

RAISING AWARENESS FOR PTSD AND MENTAL HEALTH



Encouraging open conversations and compassion through education and shared stories.

22 Feb 2025

INTRODUCTION

Mental health is a vital part of every person's well-being, shaping how we think, feel, and connect with others. Yet, for many, mental health challenges often begin early in life and silently affect how they learn, grow, and interact with the world. Post-Traumatic Stress Disorder (PTSD) is one such condition that can deeply impact children, influencing their confidence, relationships, and sense of safety. According to the World Health Organization (WHO), "an estimated 3.9% of the world population has had PTSD at some stage in their lives." When left unaddressed, early trauma can continue to shape livelihoods well into adulthood—making awareness, empathy, and early support crucial for healing and resilience.

Starting Conversations That Heal

Priya believes that awareness begins with conversation. To help young people understand mental health and PTSD, she has led workshops and talks at schools across Thailand, where students learn how trauma affects emotions, concentration, and relationships. These sessions combine storytelling, creative activities, and open discussions to make complex psychological concepts accessible and relatable. By sharing her personal journey and linking it to JolliPals' mission, Priya helps students see that mental health challenges are not signs of weakness but opportunities for growth, empathy, and support.



One of her most memorable awareness events took place at the Ruamrudee International School (RIS) Fun Fair, an annual community festival with more than 1,000 participants. Priya set up JolliPals' first interactive booth, combining creativity, advocacy, and entrepreneurship in one space. While selling JolliPals plushies to fund donations, she also used the booth to educate visitors about PTSD—what it is, how it develops, and why early emotional support matters. Through games, storytelling cards, and short conversations, both children and adults learned how small acts of kindness can make a difference for those living with trauma. Many parents shared that it was their first time hearing about PTSD in children, and students left with a new sense of empathy and curiosity about mental health.

By bringing mental health education into familiar, joyful spaces, Priya turned awareness into community action. What began as a single school initiative has evolved into a growing movement, where every workshop, fair, and classroom conversation helps reduce stigma and build a culture of understanding across Thailand.

Her advocacy extends beyond schools. Through social media campaigns, Priya reaches thousands of young people nationwide, using posts, reels, and infographics to share knowledge about PTSD and mental well-being. She also launched JolliPals' peer forum initiative, where students submit creative artworks, articles, and short projects that promote awareness. These pieces are featured on JolliPals' website and social media platforms, turning youth voices into a collective movement for compassion and understanding.

Priya's efforts reached an even wider audience when she was featured and interviewed on Top News, one of Thailand's national broadcasting channels. Her segment, aired on television and shared on digital platforms, gained over 10,000 viewers, exposing families across the country to the topic of children's mental health and PTSD. Though a small step in a national context, this moment marked a powerful beginning in changing how Thai society perceives and discusses mental well-being.

PHOTO ALBUMS



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