



MENTAL HEALTH MODEL CANVAS

your primary template for
designing a mental health
program or project



mental health model canvas

This single worksheet brings together your mental health program model in a clear, concise way. We recommend filling out this worksheet after you have completed the other exercises in the Mental Health Design Toolkit.

You may notice that this worksheet includes all three components of a functioning mental health care system: treatment, prevention/promotion, and training. You may not have a plan for each of these segments, and that is okay. You can highlight the focus of your pilot, and brainstorm the other segments to identify what you might be able to do in the future.

The point of this exercise is to drive for clarity. The test for clarity is for your team, partners, collaborators, stakeholders and funders to understand and support these key elements. If there is disagreement on any of major categories on this worksheet, we highly recommend returning to relevant worksheets and processes until consensus is reached.

instructions

This worksheet is very simple. Follow the order of the worksheet, using reference worksheets as needed.



related tools: mental health problem definition, final persona development, organizational resource snapshot, mental health systems planning, project theory of change, project costs mapping



mental health model canvas

Issue area: what is the mental health challenge you're addressing?

Participants: who is receiving your services or participating in your program? Why do they need what you're offering?

Your program: activities, features, facilitators, structures, content

Prevention and promotion: how will you address the broader community around this issue?

Training: who will help expand your program, replicate your model, or pay to learn from you?

Program needs: people, materials, technology, transportation, space

Costs:

Our fixed costs are:

Our variable costs are: