



8 July 2021, Damascus – One in 10 people in Syria live with a mild to moderate mental health condition. Prolonged exposure to conflict and the COVID-19 pandemic have continued to strain the mental well-being of families. In response, WHO Syria and local nongovernmental organizations in Rural Damascus recently launched the “My Hero Is You” campaign, which aims to reduce anxiety and fear associated with COVID-19 among children, and enhance the ability of parents to effectively talk to children about their well-being.

The pilot campaign reached 5000 children and included messages about how to cope with stress delivered through a colouring book. The book was adapted to the Syria context and is based on a children’s story, entitled “My Hero is You”, developed by WHO and other members of an United Nations inter-agency committee on mental health and psychosocial support in emergency settings. The campaign also included the provision of psychosocial support sessions and focus group discussions, attended by 2000 parents, caregivers and health educators who discussed their concerns, coping mechanisms and support strategies for children experiencing stress in the context of the COVID-19 pandemic.



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Thursday 18th of April 2024 06:10:54 AM