



**BLUEMIND
FOUNDATION**

UNITED FOR MENTAL HEALTH IN AFRICA

HEAL BY HAIR

**THE FIRST MENTAL HEALTH HAIRDRESSERS
MOVEMENT IN AFRICA**

December 2021



TÉMOIGNER

AIME, MA FILLE, AIME !

RÉSILIENCE,
AMOUR ET
LIBERTÉ

MARIE-ALIX
DE PUTTER



PROBLEM

In Africa, mental health is a taboo that affects 66 million young women under 25 who suffer from depression and anxiety.

- 85% do not have access to treatment.

Heal by Hair is a short and innovative three-day program based on cutting-edge research and adapted to the local context.

MISSIONS

1- Heal

2- Empower


3- Elevate

OBJECTIVES

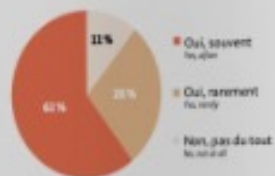
By 2035, the training of 1000 hairdressers could lead to the sensitization and support of up to 5 million women in 20 cities.

5M

**By 2035, the training of 1000
hairstressers could lead to
the sensitization and
support of up to 5 million
women in 20 cities.**



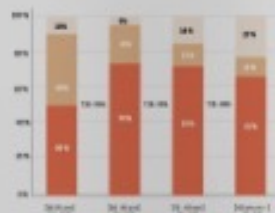
That's as many
children, families
and communities
sensitized.



- Quelquefois
- Quelquefois ou jamais
- Quelquefois ou jamais

GRAPHIQUE 11
Usage des smartphones par les coiffeuses

Source: Bluemind Foundation 2021



GRAPHIQUE 12
Usage des smartphones selon le niveau d'âge

Source: Bluemind Foundation 2021

Utilisez-vous l'application d'écoute des applications mobiles ?
Do you use the mobile app?



2

HEAL BY HAIR ÉTUDE AUPRÈS DES COIFFEUSES STUDY WITH HAIRDRESSERS



HEAL BY HAIR

PREMIER MOUVEMENT DE COIFFEUSES
SECOURISTES EN SANTÉ MENTALE EN AFRIQUE

Rapport d'études croisées entre les femmes africaines et leurs coiffeuses

NOVEMBRE 2021



HEAL BY HAIR

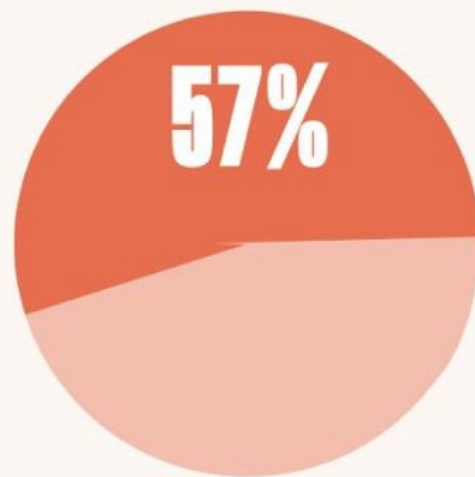
THE FIRST MENTAL HEALTH
HAIRDRESSERS' MOVEMENT
IN AFRICA

Report of cross studies
between african women
and their hairdressers

NOVEMBER 2021



KEY DATA

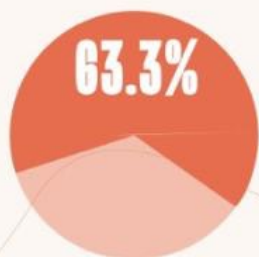


57% des femmes enquêtées sont âgées de 18 à 25 ans.

57% of the surveyed women are aged between 18 to 25 years

**67.3% des femmes interrogées
affirment se confier aux
professionnelles des soins de
beauté**

***67.3% of the surveyed women admitted
that they confide in beauty care
professionals***



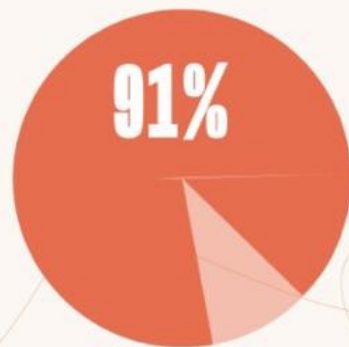
**Plus de 6 femmes sur 10
feraient plus confiance à une
coiffeuse secouriste en santé
mentale.**

*More than 6 out of 10 women would
trust a hairdresser as a mental health
first aider.*



91% des coiffeuses sont prêtes à se former aux premiers secours en santé mentale

91% of hairdressers are willing to take mental health first aid training



VALUE PROPOSITION

Phase 1

RESEARCH

Phase 2

**PILOTE &
MEASURE**

Phase 3

SCALING

AGENDA

The first training of first aid hairdressers in mental health will take place from February 28 to March 2 2022 in Abidjan (Ivory Coast).

KEY FACTORS OF SUCCESS

Innovation

Report

Team

Partnerships



À PROPOS DE LA BLUEMIND FOUNDATION

ABOUT US

TEAM

Leadership Team
Board of Directors
Scientific Committee
Stakeholders Committee
Audit Committee

ACCOMPLISHMENTS

Released of a cross study between african women and their hairdressers

Partners

Media coverage include :

VOA

THE GUARDIAN NIGERIA

AFRICANEWS

0,46€



BLUEMIND FOUNDATION

UNITED FOR MENTAL HEALTH IN AFRICA

66 millions of
Young African
Women Need Us!