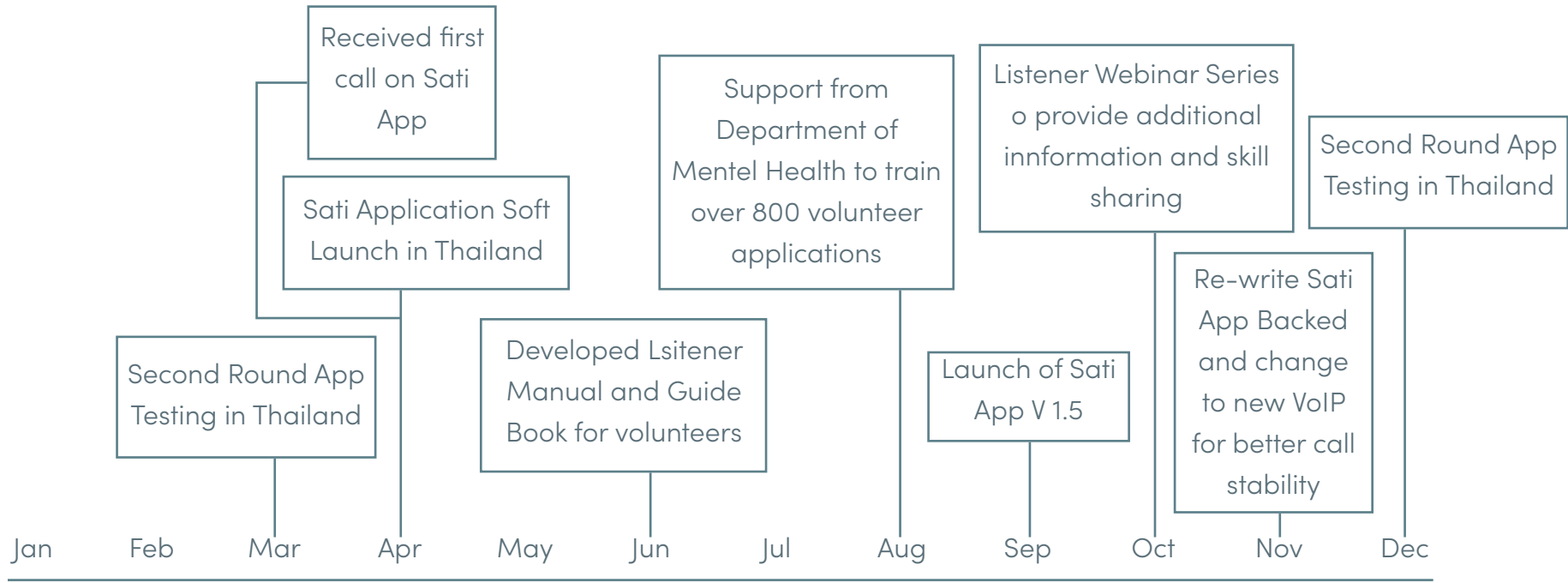


2018

2022 – Sati App Full Launch



2021 – Soft Launch and Development

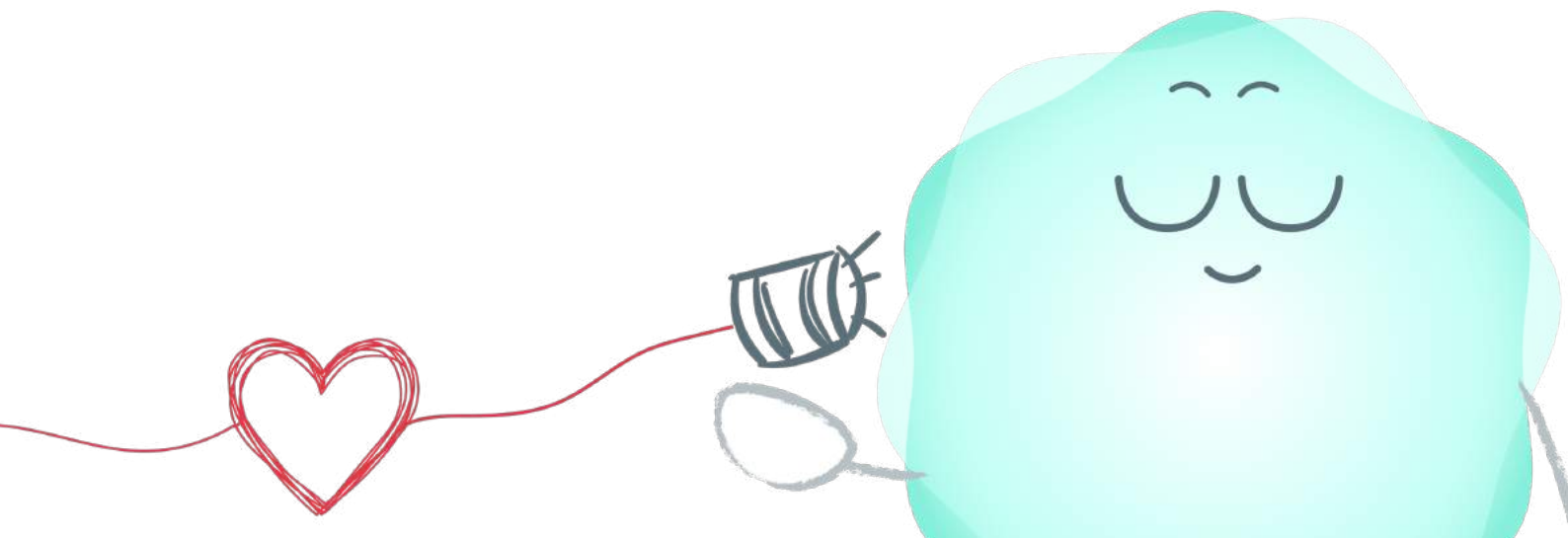


Sati App Timeline



App Testing with Volunteers

We undertook extensive testing prior to the soft launch of Sati App to ensure that the system runs effectively and, more importantly, to receive feedback from potential users and volunteers. We have maintained a policy of requiring testing of the application prior to launching any new system or feature to date.





Sati App Soft Launch 2021

Following the ideation stage in 2018, the Sati App was finally made available for public download in April 2021. With the support of the Department of Mental Health, we organized a launch event where we were able to share our vision and objective for addressing rising mental health concerns. We were extremely pleased that Amanda Chalisa Obdam, Miss Universe Thailand 2020, could attend the launch event as she's been a prominent advocate for mental health and has shared her own personal experience through her project, Have You Listened.

Social Impact

Number of Users and Listeners
As of March 2022

Users
6,734

Listeners
318



Volunteer Recruitment & Training

Following Sati App's soft launch, we began receiving a stream of public applications to be trained and volunteer on our platform. We have received over 1200 applications from people who want to volunteer with us.

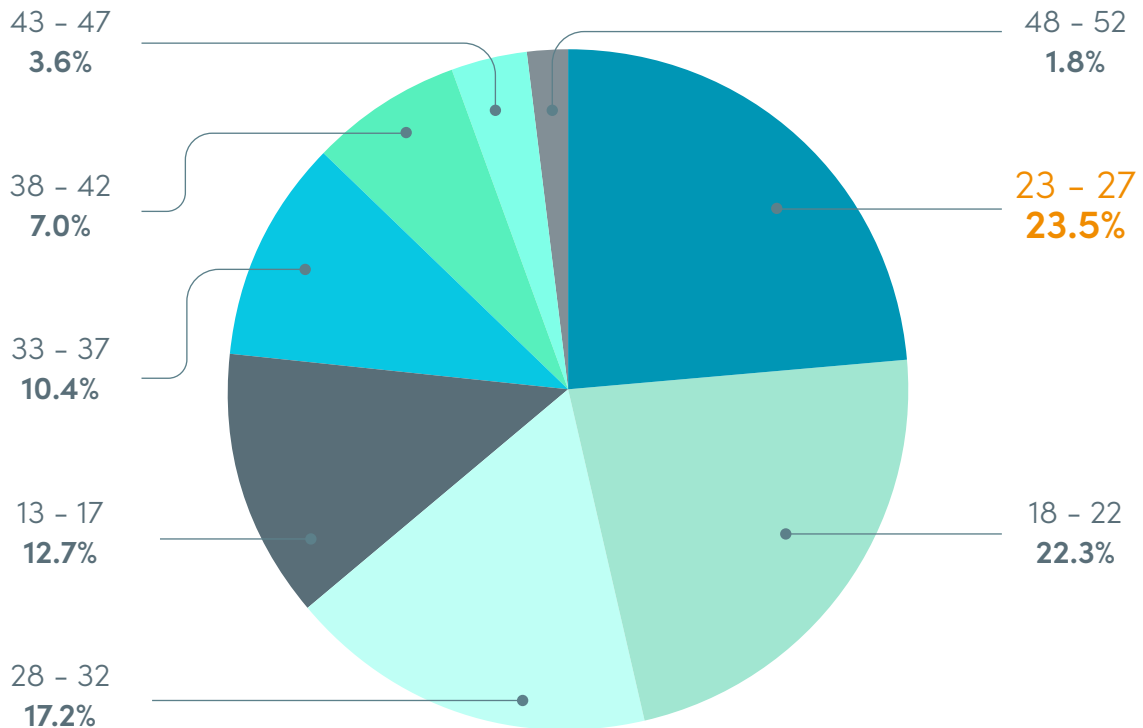
To ensure that our volunteers have the necessary knowledge and skills, we require all applicants to take training in at least Deep Listening Skills before being approved as a volunteer. Training for our volunteers have been supported by the Department of Mental Health.

For applicants with prior expertise, prior to getting certified as a volunteer, they must take and pass our test, as well as provide appropriate evidence of their experience.

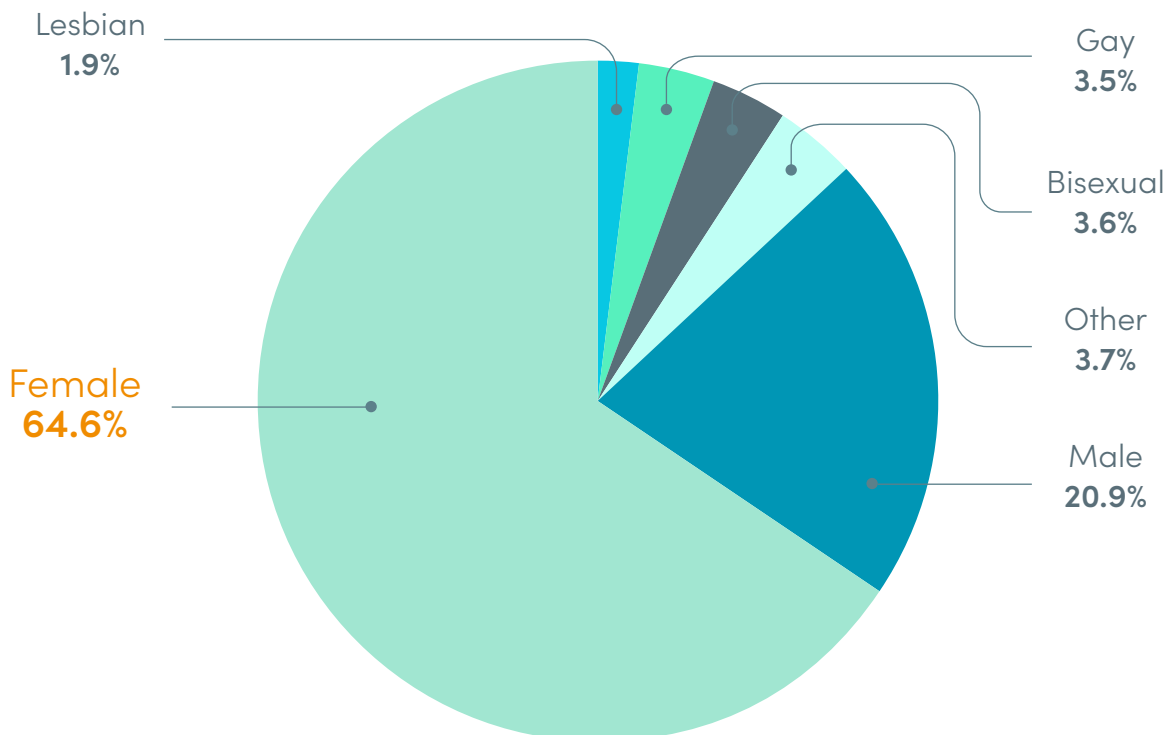
We recognize the fundamental need of peer support and, more importantly, the critical importance of ensuring that our volunteers are trained and understand their role as listeners.

User Demographic

User Age Range

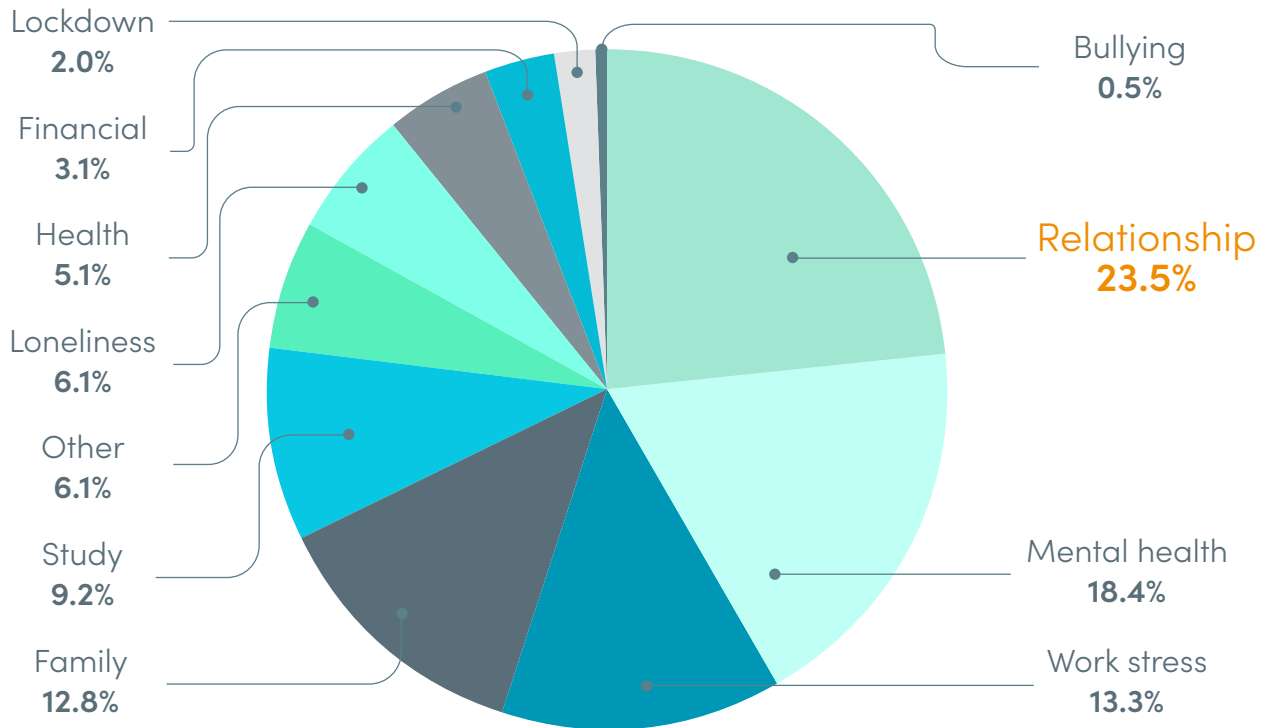


User Gender Identity

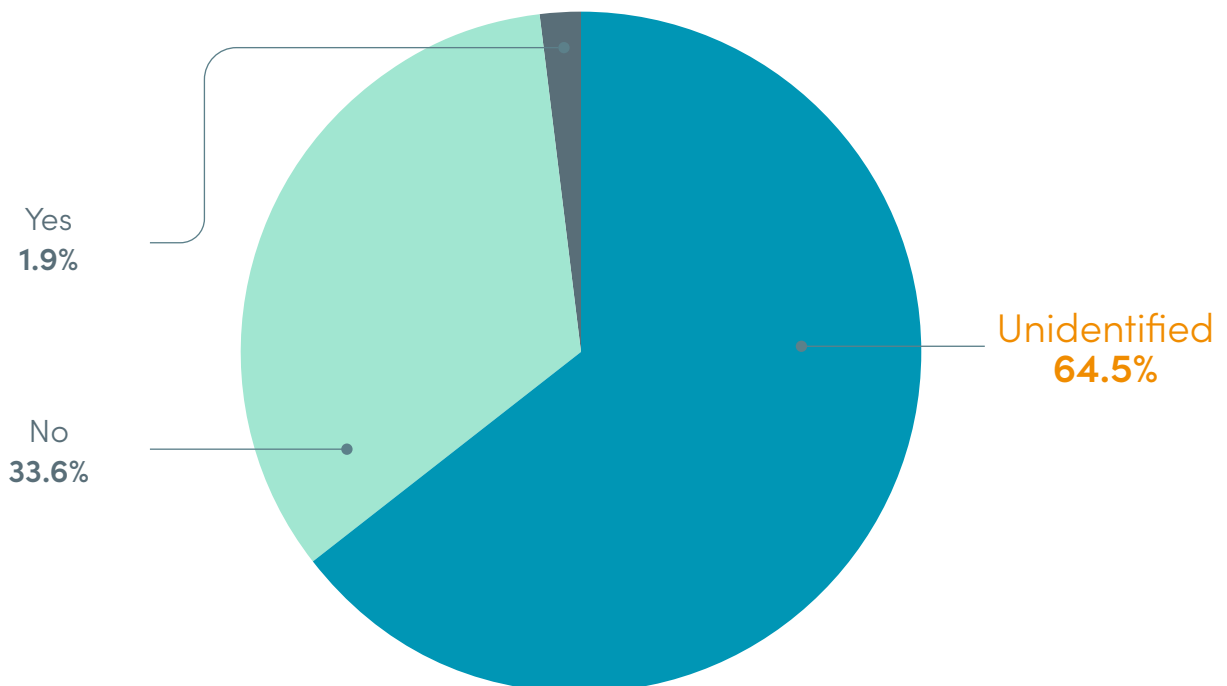


User Stress Factor

User Stress Factor



User Suicidal Ideation



Call Statistics

Total number of calls
11,416 calls

Successful calls*
1,842 calls

*As we are in soft launch, our total calls are inflated due to testing, call errors and bugs. Successful calls are ones that are successfully transmitted to the listener

Calls picked up by listeners
872

Call pick-up rate
47%

Total call time
10,285.82 minutes

Listener Testimonials

ตอนก่อนเริ่มรับสายครั้งแรกรู้สึกกังวลว่าเราจะรับฟังได้ไม่ดี ถ้ารับฟังแล้วทำให้เขาเครียดกว่าเดิมจะทำยังไง

หลังจากวางสายก็รู้สึกที่ได้ช่วยเหลือรับฟัง ซึ่งส่วนใหญ่ก็ดูดีขึ้นกว่าตอนที่โทรมา ถ้าได้รับคำขอบคุณตอนก่อนวางสายก็จะรู้สึกดีมาก ส่วนสายแรกพอวางสายรู้สึกว่ามันไม่ได้ยากหรือต้อกกังวลขนาดนั้น เราเน้นรับฟังเป็นหลักคนที่โทรมาเขาก็อยากเล่าหรือระบายอยู่แล้ว ไม่ได้ต้อพูดอะไรมากมาย

I was concerned that I wouldn't be able to listen effectively when the first call came in. What should I do if listening makes them more stressed than before?

After the call, I felt as if I was helping by simply listening. The majority of the callers appear to be in better state of mind than when they called. It's nice to get a thank you before ending the call. When I hang up on the first call, I had the feeling that it was not particularly tough or overwhelming. We mostly listen to those who call because they have something to share and we don't have to say much.

ก่อนจะรับสายหนูไม่กล้าและไม่มั่นใจในตัวเองมาก ๆ ค่ะ กลัวจะพูดอะไรผิดไปทำให้เค้ารู้สึกไม่ดีหรือแย่กว่าเดิมหรือเปล่า ใช้ความพยายามมาก ๆ บางทีเปิดแอปขึ้นมาแล้วก็กดปิดไปหลายรอบ จนได้ยินเพื่อน ๆ มาแชร์ความรู้สึกหลังจากการรับสายแล้วได้ช่วยให้คนอื่นสบายใจขึ้นก็เลยมีกำลังใจให้ลองทำบ้างคะ ตอนรับสายครั้งแรกก็ทำเต็มที่เลยคะ พยายามรับฟังอย่างตั้งใจและให้กำลังใจเค้า จนได้รับ feedback กลับมาว่าเราสามารถช่วยเค้าได้จริง ๆ หลังจากนั้นก็มั่นใจขึ้นแล้วก็อยากทำให้ได้มากกว่านี้อีกคะ ตอนนี้ก็พอมีเวลาว่างหรือช่วงดึก ๆ ก็จะเปิดรับสายตลอดเลยคะ ขอขอบคุณพี่ ๆ ทุกคนมาก ๆ นะคะ

I was nervous and unsure of myself prior to answering the call. I'm worried I'll say something incorrectly and cause them distress or worse. It requires considerable effort, with the app frequently being opened and closed numerous times. Until I heard friends express their feelings after answering the phone and supporting others in making them feel better, I felt more motivated to accept my first call. When I received the initial call, I gave it my all. Make an effort to listen intently and to support them. Then you have feedback that you truly assisted them. Following that, I gained confidence and a desire to take more calls more. When I have free time or it is late at night, I will always be available to take calls. Many thanks to everyone.

User Reviews



ขอบคุณมาก ๆ ขอบคุณจริง ๆ ขอให้ผลบุญตอบแทนคุณนะ ขอบคุณที่ฟังเรา

Thank you so much for listening. May the good things come back to the listener.



พอได้คุยกับจิตอาสาวันนี้ ได้มีโอกาสเปิดมุมมองใหม่ ในการแก้ไขปัญหา จะลองนำไปปรับใช้ดูค่ะ

The conversation with the listener today has broadened my horizon. I will definitely apply what I learned about problem solving in my real life.



พี่ที่คุยด้วยใจดีและทักแก้ปัญหาเราได้ถูกจุดมากๆเลยคะ รู้สึกดีขึ้นมากจริงๆ
ขอบคุณที่ทำแอฟนี้ขึ้นมาคะ

The listener I talked with was very kind and was of big help in getting my problems cleared up. I felt better after the call. Thank you so much for creating this application.



ขอบคุณมากคะที่รับฟัง อย่างใจเย็นและเข้าใจ ขอให้ท่านมีความสุขมากๆนะคะ

Thank you very much for listening to me with such calmness and empathy. I wish the listener happiness.



ขอบคุณมากๆนะคะ ตอนนี้รู้สึกดีขึ้นกว่าเดิมมากเลยคะ ก่อนการโทรเข้าหา
ตอนนั้นรู้สึกดิ่งมากๆ แต่พอได้ลองเปิดใจคุยก็รู้สึกโล่งขึ้นมาเพราะนี่เลย
คะ ขอบคุณมากๆนะคะ

Thank you so much. I am feeling much better now. Just before the
call, I was in a dark place. It is amazing how talking to someone can
actually help. Thank you again.



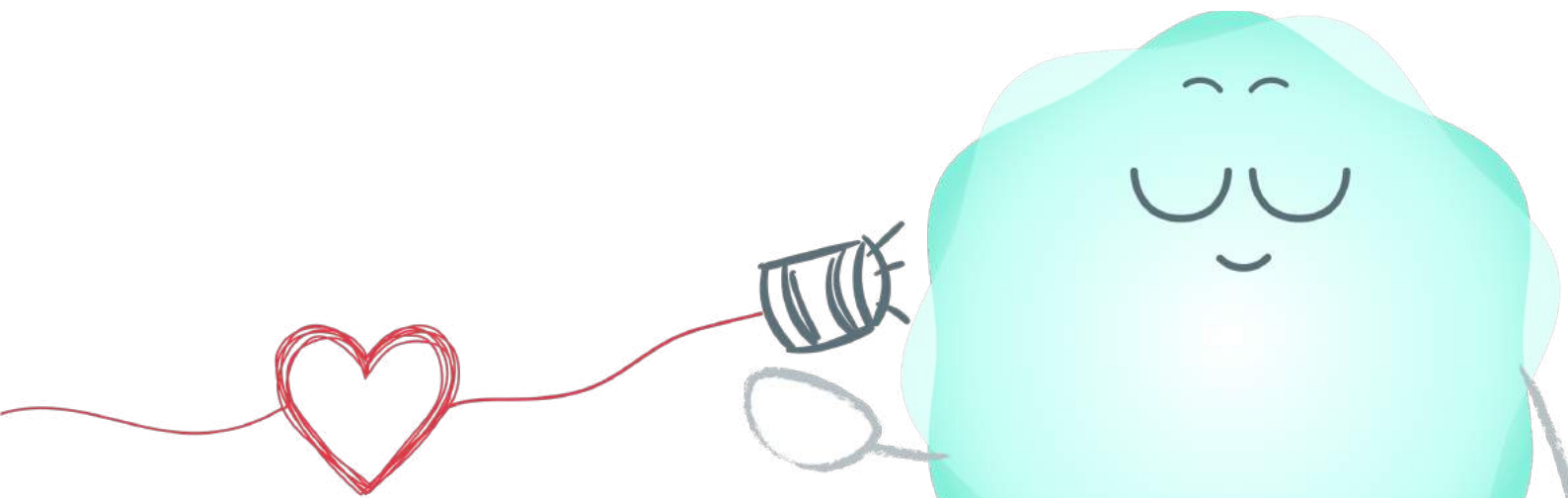
ตัวแอปใช้งานง่าย ๆ ไม่ต้องรอนาน บางที่ต้องรอสายนานเกิน 30 นาที และ
ต้องพูดแบบทางการ รู้สึกอึดอัดใจเวลาพูด

The application is user friendly and has shorter waiting time than
other applications/ hotlines. Sati application is also relatively better
as I don't have to use formal language and can talk comfortably with
the listener.



ขอบคุณที่มีแอปดีๆ แบบนี้เกิดขึ้นในประเทศไทยนะคะ เรารู้สึกดีมากๆ ที่ได้
เจอ เป็นกำลังใจให้ทีมทำงานทุกคนนะคะ

Thank you for creating this wonderful application here in Thailand.
I feel blessed having found it. I wish the Sati team all the best.



Basic Psychological First Aid Training at Grassroot Level

When the COVID-19 pandemic began, the impact on our mental health was unknown or not taken as seriously as it should be. Recognizing the importance of addressing these challenges, we collaborated with Covid Relief Bangkok and Sati Foundation to design a Psychological First Aid course for health volunteers throughout Bangkok. This was made feasible by our advisor Dr. Naeem Dalal's assistance and supervision.

Health Volunteers in Thailand are among the unsung heroes who are assisting us in our fight against the first widespread outbreak of Covid-19 in 2020. Due to the fact that health volunteers are typically located in rural or vulnerable communities, they were instrumental in assisting and identifying cases. They have a wealth of information about individuals in their care and are adept at building rapport with community members. Our Basic Psychological First Aid course was used to train health volunteers in empathetic communication, reflective listening, symptom recognition, and resource sharing for people who require psychological or psychiatric assistance.

Between April 2020 and November 2021, we trained over 300 health volunteers in over 40 districts across Bangkok. Each health volunteer are equipped with a basic understanding of psychological first aid and is responsible for 30 households, totaling 9,000.

Since then, our course has been used to train not just to health volunteers, but also the general public and educators in both non-governmental organization and university.

In April 2022, we will launch our very own e-learning website, that will allow anyone to be trained and earn a Sati App certificate of understanding in basic psychological first aid. Furthermore, the e-learning website will be utilized to train new listener volunteers, streamlining and speeding up our volunteer application process.





Mental Health Volunteer of the year 2021

Amornthep received the Department of Mental Health's Mental Health Volunteer of the Year award on 8th July, 2021, during the 20th International Mental Health Virtual Conference 2021.

This acknowledgement serves to reinforce Sati's work. Our aim is that our efforts will enable more persons with lived experience and caregivers to share their stories. That it will encourage people to believe that their experience has the potential to produce a ripple effect of change, to educate and eventually break the stigma associated with mental health.

Sati Future



- To streamline our volunteer application process, we developed our own e-learning platform with the support of Dr. Naeem Dalal and over 20 incredible volunteers. The platform will be used to train our volunteer applicants and will also be made available to the general public for Basic Psychological First Aid training

Status: Our platform will go live in April 2022..

Update current Sati Backend Dashboard system to version 2.0

Status: Launch Q2 of 2022

It is our goal in the future to connect Users with Listeners who are in the same geographic place since they share a commonality in their culture and language.

Status: In working pipeline

Adding artificial intelligence and machine learning capabilities to our program in order to improve support and facilitate the referral of severe cases to the Department of Mental Health's HOPE Task Force.

Status: Fund Raising

Launching of Sati App in Czech Republic.

Status: In progress



Media Coverage

TIME

WORLD
ECONOMIC
FORUM

cna

BBC
NEWS
ไทย

Thai PBS

NETFLIX

SOCIAL
ENTERPRISE
THAILAND

THE STRAITS TIMES

South China Morning Post

Digital Beats

Bangkok Post

bi brand inside

กรุงเทพธุรกิจ

masala
THE VOICE OF THAILAND'S INDIAN COMMUNITY

urban
creature

THAI
ENQUIRER

CREATIVE
ECONOMY
AGENCY

KHAO
SAN
ENGLISH

The Cloud

Team



**Amornthep
Sachamuneewongse**
Founder - CEO



**Ondřej
Nádvorník**
Co-Founder - CTO



**Chanon
Wongsatayanont**
Co-Founder - COO



**Tomáš
Martykán**
Senior Maintenance Manager



**Thipaporn
Ananjaroenkul**
Product Development Manager



**Michal
Sixta**
Frontend Developer



**Nanta
Taratarn**
PFA Project Coordinator



**Pannarat
Laovechprasit**
PFA Project Coordinator



**Tonghathai
Likhitweerawong**
Volunteer Application
Coordinator



**Khulisara
Bairue**
Volunteer Support Coordinator



Dr. Nattakorn Jampathong, M.D.
Director, Galya Rajanagarindra Institute



Dr. Varoth Chotpitayasunondh, M.D.
Department of Mental Health, Thailand



Petr Winkler, Ph.D.
National Institute of Mental Health,
Czech Republic



Alexandr Kasal
Researcher at National Institute of
Mental Health, Czech Republic



**Dr. Naeem Dalal, BScHB, MBChB,
MMED Psychiatry & Mental Health**
Mental Health Expert, Zambia



**Dr. Helen Wigglesworth, B.A., M.A.
(Oxon), DClinPsy**
Clinical Psychologist, Sheffield
Children's NHS Foundation Trust,
and City of Sanctuary Sheffield,
United Kingdom



Peter Varnum
Associate Director, Orygen Global;
Chair of the Board, The Stability Network;
Lived Experience Council, HBGI



Dmytro Turchyn, Ph.D.
Artificial Intelligence Lead CEE
HQ at Microsoft



Thiparat Chotibut, Ph.D.
Director for Chula Intelligent and
Complex Systems Research Unit Lecturer
at Department of Physics, Faculty of
Science, Chulalongkorn University



Aliza Napartivaumnuay
Co-Founder & CEO, Socialgiver



Yeen Chalermvongsene
Marketing Director



Tarin Yuangtrakul
Art Director

Supporters



กรมสุขภาพจิต
DEPARTMENT OF MENTAL HEALTH



NÁRODNÍ ÚSTAV DUŠEVNÍHO ZDRAVÍ



socialgiver



Understand
It's ok to get help

Tech Developer



FINLEY
AGENCY





sati

The work that we are doing is only possible because of all the support that we have. We hope that there will be many more of you will join in with our mission to support, advice and inspire us. For us to be able to expand our reach of Sati App.

For more information visit us at www.satiapp.co