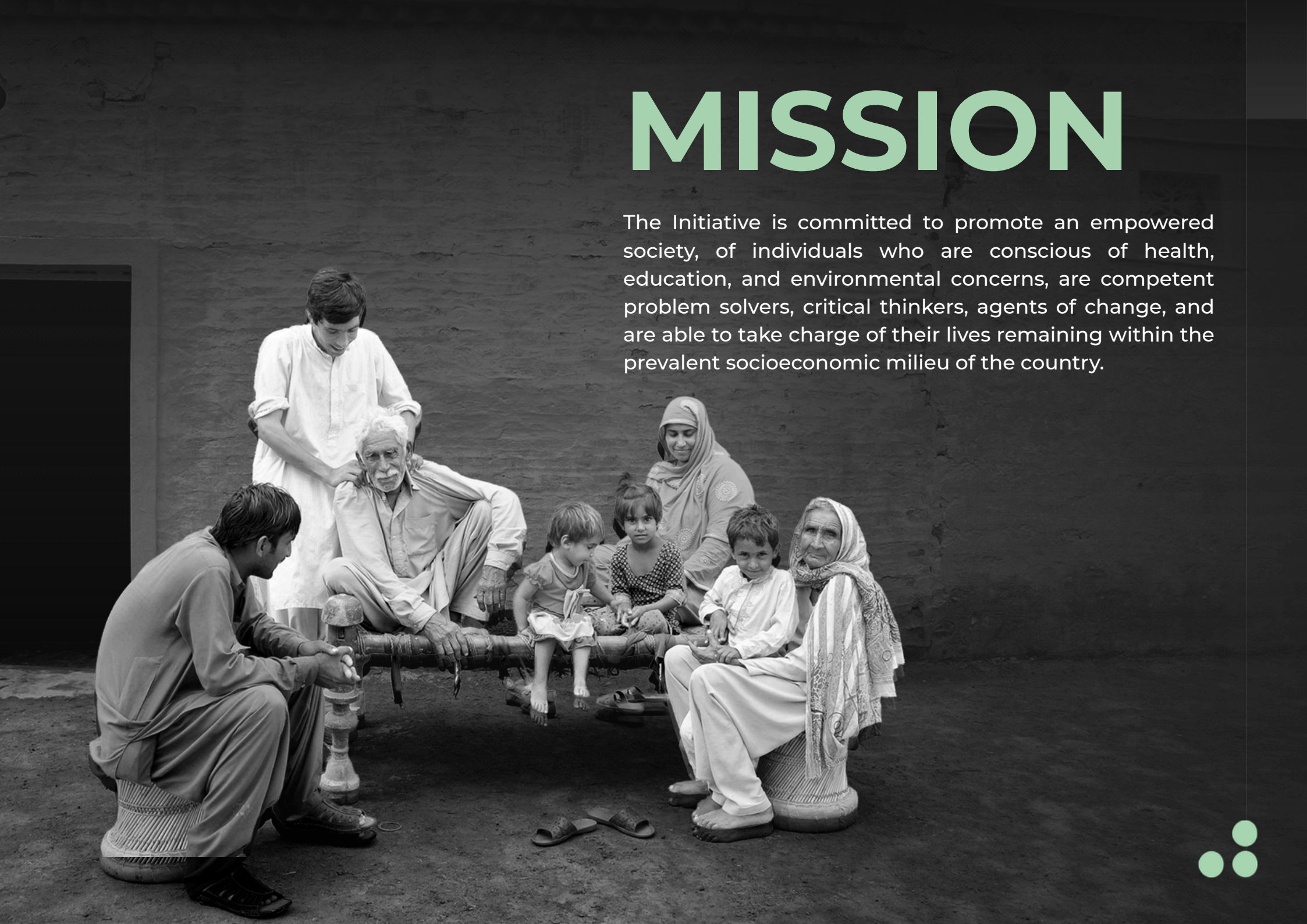
The Initiative



The Initiative is a private, non-profit, non-governmental research organization established in 2013 and based in Islamabad, Pakistan. Dedicated to advancing public health, the organization conducts research across a broad range of health challenges, with a strong focus on non-communicable diseases (NCDs), communicable diseases, environmental health, air pollution, climate change, and other emerging public health priorities. Through national and international partnerships, The Initiative generates high-quality evidence to inform policies, strengthen health systems, promote healthier environments, and improve community health outcomes in Pakistan and beyond.

MISSION

The Initiative is committed to promote an empowered society, of individuals who are conscious of health, education, and environmental concerns, are competent problem solvers, critical thinkers, agents of change, and are able to take charge of their lives remaining within the prevalent socioeconomic milieu of the country.





VISION

“An empowered society that strives for improved quality of life.”



INTERNATIONAL COLLBORATORS

NATIONAL COLLBORATORS

WHAT WE DO

Technical Domains of Expertise

The Initiative works across a broad range of public health and development domains, combining research excellence with implementation expertise to generate evidence, strengthen programmes, and influence policy.

Tobacco Control & Substance Use Research

Research on tobacco use, cessation, novel nicotine products, taxation, policy, adolescent prevention, and implementation of tobacco control interventions.

Non-Communicable Diseases, Mental Health and Integrated Care

Research and implementation in diabetes, cardiovascular disease, respiratory health, mental health, health systems strengthening, and integrated models of care

Education and School-Based Research

Large-scale school-based research and surveys, including school mapping, student recruitment, and engagement with education authorities and school administrations.
We also deliver adolescent health, behavioural, prevention, & youth-friendly interventions in collaboration with schools, teachers, and education stakeholders.

Policy Engagement and Evidence-Informed Advocacy

Policy analysis, evidence synthesis, technical consultations, stakeholder engagement, and translation of research into policy and practice.

Air Pollution, Climate and Environmental Health

Research on environmental exposures, climate-related health risks, community awareness, prevention, and behaviour change.



Community Engagement and Social Mobilisation

Participatory research, community engagement, stakeholder consultations, Community Advisory Panels (CAPs), Youth Advisory Groups (YAGs), & Public and
Patient Involvement (PPI).

Behaviour Change Communication and Health promotion

Evidence-based communication strategies, digital campaigns, advocacy materials, youth-friendly communication, and multimedia health promotion.

Monitoring, Evaluation, Learning and Independent Quality Assurance

Monitoring, evaluation, learning systems, independent third-party monitoring, programme verification, quality assurance, compliance audits, and impact evaluation across health, education, research, and development programmes.

Independent Third-Party Monitoring, Evaluation & Quality Assurance

- Independent third-party monitoring, evaluation, verification, quality assurance, and audit services across the health, education, research, and development sectors
- Independent verification of programme activities, outputs, deliverables, and outcomes
- Field monitoring and verification visits
- Compliance and quality assurance audits
- Data quality assessments and source verification
- Process and performance reviews
- Independent assessments of health, education, research, and development programmes
- Beneficiary and stakeholder consultations
- Evidence-based reporting with practical recommendations to strengthen programme quality, accountability, and performance

HOW WE WORK

Cross-Cutting Research, Implementation & Technical Services

Project Implementation and Field Operations

- Planning and implementation of multi-site research and implementation projects
- Field operations management and coordination
- Recruitment, training, supervision, and performance management of research and field teams
- Development of field protocols and standard operating procedures
- Quality assurance systems
- Community engagement and stakeholder coordination
- Project monitoring, documentation, and donor reporting

Research Design and Data Collection

- Research protocoland study designdevelopment
- Quantitative, qualitative, and mixed-methods research
- Household,community, school-based, youth, health facility, and special population surveys
- School samplingand mapping
- Engagement with education departments and school administrations
- Qualitative interviews and focus groupdiscussions
- Workshops and participatory research
- Digital and electronic data collection systems Sampling strategy development
- Data quality assurance and verification

Monitoring, Evaluation, Learning and Independent Assessment

- Baseline, midline, and endline assessments
- Process, outcome, and impact evaluations
- Monitoring and evaluation framework development
- Indicator development and performance monitoring
- Third-party monitoring and independent verification
- Compliance and quality audits
- Data quality assessments
- Independent programme reviews
- Results reporting
- Learning documentation and knowledge management

Community and Stakeholders Engagement

- Stakeholder mapping and analysis
- Community engagement strategies
- Participatory workshops and co-creation activities
- Community AdvisoryPanels
- Youth Advisory Groups
- Public and PatientInvolvement
- Community feedback mechanisms
- Engagement with civil society organisations
- Engagement with education departments, schools, teachers, parents, and students
- Government and policymaker engagement

HOW WE WORK

Cross-Cutting Research, Implementation & Technical Services

Behaviour Change Communication

- Behaviour change intervention design
- Social and digital media campaigns
- Advocacy materials
- Educational resources
- Video production and multimedia communication
- Community awareness campaigns
- Context-specific communication strategies

Policy Translation and Knowledge Exchange

- Policy briefs
- Evidence syntheses
- Technical reports
- Policy dialogues
- Stakeholder consultations
- Advocacy strategies
- Regulatory analysis
- Translation of research into policy and practice
- Knowledge dissemination and capacity strengthening






TEAM





We encourage all qualified men and women to work with us and hire staff with suitable qualifications without distinction as to race, gender, religion, or any other discriminating factor. We value efficiency, competence, and integrity. Currently, our team includes public health specialists, epidemiologists, biostatisticians, qualitative and quantitative researchers, data and financial management experts, communications and community engagement professionals. This multidisciplinary team brings a diverse range of skills and experience from working at national and international levels in the field of public health, especially in research, communications, community engagement, and the management of multi-year, multi-country, large-scale research projects.




TECHNICAL CONSULTANTS



Dr Omar Imtiaz Hassan

Technical Consultant – Health Systems, Quality Assurance & Accreditation

MBBS | FCPS (Medicine) | DHA-Recognized Specialist | Diploma in Occupational Health (RCPS, UK) | FRIPH (UK) | Lead Auditor – OHSAS 18001 (LRQA)

Expertise: Health Systems Strengthening · Hospital Strategic Planning · Quality Assurance · Accreditation & Licensing · Occupational Health & Safety · Clinical Governance · Operational Excellence



Dr Razia Fatima

Technical advisor consultant TB strategic planningand Global Fund applications UNOPS

PhD University of Bergen Norway, MSc Epidemiology LSHTM UK) MBBS

EChair Ethics Advisory Group The International Union against TB and Lung diseases Technical Director Health Solutions International
Highest Prestigious Award holder The Union Medal for TB 2024.



Dr Sheraz Khan

Technical Consultant - Health policy, climate change, healthcare insurance, monitoring and evaluation of healthcare programs.

PhD, MPH, MBBS, CHPE, FRSPH

Physician, implementation scientist, and global health researcher with expertise in health systems, policy, digital health, and health security. He leads major implementation research programmes in Pakistan, has published over 25 peer-reviewed papers, and has contributed to national health reforms and international research collaborations.



Ashifa Hashmi

Technical Consultant - Maternal and Child Health (MNCH)

Master's in public health (MSPH) | Monitoring and Evaluation of Population and Reproductive Health

Extensive expertise in maternal and child health, reproductive health, nutrition, behavior change communication, and health programme implementation, with proven experience working with international organizations including WHO, GIZ, Population Council, Ipas, and Nutrition International. Skilled in strategic planning, stakeholder coordination, capacity building, qualitative and quantitative research, and leading multi-sectoral projects to improve health outcomes in Pakistan.

Duration 24 months Jul.2020 Oct.2019 **Donor** GRAND 2015 (Pfizer) **Sponsor** University of York, UK

01

"The efficacy of varenicline in achieving abstinence among Hookah Smokers, A Two-Arm, Double Blind, Randomized, Placebo Controlled Trial"



The Hookah Trial was a clinical trial sponsored by the University of York and funded by GRAND 2014 (Funding: $100829.00) Researcher Award. In Pakistan, Hookah continues as a common and traditional form of smoking tobacco. A range of behavioral and pharmacological therapies are available to support people in quitting cigarette smoking; however, little evidence exists for the efficacy of these therapies in achieving abstinence among hookah smokers. The objective of this study was to assess the efficacy of varenicline when added to behavioral support for hookah smoking cessation, by measuring biochemically validated continuous abstinence in hookah smokers.

Collaborators

MEDICAL SCHOOL
University of Minnesota
Driven to Discover"

University of Southampton

TB & Tobacco

Duration **48** months Nov 2015 Oct.,2019

Donor European Commission under the Research & Innovation action, H2020-HCO-2015 Funding scheme

Sponsor University of York, UK

02

"Tobacco Cessation within TB Programmes: A 'real world' solution for countries with dual burden of disease.



Tobacco cessation within TB programmes: A 'real world' solution for countries with dual burden of disease was a Clinical Trial of an Investigational Medicinal Product (CTIMP)(Funding: C434,119.00). Its study design was double-blind, randomized, parallel group, placebo-controlled trial in which adults diagnosed with pulmonary TB (PTB) disease have been screened at 13 TB diagnostic and management centers in Federal Capital and two provinces Punjab and KPK of Pakistan. The primary objective of this study was to assess the effectivemess and cost-effectiveness of cytisine when added to behavioral support for tobacco cessation compared to behavioral support alone on tobacco cessation in TB patients who smoke tobacco on a daily basis. This trial was funded by the European Commission under the Research and Innovation action. Trial medications were supplied by Aflofarm Pharma Poland

Collaborators

ark foundation advancement through knowledge
UNIVERSITY OF LEEDS
National TB Control Program
University of York
HEINRICH HEINE UNIVERSITÄT DÜSSELDORF
HERD International
THE UNIVERSITY of EDINBUGGH

STOP Survey

Duration 06 months Oct 2019 Mar 2020

Donor European Commission under the Research & Innovation action, H2020-HCO-2015 Funding scheme & RCUK

Sponsor The Intiative, Pakistan

03

"Studying Tobacco Users of Pakistan (STOP): Repeated Cross-Sectional & Longitudinal Survey, STOP Survey"



In Pakistan, 19.1% adults consume tobacco causing around 160,000 deaths/year. Tobacco industry constantly interferes in policy making – a key reason for ineffectual tobacco control (Funding: £40,000.00). For example, a move to impose higher taxes on cigarettes was blocked on the basis of a fictitious industry 'report'. This report (never made public) asserted that illicit trade constitutes 41% of the cigarette market share and an increase in taxes will lead to more smuggling – a claim often made by the industry and constantly refuted by independent research in other countries. This project aimed at providing unbiased evidence of the scope and magnitude of the illicit tobacco trade in Pakistan. Objectives of this study were as under:

- Proportion of cigarette smokers who use illicit cigarettes.
- Nicotine dependence and motivation to quit, among smokers.
- Triggers to, the methods used in, and the success of quit attempts.
- Attitude of smokers towards tobacco control policies and cessation aides (including willingness to pay) e.g. counselling, medication, e-cigarettes.

Collaborators

University of York · The University of Edinburgh · Heinrich Heine University Düsseldorf · King's College London · Universität Bielefeld · kmu Khyber Medical University · TCC

COVID-19 & TOBACCO

THE UNIVERSITY of EDINBURGH

Duration **03** months May 202 July 2020

Donor Global Challenge Research Fund, The University Court of The University of Edinburgh, UK

Sponsor University of Edinburgh, Scotland

04

Global Challenge Research Fund, The University Court of The University of Edinburgh, UK



The COVID-19 pandemic affected almost all aspects of life for a large proportion of the world's population. The needs of the population living in low and middle income countries (LMIC) such as Pakistan must be assessed and addressed to avoid widening existing global health inequalities. Pakistan was on rising trajectory of the COVID-19 epidemic curve, and therefore assessing and monitoring the impact of COVID-19 was timely. In July 2019, this population based observational study (Funding: £30,575.00) was conducted to investigate the smoking behaviors in Pakistan the STOP survey. The first wave of the survey
recruited 6,027 participants. During consent gathering, survey participants were asked if they would be willing to take part in a future telephone follow-up in six-month's time. This study also presented an opportunity to investigate the impact of the COVID-19 outbreak on this large nationally-representative population, in order to inform health, social care and policy responses.

Collaborators

University of York · LSE The London School of Economics and Political Science · The University of Edinburgh · HRIDAY · Public Health Foundation of India · The Initiative · ark foundation · MANIPAL Academy of Higher Education

Duration 04 months Apr 2020 July 2020

Donor University of York, UK

Sponsor University of York, UK

05

"The use and perception of Electronic Nicotine Delivery Systems (ENDS) in Pakistan: A qualitative exploratory study."



There is now substantial evidence of the effectiveness and popularity of Electronic Nicotine DeliverySystems (ENDS) in helping smokers to quit in high-income countries (HIC). ENDS are also now available and becoming popular in low-and-middle-income countries (LMIC), including Pakistan. There is a great deal of research on the use of ENDs in HICs although their use and role in LMICs is not documented, which may differ due to social, cultural, economic differences and accessibility. Through this project(Funding: £9,800.00) we investigated how ENDS perceived and used in Pakistan a high tobacco burden country. Using qualitative methods, we explored perspectives of cigarette smokers, ENDS users and sellers, health practitioners, policy makers and civil society.

Collaborators

NIHR | Global Health Research Centre for Improving Mental and Physical Health Together

Duration 06 months Dec 2021 May 2022

Donor NIHR, UK

Sponsor University of York, UK

06

Studying Tobacco Users of Pakistan (STOP2-R): Repeated Cross-Sectional and Longitudinal Survey (STOP Survey)



The STOP2-R survey (Funding: £44,751.00) aimed to provide objective, regular and timely information on tobacco users (smokeless and smokedforms) living in rural areasof Pakistan to help key policy decisions. The specific objectives for this study were to assess,in rural areas, the:

1. Proportion of tobacco users who use illicit cigarettes
2. Nicotine dependence and motivation to quit among tobacco users .
3. Triggers to, methods used, and success of quit attempts
4. Attitude of tobacco users towards tobacco control policies and cessation aides e.g., counselling, medication.

Collaborators

University of York

kmu Khyber Medical University

TCC

The Initiative

IMPASS
Addressing the Impact of COVID-19 on People with Severe Mental Illness

Duration 15 months Jan 2022 Mar 2023

Donor NIHR, UK

Sponsor University of York, UK

07

The Impact of the COVID-19 Pandemic on people with severe mental illness andon mental healthprovision in South Asia (IMPASS)



Severe mental illnesses (SMI) are chronic disorders (e.g., schizophrenia, bipolardisorder), which typically cause considerable impairment in ability to engage in functional and occupational activities, and affect around 1% of the population, globally. SMI lowers life expectancyby approximately 10-20 years. The Covid-19 pandemic has greatlyaffected people's lives and access to healthcare in low- and middle-income countries, including in Bangladesh &Pakistan. People with SMI are at particularly high risk of being affected, as are poorly resourced mental health services. The IMPASS study (Funding:£ 32,835.00) therefore investigated the impact of the pandemicon people with SMI, and sought to understand how to support this vulnerable group in such public health emergencies in future.

Collaborators

ark foundation
advancement through research and knowledge

UKRI Medical Research Council

Rawalpindi Medical University

University of York

The Initiative

INSTITUTE OF PSYCHIATRY
Rawalpindi Medical University
Rawalpindi Pakistan

TAP
Tobacco control in Adolescents in Pakistan

Duration 35 months Nov 2022 Oct 2023

Donor MRC, UKRI

Sponsor University of York, UK

08

Tobacco Control Policies and The Health of Adolescents in Pakistan (TAP)



Tobacco controlpolicies and the health of Adolescents in Pakistan (TAP) was a UK Research and Innovation (UKRI) funded project (Funding: £328,797.00). The aim of TAP was to inform policies on plain packaging and taxation in Pakistan in order to reduce tobacco uptake and use in adolescents, thereby improving their health and preventing premature deaths and disabilities in later life. The TAP 2024 datasetwas a nationally distributed adolescent tobacco and nicotine survey conducted across 9 districts in Pakistan, using both school-based and household-based cohorts. The study interviewed 14,232 adolescents aged 16–10 years (9,011 school-going and 5,221out-of-school). The questionnaire covered current tobacco and nicotine use, exposure in different settings, product availability and access, perceptions of plain packaging, and susceptibility to future use.

Collaborators

ark foundation
UKRI Medical Research Council
Rawalpindi Medical University
University of York
The Initiative
Institute of Psychiatry Rawalpindi Medical University Rawalpindi Pakistan

Alliance for Health Policy and Systems Research

Duration 08 months Oct 2024 May 2025

Donor World Health Organization (WHO)

Sponsor Agha Khan University

09

Institutionalizing learning by mainstreaming embedded implementation researchin country immunization programmes(MAINSTREAM) In Pakistan

This implementation research (Funding: £32,835.00) explored how closer collaboration between the Expanded Programme on Immunization (EPI) and the Balochistan Health Card Programme (BHCP) can improve fair access to vaccines for newborns in Balochistan. The study found that while most vaccinations are provided in public facilities, the majority of births take place in private hospitals,leading to missed opportunities for vaccination at birth. By integrating EPI services into BHCP-affiliated private hospitals and strengthening data and cold-chain systems, the initiative highlighted a practical, cost-effective pathway to reduce inequities, build community trust, and ensure more newborns receive life-saving vaccines on time.



Collaborators

World Health Organization

Duration 02 months Apr 2023 May 2023

Donor CTFK & TFK, USA

10

Waste Recycle, Cigarette Storesstudy



The waste recycle cigarette pack survey (Funding: $21,428.00) aims to assess the compliance of the tax stamp policy in combatingthe illegal trade of tobacco products. This survey provided valuable insights into whether the tax stamp policywas being implemented correctly and whether it had any impact on reducing the illicit trade. Additionally, the survey helped to understand the compliance of tobacco companies with the tax stamp policy.

Objectives:

- To determinethe proportion of illicit cigarettes in the cigarette market in Pakistan
- To evaluatethe effectiveness of the tax stamp policy vis-m-vis tobacco tax evasion
- To identifyregional patterns in tax stamps compliance on cigarette packs.

Collaborators

Duration 08 weeks May 2026 Jul 2026

Donor ?

Sponsor The Initiative

11

Visibility of Youth-Appealing Nicotine Content on Social Media



- A multi-country study was conducted to examine how nicotine products are promoted on social media platforms popular among young people. Using a harmonised research protocol across 12 countries, the study systematically audited highly visible nicotine-related content on TikTok and Instagram. Standardised research accounts were used to collect posts identified through predefined search terms over a seven-day period.The content was analysed using a structured coding framework to assess product promotion, branding, healthwarnings, advertising disclosure, and youth-appealing features. These features included flavours, humour, trending music, youth slang, cartoon-style imagery, and apparent young creators. The study generated cross-country evidence on digital nicotine marketing practices and provides useful insights to support tobacco control policies, youth protection measures, and stronger regulation of online nicotine advertising.

Collaborators

IMPACT
Improving mental and physical health together

Duration 59 Months Oct 2022 Sep 2027

Donor National Institute for Health and care Research (NIHR), UK

Sponsor University or York, UK

12

NIHR Global Health Research Centre for Improving Mental and Physical Health Together (Centre for IMPACT)



Centre for IMPACT (Funding: £451,588.00) aims at promoting mental and physical health in Afghanistan and Pakistan by reducing prematuredeaths and disabilities caused by Non-Communicable Diseases(NCDs). This study,focuses on three of the four key NCDs: common mental disorders (depression and anxiety), heart conditions, and diabetes. Through evaluating the key approaches to prevent and treat these, targeting those most at risk, and –uniquely–giving mental health parity alongside physical

Collaborators

HULL YORK MEDICAL SCHOOL
HEALTHNET TPO
SINA
kmu
UNIVERSITY of York
HPF
The Initiative

FRESH AIR 4Life

Duration 48 Months Jan 2023 Dec 2026

Donor European Union

Sponsor Academisch Ziekenhuis Leiden, ALBINUSDREEF 2333 ,2ZA, Leiden, the Netherlands.

13

Implementation research on tailored, multidisciplinary NCD pREvention in youtH: TArgeting tobacco and aIR polLutIon Exposure For mid- to latE adolescentsin disadvantaged populations



FA4LIFE (Funding: C204,938.00) is a 4-year implementation research study,covering a researcharea of high uncertainty that, considering the increasing NCD burden, will become even more important in years to come. The objective of this project is to empower adolescents for a healthier future by concurrently addressing tobacco control and promoting awareness about air quality. We employed innovative, robust research methods that meaningfully engagethose that matteryouth, families, providers, managers and authorities. Using these methods,we improved our understanding on what is important to implement sustainable NCD prevention packages targeting young people in disadvantaged populations. The target group for this project is mid- to late-adolescents (aged 14 to 21 years old), providers(e.g., healthcare, education) and other stakeholders (e.g., family members, community leaders, policymakers).

Collaborators

INDUS HOSPITAL & HEALTH NETWORK

MAKERERE UNIVERSITY

UNIVERSITY of York

MINISTRY OF HEALTH OF THE KYRGYZ REPUBLIC

IPCRG work locally collaborate globally

Maastricht University

QUIT4TB

Duration 47 Months Jun 2022 May 2026

Donor NIHR Global Health Unit on Respiratory Health("RESPIRE 2")

Sponsor University of Edinburgh, UK

14

An mHealth intervention (mTB-Tobacco) for smoking cessation in people with drug-sensitive pulmonary tuberculosis in Bangladesh & Pakistan



The aim of this study was to explore the effectiveness of this mHealth intervention in the context of two low-middle-income countries, Bangladesh and Pakistan. We explored the best method to help TB patients quit smoking. The study was funded by the National Institute of Health Research, UK and was sponsored by the University of Edinburgh, UK. In Pakistan,this study was being conducted by The Initiative (a non-profit research organization in Islamabad) in collaboration with the National/Provincial TB control programs. The primary objective was to assess the effectiveness and cost-effectiveness of mHealth to achieve continuous abstinence from smoking for at least 6 months. To assess improvements in TB treatment adherence and clinical outcomes simultaneously are two of its secondary objectives.

Collaborators

The Initiative

University of York

The University of Edinburgh

Funded by NIHR | National Institute for Health and Care Research

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- Li, J., Parrott, S., Zahid, M., Rahman, F., Danaee, M., Rana, S. H., Chowdhury, A., Ansari, S., Lim, A. K., Boeckmann, M., Khan, A., Huque, R., Norrie, J., & Siddiqi, K. (2026). Cost-effectiveness of a mTB-Tobacco intervention for smoking cessation in people with tuberculosis: Economic evaluation of a cluster randomised controlled trial. The Lancet Regional Health – Southeast Asia, 100776. https://doi.org/10.1016/j.lansea.2026.100776
- Faisal MR, Bhatti MM, Walker S, Khan SA, Hewitt CE, Salam FT, Aslam F, Coales K, Jawaid MB, Gilbody S, Siddiqi N. Strengthening Primary Care for Recognising and Treating Depression (SPiRiT-D): a study protocol for a cluster randomised controlled effectiveness-implementation trial of collaborative care for depression. Trials. 2026 Jan 28;27(1):164. doi: 10.1186/s13063-026-09453-5. PMID: 41606652; PMCID: PMC12924309.
-

POLICY BRIEF

Use of tobacco taxation for tobacco control in Pakistan MoNHSR&C, University of Stirling,University of York, The Initiative



Plain Packaging of tobacco products: Making a case for Pakistan- MoNHSR&C, University of Stirling, University of York, The Initiative



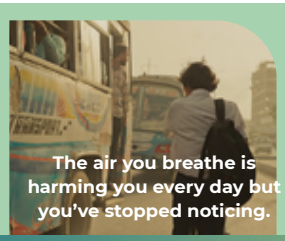
COVID19 and Tobacco – University of Edinburgh, Usher Institute, The Initiative



Integrating Tobacco Cessation into Routine Tuberculosis Care in Pakistan



DIGITAL OUTPUTS



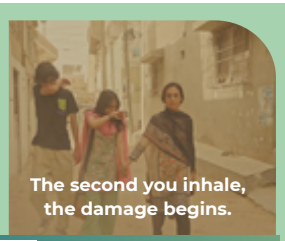
https://www.youtube.com/watch?v=CgyRRP837N0&t=23s



https://www.youtube. com/watch?v=boQP9 R8U6rA&t=101s



https://www.youtube. com/watch?v=u2YMs MLD9Y8



https://www.youtube. com/watch?v=Stnk8i bJoeY&t=4s

FRESH AIR 4Life



https://www.youtube. com/watch?v=rBOyO ek16tE



https://www.youtube. com/watch?v=M2Sf9 Hphpg8



https://www.youtube. com/watch?v=S4ahCf FVjLE

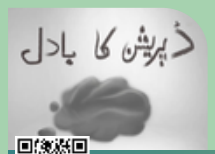
TAP
Tobacco control in Adolescents in Pakistan



TB and tobacco are two colliding epidemics affecting the globe, including Pakistan. TB affects 10 million people and kills 1.5 million, annually. Tobacco is used by 1.2 billion people and kills 8 million annually. Smoking interacts with TB and increases the likelihood of acquiring TB. If smoking continues during TB treatment, people are less likely to recover and more likely to die.

Quit4TB Trial: mHealth for smoking cessation in people with tuberculosis (TB)

https://www.youtube. com/watch?v=SQF2d Mv7sFM



In this powerful video animation, titled "The Cloud of Depression," we dive deep into the emotional journey of a woman as she grapples with the overwhelming weight of depression. Witness her raw and honest portrayal as she confronts the challenges, frustrations, and isolation that this mental health condition can bring.

The Cloud of Depression

https://www.youtube. com/watch?v=SQF2d Mv7sFM

QUIT4TB

IMPASS