



IN TOUCH
COMMUNITY SERVICES

— SINCE 1980 —

Well-being matters

IMPACT REPORT 2023



A MESSAGE FROM THE PRESIDENT

Continued Growth and Change best described In Touch Community Services in 2023, particularly in the expansion of our services and the extent of our outreach programs.

We are pleased to report good results under our three mission pillars of Direct Care, Capacity Building, and Advocacy, Awareness, and Education (AAE). In 2023, In Touch logged 32,540 hours helping a total of 16,044 people under the Direct Care services. Despite capacity constraints, Crisis Line served 88% of calls or 14,030 callers with 748 de-escalated safety risk calls.

Under our Capacity Building mission pillar, In Touch devoted 5,814 hours to training 23,793 people. The bulk of the resources was devoted to the supervision and engagement of interns and volunteers including newly hired Crisis Line responders. Professional development training for In Touch counselors and administration staff was also sustained in 2023.

Efforts towards fulfilling the AAE mission resulted in a total of 422 hours spent reaching 98,859 people. AAE activities ranged from social media awareness and education campaigns to free mental health and psycho-education seminars, collaborating efforts through networking and other awareness-raising representation.

As we embark on 2024, it is with enthusiasm and gratitude that I reflect on the achievements and challenges that have marked our journey so far. These accomplishments reflect a spirit that resonates deeply within In Touch, an organization that has always strived to be the compass for our community and the mental health industry.

With Empathy as our North Star, may we remain unrelentless in our purpose of not just changing lives but also transforming communities. Thank you for being a part of this inspiring movement.



RYAN MACLANG



WHAT IS IN TOUCH?

- A non-stock, non-profit organization that devotes its net receipts from its counseling and employee well-being services to its many outreach programs that include direct care, capacity building, and mental health education for individuals and communities in need.
- A pioneering mental health service provider in the Philippines. Established in 1980, its brand reputation is built on its high caliber (Quality of Service) and individualized care (Personal Touch/*Malasakit*).
- In Touch has served over 22,000 employees from corporate clients across different industries.

WHAT IN TOUCH OFFERS

- One of the most exhaustive client-counselor matching processes in the industry. The client's personal preferences and required counseling needs are carefully considered.
- A diverse roster of 48 highly qualified counselors, psychologists, and psychiatrists with a wide range of specializations.
- In Touch's mental health professionals have received an average of 90% satisfaction rate from existing clients and 81% recommendation rate from new clients.
- Counseling and psychiatric consultation services of different modalities, from web (video conference platforms) to face-to-face sessions.
- Employee Well-being Program with training and workshops that are highly customized to suit specific corporate culture or company policies.
- A 24/7, free, and anonymous Crisis Line for immediate emotional support, This service was launched in 1984 and has served a record annual high of 18,589 calls.
- A 24/7 Helpline dedicated as a one-stop service for employees of corporate clients.

SERVICES



COUNSELING
— BY IN TOUCH —

Counseling services and direct care interventions for children age 3 and up, youths, adults, couples, and families from both local and expatriate communities.

[Visit for more](#)



CRISIS LINE
— BY IN TOUCH —

Free, anonymous, and confidential crisis hotline, available 24/7 for anyone needing in-the-moment emotional support. [Visit for more](#)



**EMPLOYEE
WELL-BEING**
— BY IN TOUCH —

Professional counseling services for your employees including skill-building workshops and seminars [Visit for more](#)



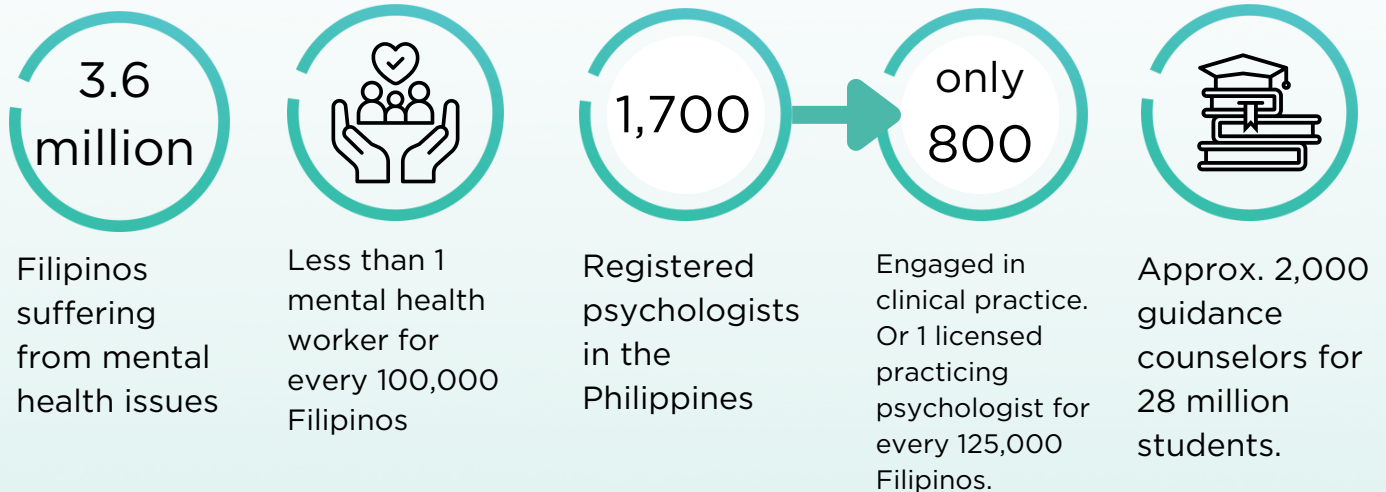
TRAINING
— BY IN TOUCH —

A range of practical wellness and skill-builder workshops and cross-cultural seminars that are open to all. [Visit for more](#)



THE NEED vs IMPACT STRATEGY

Mental Health (MH) Crisis is a rising epidemic in the Philippines. Latest studies from the mental health experts show sobering data:



THE IN TOUCH APPROACH: ADDRESSING 3 CRITICAL BARRIERS

- Lack of professional resources (Ratio of need versus professionals, top concerns, etc.)**
The Philippines faces a significant shortage of MH professionals, with a high demand for services and a limited supply of qualified individuals to provide them. This disparity creates challenges in accessing proper care and support for those in need.
- Lack of information on MH (Stigma, lack of public education, not top-of-mind concerns)**
MH remains a stigmatized topic in the Philippines, with many individuals and communities still uninformed about the importance of mental well-being and the available resources for support.
- Lack of financial resources (Third world country infrastructure, MH as low priority issue versus other basic needs)**
In a developing country like the Philippines, MH often takes a back seat to more pressing concerns, such as poverty, healthcare, and education. The resulting lack of financial support can hinder the growth and sustainability of MH initiatives. This also trickles down to the grassroots level and creates a barrier for marginalized communities and individuals from accessing the help they need.

SOURCES OF INFORMATION:

1. Philippine Mental Health Association <https://www.pna.gov.ph/articles/1211404>
- 2 <https://www.philstar.com/headlines/2020/10/14/2049401/36-million-pinoys-suffer-mental-disorders-doh-survey>
- 3 Anna Cristina Tuazon, PsyD, Inquirer.net , Jul 13, 2023
- 4 https://www.researchgate.net/publication/326412761_Mental_Health_Stigma_Among_Filipinos_Time_For_A_Paradigm_Shift

THE IMPACT STRATEGY

In Touch focuses on providing various outreach programs and initiatives to tackle these barriers, improve the MH landscape in the Philippines, and reduce the negative impact of the MH crisis on the population.

Lack of Professional Resources

Lack of Information on MH

Lack of Financial Resources

THE IN TOUCH APPROACH



A free and anonymous 24/7 Crisis Line to provide immediate support and assistance to individuals experiencing emotional and MH emergencies.

Issues addressed: ● ●



In Touch's training programs and workshops aim to eventually increase the number of qualified professionals and advocates in the field.

Issue addressed: ●



A company that partners with In Touch not only gives its employees access to a wider range of mental health counseling services but also a channel for information on mental health resources and self-help skills.

Issues addressed: ● ●



This initiative aims to foster the growth of the next generation of MH professionals and contribute to addressing the shortage of qualified individuals.

Issues addressed: ●



Aims to create a network of support and increase the availability of advocates.

Issue addressed: ●



These are designed to engage key stakeholders, such as policymakers, educators, & community leaders and to create a supportive environment for MH initiatives and policies. Issues addressed: ● ●



Ongoing training is offered to MH practitioners who need to enhance their skills and knowledge in quality care. Issue addressed: ●



In Touch makes MH support more accessible by offering subsidized counseling and training programs to individuals who cannot afford professional care. Issues addressed: ●



In Touch creates awareness and education campaigns through various social media platforms and other channels to promote MH awareness and reduce stigma. Issue addressed: ●

MENTAL HEALTH TRENDS IN 2023

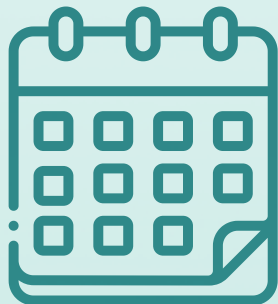
As one of the pioneering non-profit mental health service providers in the country, In Touch has observed many developments in the field where interesting inclinations and patterns change as more people become aware and educated about MH concerns. The following MH trends were seen in 2023 based on In Touch clientele data:

CLIENTS AGE 20 to 29



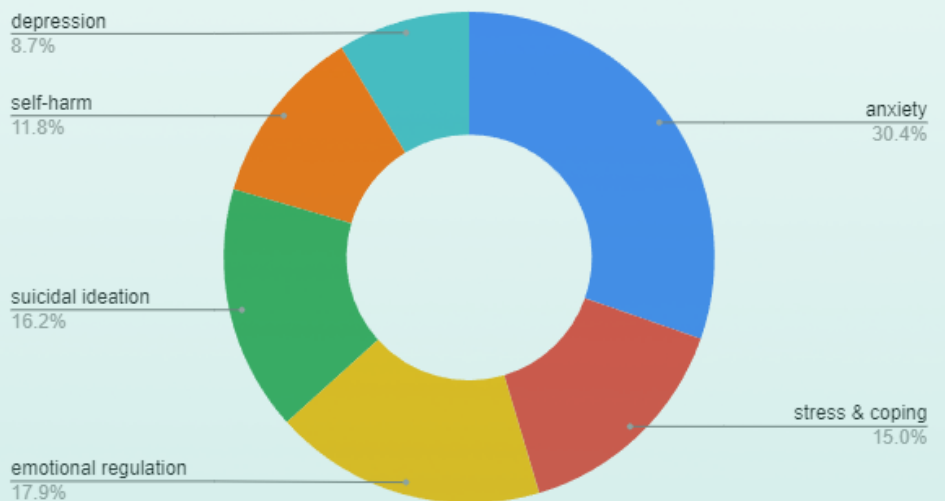
were the most affected demographic by mental health issues.

MARCH, JUNE AND OCTOBER



recorded the highest asks for mental health support.

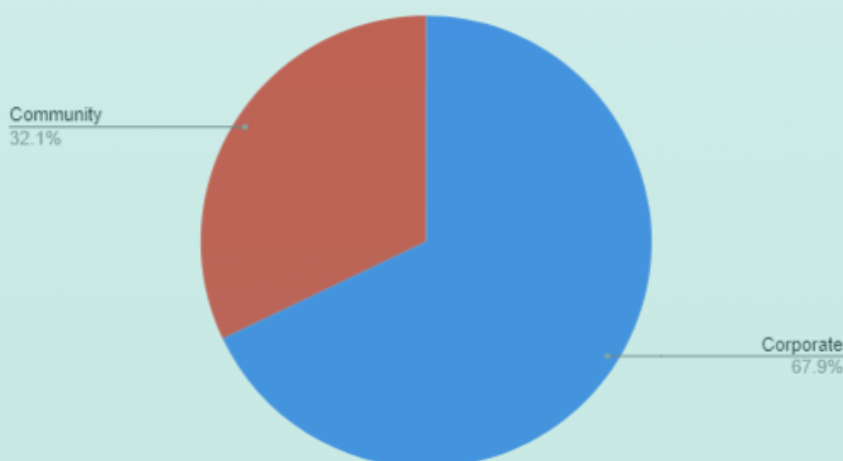
Counseling Issues



ANXIETY IS STILL MOST COMMON MENTAL HEALTH ISSUE.



Counseling Sessions Served

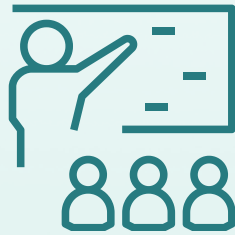


2023 PERFORMANCE HIGHLIGHTS

OUR MISSION



Providing DIRECT CARE to people in need of mental and emotional support; and



EDUCATING all individuals on the value of mental health and advocating to eliminate stigma;



BUILDING THE CAPACITY of people involved in caring for the mental and emotional well-being of others.

DIRECT CARE



CAPACITY BUILDING



ADVOCACY, AWARENESS & EDUCATION



TESTIMONIALS

FROM SOME OF OUR PARTNERS

“Ang In Touch sa amin: totoong kaibigan at ka-partner. Merong puso sa komunidad, puno ng passion sa paglingkod. Mararamdaman mong mayroon kang ka akibat sa pagtulong mo.”

- Mayfourth Luneta (Deputy Executive Director, **Center for Disaster Preparedness**)

“When they engage with companies and institutions, they make sure you are heard. The people are warm and encouraging and they communicate well. In Touch is an organization that cares, involves and engages.”

- Elaine Aranda (Counseling Division Chair, **Psychological Association of the Philippines**)

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 GRUNDFOS  Serenitea

“In Touch team are [sic] very professional [sic], generous and client-centered. Their genuine passion for their advocacy shows on [sic] the way they put the needs of their clients as priority.”

- Participant,
Interdisciplinary Management of Trauma Cases

“This workshop enables me to realize how should I prioritize my life too while simultaneously prioritizing my other responsibilities.”

- Participant, ITCS Manage Your Self, Manage Your Life Workshop

 NIRAS  AFDigital

 PVG GLOBAL  ptf  vero

 KUMON

 RISE  TK

BOARD OF TRUSTEES



RYAN MACLANG

President



JUAN CHUA

Corporate Secretary



RAMON DIOKNO

Treasurer

MEMBERS



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BROOKS**



**PHILLIPPA
KEYS**



**ANGIE
ESGUERRA**



**JING
REMO**

SENIOR MANAGEMENT

PROGRAM LEADERS & CONSULTANTS



from top left: Cherry Ramos, Suzette Buatin, Jake Flores, Myrtle Almando, Nanie Narciso form bottom left: Mike Calleja (Executive Director), Jean Alviar, Dr. Julian Montano. Not in photo: Gayatri Hasan and Jess Cruz.



COUNSELORS





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COMMUNITY SERVICES
— SINCE 1980 —

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Get in touch with us!



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ITCS_PH



InTouchCommunityServices



Crisis_Line_PH



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**Need immediate, free and anonymous emotional support?
Crisis Line is open 24/7, call us:**

8893-7603 / 0919-056-0709 / 0917-800-1123 / 0922-893-8944

Well-being Matters