

14 March 2024

HSBC Malta Foundation Supports Mental Health Awareness with Tote Bag Donation

HSBC Malta is pleased to announce the donation of several tote bags to support mental health in Malta. These bags are specially adorned with the Mental Health Helpline Number 1579, a crucial resource available to the public 24/7.

The initiative aims to raise awareness about the mental health challenges individuals face and the availability of support through the 1579 Helpline. This service is run by professional psychologists offering free emotional support, advice, and practical guidance to anyone in need. It operates on the principle of confidentiality, allowing individuals to seek help anonymously and without judgment.

Dr. Stephanie Xuereb, CEO of Mental Health Services, expressed her gratitude towards the HSBC Malta Foundation for their thoughtful contribution. "We are truly grateful for HSBC's commitment to mental health advocacy and their contribution to our ongoing efforts to promote mental well-being and provide immediate support to those in need. Together, we can create a more supportive and compassionate community for all," said Dr. Xuereb.

Dr Paula Vassallo, Director Health Promotion and Disease Prevention highlighted that such initiatives continue to amplify the promotion of mental wellbeing. As a directorate we are at the forefront of promoting healthy lifestyles by addressing the different risk factors which also contribute to mental wellbeing. "We will continue to work with all stakeholders, both public and private to achieve our mission of promoting Health for all." The Health Promotion and Disease Prevention Directorate also offers free Resilience Programmes designed to empower participants to build key habits and skills that help to manage stress and overcome life's many challenges. Together we can make a difference.

Michel Cordina, Executive Director at HSBC Malta and Deputy Chair of the HSBC Malta Foundation highlighted the importance of the Foundation's support for mental health initiatives. "At HSBC Malta Foundation, we believe in making a positive impact on the communities we serve. By partnering with the National Mental Health Services and supporting the 1579 Helpline, we hope to underline the importance of mental health, encourage conversations around it, and ensure that individuals facing challenges know they are not alone. This donation is a testament to our commitment to promoting a healthier, more resilient society."

The tote bags serve not only as a practical item but also as a powerful reminder of the support network available through the National Mental Health Services and the Health Promotion and Disease Prevention Directorate. They are part of a broader effort to ensure that mental health remains a priority and that individuals can get support to build their resilience and have the necessary resources to seek help.

For anyone facing mental health challenges or in need of assistance, the 1579 Helpline provides a vital lifeline. The service facilitates access to national mental health services, government agencies, and NGOs offering support on behalf of the public mental health system, all free of charge. In addition, anyone can enrol in the resilience programme offered by the Health Promotion and Disease Prevention Directorate. Visit mentalwellbeing.gov.mt for more information.



Photocaption: from the left, Dr Paula Vassallo, Director Health Promotion and Disease Prevention, Dr. Stephanie Xuereb, CEO of Mental Health Services, Michel Cordina, Executive Director at HSBC Bank Malta and Deputy Chair of the HSBC Malta Foundation, and Glenn Bugeja, Manager Corporate Sustainability

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