



Media Contact: Info{at}dtmafrica.com

PRESS STATEMENT
FOR IMMEDIATE RELEASE
May 2025

Statement by the Executive Director of Development through Media on Mental Health Awareness Month 2025.

As we mark Mental Health Awareness Month this May, Development through Media (DTM) joins the global community in emphasizing the urgent need to prioritize mental health as a critical component of human well-being, national development, and social justice.

Mental health is not a privilege — it is a right. Yet, millions of individuals across Kenya and the wider region continue to suffer in silence, grappling with stigma, lack of access to care, and the socio-economic consequences of untreated mental health conditions. This year's theme, **“Bridging the Gap: Community, Care, and Conversation,”** challenges us to break the silence and take deliberate steps toward inclusion, healing, and systems change.

At DTM, we believe that the media must play a central role in reshaping narratives around mental health. Through our programming, training, advocacy, and expertise including in Psychology and Sociology, we are committed to fostering a culture where seeking help is seen as strength, not weakness; where community voices are amplified; and where policies are rooted in lived experiences.

We particularly call upon:

- **Government agencies** to increase investment in community-based mental health services.
- **Media houses and journalists** to report sensitively and constructively on mental health issues.
- **Communities and faith-based institutions** to create safe spaces for dialogue and support.
- **Young people** to lead with courage and creativity in demanding change.

Mental health is a cornerstone of resilient families, productive societies, and peaceful nations. Let us use this month as a turning point — not only to raise awareness but to spur action, compassion, and accountability.

Let's talk. Let's listen. Let's act.

Signed,
Dommie Yambo-Odotte
Executive Director/Producer
Development through Media (DTM)