



Digital mental health in times of crisis - an analytical study of a sample of psychological awareness campaigns on social media.

Hadji latifa^{1,*}, naili nafissa²

¹ Larbi Ben M'hidi University/Oum El Bouaghi, Media and Digital Media Studies
Laboratory, latifa.hadj@univ-ueb.dz

² Larbi Ben M'hidi University/Oum El Bouaghi, Media and Digital Media Studies
Laboratory, nafissa.naili@univ-ueb.dz

Received: 18 / 07 / 2025

Accepted: 18 / 10 / 2025

Published: 31 / 10 / 2025

Abstract:

This research paper seeks to clarify the role of digital campaigns disseminated via social media in supporting and promoting the mental health of the public, especially during times of health crises, by analyzing the content of three leading digital campaigns in the field of mental health awareness, namely: Mental Health Now, issued by the Pan American Health Organization (PAHO), the global META platforms campaign entitled Making Emotional Health Priority, in addition to the Malaysian campaign Mental Health For All, The content analysis tool was adopted as a basic tool for detecting rhetorical patterns, the nature of the lap, and methods of persuasion in each campaign, and the study also supported its results with restricted interviews directed to psychologists.

The results of the study revealed the clear difference in discourse patterns and media between the three campaigns, and the extent to which the nature of each pattern affects the audience and how it contributes to achieving the goals set for each campaign, while the majority of mental health specialists agreed that the effectiveness of digital discourse is linked to the extent of its balance between the scientific and human approach, as the study concluded the necessity of building hybrid digital campaigns that take into account the scientific and psychological dimensions It combines digital interaction with the professional supervision of a mental health professional to ensure sustainable positive impact.

Keywords: *Mental health - Social media - Digital discourse - Health crisis.*

*hadji latifa

I. INTRODUCTION

The world has recently experienced a series of health crises whose effects were not limited to affecting the health or social structure of societies only, but rather extended to include the psychological aspect of individuals. The Corona pandemic and the isolation and quarantine that accompanied it revealed the psychological fragility of many individuals and even societies, where the need emerged to create alternative solutions outside the known traditional framework to provide the necessary psychological support during the period of crises.

In light of the new reality accompanying some health crises, social media has emerged as one of the most important alternative solutions to support the psychological aspect of individuals and societies during crises, by spreading awareness and motivation messages in various ways. It has even turned on many occasions into platforms for publishing psychological awareness messages, whether by official bodies or individual initiatives, whether by the influencers of these sites, doctors or psychologists. Many videos have spread the photos and posts carry within them calls and incentives to deal with anxiety and fear, while some countries have resorted to creating special platforms to provide the necessary support to their individuals, to create for us a digital scene worth reading and examining.

Through our study, we seek to get closer to this scene and read it by analyzing some digital discourses that focused on mental health issues in a time of health crises, monitoring how the public interacts with them, and identifying how they contribute to creating a form of digital psychological support.

However, despite the intensity of digital campaigns that have been working to provide psychological support to individuals and communities during health crises, it raises the question of the nature of the content provided and how it is present in the digital media scene during periods of crisis. Hence, our study starts from a pivotal question: **How have mental health issues been manifested in the digital discourse of awareness campaigns via social media?**

Study questions

To answer this central question, we asked a number of questions that we formulated as follows:

- What is the nature of the psychological content that digital campaigns focused on?
- What visual and linguistic features are most used in these campaigns?
- How has multimedia (images, memes, etc.) been employed in psychological discourse?
- How much users interact with these campaigns and what are their implications?

Study objectives

Through our study, we seek to contribute to understanding the digital discourse that addresses mental health issues during crises by achieving a number of goals, which are as follows:

- Learn how digital awareness campaigns have addressed mental health during crises.
- Analysis of the discursive methods adopted in digital discourse to support mental health.
- Learn about the most important multimedia on which digital campaigns depend.
- Revealing the relationship between the nature of the digital platform and the form of awareness discourse adopted.

- Monitor the nature of interactions with digital psychological awareness campaigns during crises.

The importance of the study:

We can divide the importance of this research into two dimensions, one (scientific) and the other (practical), which we separate as follows:

Scientific importance: This is the field of knowledge occupied by the subject of our research, which is mainly related to psychological awareness via the Internet, or what is technically called digital mental health, and its importance during the period of health crises in particular, especially in light of technological development and the emergence of new media and their frequent use by various segments of society as a main source for obtaining information in various fields, especially health and psychological ones.

Practical importance: Our study is an attempt to bridge the research gap related to the study of digital mental health, especially in the context of crises, and to provide an analytical basis that will assist the authorities responsible for designing digital awareness campaigns in the future, as our study will not be limited to the description aspect, but will also provide a critical reading of the contents and discourses of digital psychology, and provide a deeper understanding of the method of involving digital media as a medium for psychological support, especially in times of crisis.

Search terms and procedural definitions:

1.Mental health: The World Health Organization defines it as a state of psychological well-being that enables an individual to face life's pressures, realize his potential, realize his abilities, learn and work, and contribute to his society. (WHO, 2022)

Procedural definition: In our study, we mean all digital messages that address issues of fear, anxiety, depression, isolation, and psychological stress across the digital space.

2.Social media: It is the sum of applications based on the Internet, which allow the exchange and creation of content produced by the user. (Andreas & Michael, 2010)

Procedural definition: In our study, we mean all digital spaces and platforms (X, Instagram, Facebook, and YouTube) that were used as an intermediary to spread psychological awareness campaigns during crises.

3.Digital discourse: It is the pattern of producing meaning through digital media, and includes language, symbols, images, and all forms of representation in the digital space. It is a synthesis between language and technology that has generated new types of discourses for us, such as hashtags, images, memes, and others. (FalaK, 2021)

Procedural definition: Our study includes words, videos, images, and memes that have been used in digital awareness campaigns to promote mental health during crises.

4.Health crisis: It is a difficult, complex health situation that affects humans in one or more geographical areas and may expand and spread from a specific area to include the entire planet. (Tawanda , John , & Jerald , 2022)

Procedural definition: We mean procedurally that unstable or emergency situation that affects the health of individuals and communities, and which requires rapid intervention and response to contain the situation.

Review of previous literature

- The role of social media as psychological first aid as a support to community resilience building study (Mel, Garrett, Gwyneth, & Beverley, 2021): is a review of information collected through an online survey of 1,146 participants, revealing the extent of public use of social media during a series of natural disasters, particularly in Australia and New Zealand, during January/March 2011. The results of the study concluded that the more natural disasters there are in society, the more the public uses social media to obtain and republish information, whether from official or unofficial sources. The study also confirmed that these media served as sources of psychological first aid in the early stages of the disaster, and that they contributed to supporting aspects of society's resilience.
- A study (Melvyn, Cyrus, Pan, Yanxia, & Roger, 2014) entitled Usage of Social Media and Smartphone Application in Assessment of Physical and Psychological Well-Being of Individuals in Times of a Major Air Pollution Crisis, focuses on the way social media sites, especially smartphone technologies, are used by the public to provide feedback on their physical and mental health during crises. The study sample consisted of 298 individuals; the results of the study concluded that modern technological means are capable of collecting data, similar to traditional technologies. Demographic variables did not affect the mechanism of use.
- A study (Jaffar, Dake, Zhao, & Arash, 2021) titled The Role of Social Media in the Advent of COVID-19 Pandemic: Crisis Management, Mental Health Challenges and Implications, focuses on how social media platforms contribute to educating people by reducing the health and psychological consequences of COVID-19. The researchers conducted a literature review of the existing literature on mental health issues using a non-pharmacological intervention approach to reduce the negative consequences of COVID-19 on global mental health. The results concluded by emphasizing the effective and indispensable role of social media in providing accurate information during the health crisis.

Comment on previous studies:

After reviewing previous studies, the most important of which we mentioned and which are directly related to the title of our research, it becomes clear that the articles that were previously presented provide us with a theoretical support for our study, and they also confirmed in their entirety that social media is not just information channels, but rather interactive tools that provide psychological support during health crises, helping its users adapt to the critical health situation, through the publications and content it provides that aim to enhance awareness and psychological reassurance alike. We can rely on these studies to formulate the analytical aspect of our study to understand digital interaction patterns and determine its psychological dimensions in times of crisis.

II. Methods and Materials:**Type of study**

Our research belongs to descriptive analytical studies, through which we seek to describe the digital nature of psychological awareness during health crises, its characteristics, and patterns of public interaction with it. We will also analyze the mechanisms and content of digital discourse used, and explain its impact on enhancing psychological awareness by relying on the opinions of psychologists.

Study methodology

The descriptive analytical approach is considered the most appropriate for the subject of our study, as we will describe the phenomenon under study as it exists in digital reality, focusing on its characteristics and analyzing its dimensions and connotations based on the opinions of psychologists and their evaluation of the effectiveness of this type of discourse in achieving the goals for which it was written.

Study community

Our study population consists of a group of digital psychological awareness campaigns launched by the World Health Organization, especially during the Corona pandemic, via social networking sites (Facebook – X – and Instagram), the number of which we do not have precise control over, in light of the lack of a database to accurately count their number.

Study sample:

Due to the non-specific nature of the study population represented by the loader of psychological digital campaigns that were launched across the world during health crises, especially the Corona pandemic, the intentional sample was relied upon as a methodological choice appropriate to the nature of our study, and it is also the sample that most responds to the multiple levels of analysis, whether in terms of the type of parties launching psychological digital campaigns or in terms of the diversity of content and communication strategy used.

Study tool: To achieve the desired goals of our research and reach more accurate and in-depth results, we focused our research on using two tools to collect information:

Content Analysis: This tool was adopted in a fundamental way in our research, due to its effectiveness in deconstructing discourse and extracting its semantic and symbolic components, not to mention that it is the most suitable for analyzing digital campaigns that rely on multimedia communication messages, as we directed the analysis process according to an analytical network consisting of five basic indicators, which are:

- 01-** The nature of the discourse (formal, emotional, scientific or societal...), to identify the communication background of each digital campaign.
- 02-** The most used persuasive methods in each campaign, to reveal the most influential strategies in the audience.
- 03-** Speech and language style, to identify the styles closest and most preferred by the audience.
- 04-** Digital media used, including videos, photos, publications, etc., as they carry meaning and impact.
- 05-** Audience interaction indicators, which include various types of digital interaction such as likes, comments and shares, revealing the extent to which they express the digital response.

Restricted interview: We directed this tool to a purposive sample of psychologists consisting of 20 individuals, and it included 4 main axes. We saw that it serves the subject of our study, especially in the part related to analysis. Each axis includes 5 questions. **The first axis** relates to understanding the relationship between mental health and digital media during health crises.

The second axis is an evaluation of digital awareness campaigns from a psychological perspective. **The third axis** is the impact of digital psychological campaigns on the audience's

psychological response. **The last axis** is future challenges and suggestions from a specialized point of view. The reason we chose this tool is to support the analytical aspect of the study with specialized professional readings.

An analytical reading of some digital psychological awareness campaigns on social media:

In light of the psychological and social damage caused by the Corona pandemic, the need has increased to provide strong psychological support that contributes to creating societal flexibility to mitigate the psychological effects, which has prompted the need to develop alternative digital solutions, especially with the increasing closure in all places where the epidemic is spreading, as digital psychological awareness campaigns have emerged as a tool to break isolation and reduce the effects of fear and psychological anxiety, in an effort to ensure the psychological balance of society as a whole. The international community has witnessed many important initiatives in this context, varying in their mechanisms and methods, whether rhetorical, communicative or visual, but they share one goal: supporting mental health during times of health crises.

In this context, our study seeks to analyze the content of 3 leading digital campaigns in this field: MentalHealthNow, issued by the Pan American Health Organization (PAHO), the global META campaign entitled Making Emotional Health Priority, and the third campaign is the Malaysian campaign Mental Health For All, which is based on an analytical network composed of five pivotal indicators, which are:

- ✓ **Nature of discourse:** to identify the values being promoted and disseminated.
- ✓ **Persuasion methods:** to reveal the mechanisms for directing emotional and rational responses.
- ✓ **Discourse and language style:** to reveal the relationship of discourse to the audience.
- ✓ **Digital Broker:** To determine the platform used to pass the digital campaign.
- ✓ **Mass interaction and visual props:** recognizing the effectiveness of the message.

III. Results and discussion :

A. Results:

First, introduce the selected digital media campaigns for psychological awareness:

01- Mental Health Now – Tell Your Story Campaign: It is a digital campaign launched by the Pan American Health Organization via social media, on: 08/10/2021 on the occasion of World Mental Health Day, through which it invites health workers on the front lines during the Covid-19 crisis, to share their stories and strategies in managing stress, anxiety and depression caused by the epidemic. It is a collection of real stories told by those concerned, whether illustrated or written. It is published on various social media platforms (X – Facebook – Instagram), and will later be collected and published on the organization's PAHO website, with the aim of identifying the health challenges that health specialists faced during the crisis and facing them in the future. (Organization, 2021)

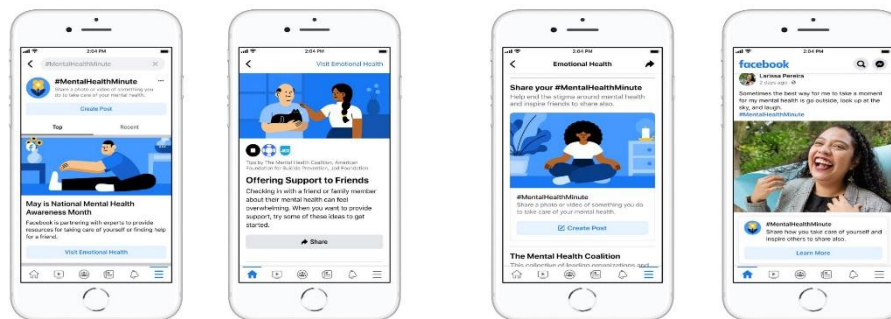
Figure (1): General logo of the campaign Mental Health Now – Tell Your Story



The source: Organization, Pan American Health

02- Making Emotional Health Priority Campaign: It is a digital campaign launched by various Meta platforms in cooperation with experts in the field of mental health around the world, on: 05/21/2021, against the backdrop of the results of the study conducted by the World Health Organization on: 10/05/2020, which concluded that the Covid-19 pandemic led to the disruption of basic psychological services in 93% of the world's countries (WHO) , primarily targeting youth and adolescents Especially for those whose mental health has been negatively impacted by the COVID-19 pandemic, it has relied on employing a variety of techniques, such as "Let's Talk" stickers on Messenger, to facilitate the first step of dialogue. These stickers are designed in an attractive way, carrying phrases that invite dialogue and enhance psychological support and communication between friends. (meta, 2021)

Figure (2): A sample of the most important campaign activities and sections



The source: META platforms

Figure (3): "Let's Talk" stickers via Messenger



The source: META platforms

02- Mental Health for All Campaign: It is a digital campaign launched by the Malaysian Ministry of Health in cooperation with some health organizations, on 08/11/2021. It is concerned with mental health problems in the country of Malaysia, and aims to encourage behaviors related to seeking psychological help, especially after the psychological effects left by the Covid-19 pandemic. It comes as an inevitable response to the deteriorating psychological situation in the region after the epidemic. According to 2019 statistics from the National Institute of Health Malaysia, nearly half a million Malaysians are suffering from symptoms of depression, anxiety and fear after the pandemic. This campaign provides a range of resources and advice through the digital bookdoc platform and the pharmaceutical company Pfizer Malaysia. It also provides a self-assessment for the person, and guides him in the event of discovering negative psychological symptoms through direct links to counseling services with psychologists. It also relied on various social media sites to provide posts using graphics, videos, and real-life stories. (Pfizer, 2021)

Figure (2): Sample of some of the images used in Mental Health for All Campaign



The source: Pfizer Malaysia Company

First, the background and goal:

Table (1): The background and main goal of each campaign.

Campaign	Organizer	Launch	Main objective
MentalHealthNow	Pan American Health Organization (PAHO)	2021	Providing comprehensive psychological services and promoting mental health after the Corona pandemic
Making Emotional Health Priority	META PLATFORMS	2021	Raising global awareness of mental health, especially after the damage caused by the Corona pandemic
Mental Health For All	Malaysian Ministry of Health and Health Organizations	2021	Breaking the stigma associated with mental illness in Malaysian society

The source: Created by the author

Secondly, the nature of the digital discourse used in each campaign

Table (2): The nature of the digital discourse used in each campaign.

Campaign	Nature of the speech
MentalHealthNow	It is based on official awareness language calling for sustainable policies directed at institutions
Making Emotional Health Priority	A personal emotional story directed at individuals through real stories and experiences
Mental Health For All	A participatory community that integrates local and global aspects

The source: Created by the author

Third: The persuasive methods employed

Table (3): The nature of the persuasive methods employed in each campaign.

Campaign	Nature of the speech
MentalHealthNow	Rational persuasion by presenting health statistics and scientific reports
Making Emotional Health Priority	Emotional persuasion using real-life stories and relying on influencers
Mental Health For All	Socio-cultural persuasion by integrating religious and local symbols

The source: Created by the author

Fourth, the style of language and discourse used in each campaign

Table (4): The style of digital language and discourse used in each campaign.

Campaign	Language and discourse style
MentalHealthNow	A technical language intended for specialists and decision makers, with limited simplification for the public.
Making Emotional Health Priority	A simplified language close to the users' language, with the use of emotional tags and terms.

Mental Health For All	Integrating official and colloquial languages, taking into account the cultural diversity of society, supported by local words and popular proverbs.
-----------------------	--

The source: Created by the author

Fifth: Digital multimedia used in each campaign

Table (5): Digital media used in each campaign

Campaign	Digital media
MentalHealthNow	Short videos, scientific reports, digital seminars
Making Emotional Health Priority	Videos, influencer stories, book posts, interactive filters.
Mental Health For All	Written publications, short videos, digital posters

The source: Created by the author

Sixth: Public interaction and visual supports

Table (6): Public interaction and visual props employed in each campaign.

Campaign	Mass interaction	Visual props
MentalHealthNow	Limited because the target audience is health professionals	Quiet colors, simple photography backgrounds, medical symbols, statistics.
Making Emotional Health Priority	Great interaction across posts and comments	Emoji and symbols (heart, tears, expressive faces), human images
Mental Health For All	Average to good (depending on local context)	Pictures, religious symbols, cultural symbols, familiar cartoon characters

The source: Created by the author

B. Discussion

First, the variation in the style of discourse:

It is noticeable from the results that the style of discourse in the three campaigns differs from one campaign to another, and this is mainly due to the party organizing the campaign. We find that the MentalHealthNow campaign adopted an official scientific discourse, and this is mainly because the party issuing it is affiliated with the United Nations system. Despite the features that distinguish this discourse that help it gain legitimacy and reliability, its access to different categories of the public remains very limited. Especially those groups that are not specialized in the scientific field, or even the youth group that may not be attracted to official speeches. On the other hand, the Making Emotional Health Priority campaign focused on

personal and emotional speech, which is something that can stimulate and attract interaction. As for the Mental Health For All campaign, it focused in its speech on mixing the official and local styles, which contributes to targeting many mass groups in light of the cultural diversity that Malaysian society knows. This was confirmed by the majority of answers from mental health specialists, as 10 out of 20 confirmed that the digital campaigns launched during the Corona pandemic did not take into account the psychological aspect, which gives us a negative evaluation of digital discourses saturated with scientific reports and numerical statistics that are far from paying attention to the psychological and emotional dimension.

From this standpoint, we can say that the success of digital discourse in psychological awareness campaigns is not limited only to its content and the content it provides, but also to its ability to mate and adapt to the characteristics of societies and their cultural and social nature, and to create a kind of integration between the scientific and human aspects.

Secondly, persuasive methods and their psychological repercussions:

The analytical results obtained showed that persuasive strategies also varied from one campaign to another. While the MentalHealthNow campaign used rational persuasion, which relies on scientific references and sources such as reports and statistics, the Making Emotional Health Priority campaign practiced emotional persuasion that focused on the opinions of influencers and testimonies of personal experiences. The Malaysian Mental Health For All campaign adopted socio-cultural persuasion based on local customs, norms and religious norms. Consequently, the first campaign failed to attract an audience that preferred storytelling or even employing the emotional aspect, while the second campaign based its effectiveness on the general mood, or what is known as the trend, which is often temporary, while the third campaign gained a kind of acceptance and societal rally. This was confirmed by the majority of mental health professionals we interviewed, as 15 out of 20 professionals confirmed that social media contributes to reducing collective anxiety depending on the nature of the campaign, while 18 out of 20 participants acknowledged that this digital media has the desired psychological impact during health crises, and that through their professional experiences they have proven that the behavior of mentally ill patients may change due to their interaction with digital content.

Hence, we conclude that the more integrated and diverse the persuasive strategies include the mind, conscience, and local cultures, the greater the possibility of the campaign succeeding in targeting large and diverse segments of the audience, and emphasizing the need to create a balance between reassuring the audience and employing the scientific method, taking into account the psychological differences in reception.

Third: Language style and its relationship to the audience:

Language played an important role in all three campaigns as a carrier of digital discourse. The MentalHealthNow campaign employed a specialized professional language that would suit only a specific group. The Making Emotional Health Priority campaign used a simplified language focused on the use of digital hashtags (hashtags), and this contributed significantly to the spread of campaign content and increased public interaction. While the Mental Health For

All campaign combined the official and local languages, it contributed to breaking down language barriers, as the results of the interviews we mentioned previously indicated that the majority of digital campaigns launched during the Corona pandemic did not take into account the psychological aspect, which implicitly reflects to us the lack of interest in the nature of the language employed at the time as an important psychological influence tool. Even 14 out of 20 members of our sample confirmed that they came across posts that cause panic or psychological pressure due to their content during a period of health crises. This may be due either to the way they are presented or the use of shocking language, which reduces the desired impact of digital psychological awareness campaigns that resort to using language of a technical and dry nature, as specialists consider campaigns that combine the language of numbers, science, and the psychological and emotional dimensions, More suitable for achieving the desired effect. Seventeen out of 20 psychologists stressed the need to subject digital content to this type of campaign, especially during times of crisis, for psychological review by the specialist before publishing it.

Hence, we can say that the effective use of language in digital campaigns plays an important role in the success of the campaign or not. The more flexible and simplified it is and the more it takes into account the cultural and educational backgrounds of societies, the more it will achieve its goal and achieve its goal, with the necessity of avoiding exaggeration and excessive simplification at the same time.

Fourth: Digital media adopted in each campaign:

The use of digital multimedia varied across the three campaigns, but they all shared the use of short videos, while other campaigns added media in addition to video. The MentalHealthNow campaign supported them with reports and statistics so as not to stray from the official character, while the Making Emotional Health Priority campaign adopted new mechanisms such as Instagram Stories and interactive filters, which gave the audience an opportunity to create discourse. The Mental Health for All campaign supported its content with traditional posters taking into account the multiculturalism of segments of society.

Fifth: Towards a digital strategy for psychological awareness

The results obtained through our analysis of three digital campaigns in leading psychological awareness stores around the world indicate that the success of digital discourse in this field cannot be limited to the strength and reliability of the content, but rather depends primarily on the extent to which these campaigns adapt to the social and cultural contexts that characterize each society, not to mention the need to diversify the use of digital media to suit all segments of society. Among the research results we reached through analyzing the digital discourse of campaigns, it confirmed that the diversity in discourse patterns, the nature of language and persuasive methods push us to adopt hybrid approaches in designing this type of campaign specifically, as it is concerned with the psychological aspect and nothing else. Also, the success of these campaigns is not measured by the extent of their spread or even the rates of public interaction with them. Rather, it is capable of providing the desired psychological support and ensuring its sustainability in all the circumstances that society is experiencing, as 11 specialists out of 20 confirmed to us that public interaction expresses, to a limited extent, the success and effectiveness of the digital psychological campaign.

IV. Conclusion:

Our analytical study of the three digital campaigns for psychological awareness in light of health crises revealed a clear difference in the communication and discourse strategies of each of them. It showed us that the effectiveness and quality of digital discourse in the psychological field does not depend only on its scientific reliability, but also on the campaign's ability to build digital human communication that transcends the social and cultural differences of society, investing in the diversity that media and communication technology has produced for us in digital media.

Recommendations: Our study concluded with a set of recommendations, which we mention as follows:

- ✓ The necessity of building and designing digital psychological campaigns that reconcile scientific credibility with the emotional human dimension of the public.
- ✓ It is necessary to work on designing multimedia content that suits all digital consumption patterns.
- ✓ The need to take into account the cultural and social awareness of the public to enhance their acceptance of the campaign content.
- ✓ Leveraging artificial intelligence technologies, whether in design or even in monitoring and analyzing interaction patterns, to create content that meets users' psychological needs.
- ✓ Focus more on the interactive aspect of such campaigns, as they require a participatory feature.

– **Referrals and references:**

- Andreas, M., & Michael, H. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(01), 59-68.
- FalaK, A. (2021). Digital Discourse Analysis - A Revolution of Concepts and Procedural Tools for Approaching Texts. *Digitization Journal for Media and Communication Studies*, 01(02).
- jaffar, a., dake, w., zhaohui, s., & arash, z. (2021, 05 21). The Role of Social Media in the Advent of COVID-19 Pandemic: Crisis Management, Mental Health Challenges and Implications. *Risk Management and Healthcare Policy*, 14.
- Mel, T., Garrett, W., Gwyneth, H., & Beverley, R. (2021). The role of social media as psychological first aid as a support to community resilience building. *Australian Journal of Emergency Management*, 27(01), 20-26.
- Melvyn, W., Cyrus, S., Pan, F., Yanxia, L., & Roger, C. (2014, 03 25). Usage of Social Media and Smartphone Application in Assessment of Physical and Psychological Well-Being of Individuals in Times of a Major Air Pollution Crisis . *JMIR Mhealth Uhealth*, 02(01).
- meta. (2021). *Making Emotional Health a Priority This Mental Health Awareness Month*.
Récupéré sur meta: https://about.fb.com/news/2021/05/mental-health-awareness-month/?utm_source=chatgpt.com . (Consulted on 15/06/2025).
- Organization, P. A. (2021, 10 08). *Organization, Pan American Health*
: <https://www.paho.org/en/campaigns/mental-health-now-share-your-story>. (Consulted on 27/06/2025).
- Pfizer, M. (2021, 11 08). *BookDoc and Pfizer partner to launch 'Mental Health for All' digital campaign*. Récupéré sur Pfizer Malaysia: https://www.pfizer.com.my/press-releases/bookdoc-and-pfizer-partner-to-launch-mental-health-for-all-digital-campaign?utm_source=chatgpt.com
- Tawanda , C., John , C., & Jerald , H. (2022). *COVID-19 and the Digital Transformation of Education Lessons Learnt on in Zimbabwe*. International Scientific Publishing House. Zimbabwe.
- WHO. (2020). *WHO. COVID-19 disrupting mental health services in most countries, WHO survey*: <https://www.who.int/news/item/05-10-2020-covid-19-disrupting-mental-health-services-in-most-countries-who-survey>. (Consulted on 05/07/2025).
- WHO. (2022). *Mental health: strengthening our response* . World Health Organization:
<https://www.who.int/ar/news-room/fact-sheets/detail/mental-health-strengthening-our-response>. (Consulted on 27/06/2025).