



EACCME UNITED KINGDOM EVENT REQUIREMENT:

Name	HRH Princess Iman Afzan Al-Sultan Abdullah
Title	<ul style="list-style-type: none"> - World Mental Health Congress Patron - World Federation for Mental Health Representative to the United Nations - Founder & President, Green Ribbon Group
Place of Work	Kuala Lumpur, Malaysia
Statement/bio informing EACCME of your experience of delivering educational material	<p>HRH Princess Iman Afzan Al-Sultan Abdullah began actively advocating for mental health in 2018, focusing on (i) raising awareness and breaking the stigma on mental health; (ii) suicide prevention; and (iii) mental health literacy.</p> <p>The Princess has been pushing for the decriminalisation of attempted suicide in Malaysia, publicly calling for measures on World Suicide Prevention Day 2020 to help shift the country’s response towards one that is more health and social-based. Her Royal Highness believes that the Mental Health Act in Malaysia already provides sufficient provisions to treat those who attempt suicide as individuals with a psychological disorder.</p> <p>Princess Iman has also been advocating for the inclusion of mental health literacy in education. As a proud mother of two young children, she is firm in her belief that prevention is better than cure; mental health is the foundation that we must get right for our future generations.</p> <p>In January 2021, the Princess set up her own organisation called the Green Ribbon Group (GRG). Based in Kuala Lumpur, GRG champions a community approach to mental health, which is based on the notion that we ourselves are an untapped resource. It focused on advocacy during its inception, fundraising and collaborating with mental health NGOs, the Ministry of Health, and private corporations. Princess Iman is adamant that GRG does not</p>



	<p>replicate existing initiatives, but rather empowers organisations and individuals working tirelessly on mental health.</p> <p>GRG is now streamlining into awareness and support programmes for schools and universities – Mental Health as a Future Skill, a three-hour module for 15–17-year-olds in public schools, and The Green Ribbon Effective Agent Training (GREAT) Project, a 1.5-day programme for those in both public and private universities. These programmes are a stepping stone towards building a network of student advocates nationwide.</p> <p>Her Royal Highness is determined to effect real and lasting positive change within the mental health landscape of Malaysia. She was International Patron of World Mental Health Day 2020-2021, and is now World Mental Health Congress Patron and the World Federation for Mental Health Representative to the United Nations.</p> <p>Princess Iman graduated with a Bachelor of Arts in Politics from the University of Nottingham in 2015.</p>
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Signature:	
Date:	10 May 2022