



# PROJECT FALAH

2023

FOUNDATION FOR A PATH FORWARD &  
PENNY APPEAL CANADA

# ABOUT



Project FALAH: **F**acilitating **A**dvancement in **L**ife, **A**ddiction and **H** Mental **H** Health. This proposed joint project between Foundation for a Path Forward and Penny Appeal Canada is a comprehensive program that addresses the pressing issue of mental health and addiction in the Muslim community.

Our aim is to provide support to those who need it most and to help build resilience in the community through the Arabic word for - (فلاح) Falāḥ salvation (especially from self-improvement), happiness and well-being.

## WHO WE ARE?

- Foundation for a Path Forward is a leading community service organization with national programs across Canada.
- Penny Appeal Canada is a relief and development organization effecting big change in Canada and around the world.

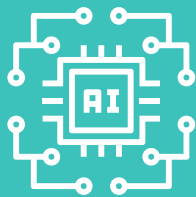
**4.9%**

**OF CANADIANS ARE  
MUSLIM**

372,900 Muslims are at risk of addiction related mental health challenges (or 21% of the population)

# KEY OUTCOMES

There are 13 unique outcomes for project FALAH. There is further information in the sections below. Please view the following 4 key outcomes:



**PIONEERING ONLINE AI  
POWERED REFERRAL  
SYSTEM FOR USE BY  
INDIVIDUALS AND THEIR  
FAMILIES**



**INNOVATIVE DIRECT  
INTERVENTION  
APPROACH FOR  
MUSLIMS DEALING WITH  
ADDICTION**



**GROUNDBREAKING  
NATIONAL NETWORK OF  
OVER 1,000  
ORGANIZATIONS  
REACHING 1.5 MILLION  
MUSLIMS**



**INSTANT ACCESS TO  
CULTURALLY RELEVANT  
MENTAL HEALTH &  
ADDICTION SUPPORT  
FOR MUSLIMS**

# SECTION 1: OVERVIEW AND INTRODUCTION

Foundation for a Path Forward is dedicated to improving the mental health and well-being of Muslims in Canada. In response to the increasing need for support in addressing mental health and addiction challenges, we are proposing a comprehensive mental health and addictions support program.

Our aim is to provide support to those who need it most and to help build resilience in the community through Falāḥ (فلاح) - the Arabic word for salvation (especially from self-improvement), happiness and well-being.

- **Project FALAH: Facilitating Advancement in Life, Addiction and Mental Health.** This proposed joint project between Foundation for a Path Forward and Penny Appeal Canada is a comprehensive program that addresses the pressing issue of mental health and addiction in the Muslim community.
- The program will provide a full range of support and resources, including awareness campaigns, direct support, online resource hubs, and referrals to community-based organizations and at need individuals.
- Project FALAH will be informed by best practices from Canada and around the world and will be run by a highly experienced team of professionals in the fields of mental health and addiction.
- **Mission:** To raise awareness and provide support for mental health and addiction issues in the Muslim community, reducing stigma, and empowering individuals and organizations with the resources they need to promote healing and well-being.
- **Vision:** To create a world where the Muslim community is equipped and empowered to address mental health and addiction issues, facilitating healing and promoting overall well-being.

# SECTION 2: SUBJECT MATTER EXPERTISE & IMPACT

Foundation for a Path Forward brings a wealth of subject matter expertise and previous work experience to the table when it comes to executing Project FALAH. Our team is made up of experts in the field of mental health and addiction, who have extensive experience in designing, implementing, and evaluating programs and initiatives in this area.

Our group's previous work has helped us to develop a deep understanding of the challenges facing individuals and communities affected by these issues. We have a proven track record of successfully partnering with organizations, institutions, and government agencies to provide targeted, evidence-based support and resources to those in need. With this knowledge and experience, we are confident in our ability to successfully execute Project FALAH and achieve its mission of improving the mental health and addiction outcomes for the Muslim community in Canada.

The Foundation for a Path Forward has a wide network of partnerships with organizations in Canada. These organizations provide a range of services and support to communities, including those related to mental health and addiction. Our partnerships with these organizations enable us to reach a large audience and collaborate on initiatives that can have a significant impact on communities.

For example, our partnership with the Department of Canadian Heritage allows us to access resources and support for our initiatives. The ISSA (Islamic Social Services Association) is a key partner in our work with the Muslim community, while the Canadian Mental Health Association, with its 100 years of experience and 300 offices across Canada, provides expertise and support in the mental health field. Our MoU with the Canadian Mental Health Association is in progress.



# SECTION 2: SUBJECT MATTER EXPERTISE & IMPACT

The Foundation for a Path Forward also has strong relationships with local organizations, including the BC Association of Social Workers, the Muslim Food Bank and Community Services, and the Muslim Care Centre, where we are co-founders. Our partnership with ASPIRE provides counselling services in Ontario and BC, while the BCMA – BC Muslim Association, offers support and resources in the Muslim community.

The personal support of the Attorney General of BC, the Hon. Niki Sharma, as well as the Patronage of the Lieutenant Governor of BC, the Hon. Janet Austin is also valuable to our work.

Our partnerships extend to First Nations communities in BC, organizations such as SUCCESS and MOSAIC, and PICS. The Burnaby Intercultural Planning Table and Burnaby Local Immigration Partnership, and Burnaby Together – Coalition Against Racism and Hate, provide support and resources to the local community. Our relationships with City of Vancouver, City of Burnaby, and City of Richmond allow us to reach a wide audience and collaborate on initiatives that make a positive impact.

In addition to our partnerships with organizations, the Foundation for a Path Forward also works with self-help groups such as Alcoholic Anonymous, Narcotics Anonymous, and AI-Anon. Our partnership with the 12-step program provides support to those struggling with addiction. Our collaboration with the Johns Hopkins Center for Psychedelic and Consciousness Research and the Multidisciplinary Association for Psychedelic Studies (MAPS) allows us to stay informed and up-to-date on the latest research and best practices.

# SECTION 2: SUBJECT MATTER EXPERTISE & IMPACT

We also have international partnerships with organizations such as Spinney Hill in the UK, Eclectic House in the UK, and ISIP - International Students of Islamic Psychology. Our partnership with the BC Refugee Hub and the Immigrant Services Society of BC, JIAS, the United Church, the Catholic dioceses, the Anglican diocese, SACH, Archway in Abbotsford, and The Chilliwack Community Services allow us to reach and support immigrant and refugee communities.

**A detailed list of project supporters (the basis of Project FALAH's national network) can be found in Addendum 1.**







# PREVIOUS MENTAL HEALTH EVENTS:

**ASPIRE**  
THROUGH FAITH & MORE TO SUPPORT

**FREE**  
for MFRCs-ASPIRE clients

- Subsidized for Caseworkers & their loved ones
- Sliding scale for community members

**ASPIRE IS PROVIDING COUNSELLING VIRTUALLY IN ONTARIO & BRITISH COLUMBIA**

Find Meaning, Manage Stress & Have Healthy Relationships

Get confidential support with a culturally sensitive counsellor today with anxiety, depression, marital challenges, anger management, addiction & general wellbeing.

Call 1-866-244-3849 Ext 6 or email [counselling@muslimfoodbank.com](mailto:counselling@muslimfoodbank.com)  
Please e-transfer donations to [donations@muslimfoodbank.com](mailto:donations@muslimfoodbank.com)

MUSLIM FOOD BANK COMMUNITY SERVICES

**MUSLIM CARE CENTRE ONLINE**  
Refugee Mental Health

## Psychedelics

### PTSD, Trauma, and Healing

Muslim Care Centre Online  
Mental Health Webinar

Online Friday, December 11 at 7:30PM PST

Trevor Millar currently serves as Chair of Board for the Multidisciplinary Association of Psychedelic Studies (MAPS) Canada and is a former Executive Director of the Global Ibogaine Therapy Alliance.

John Hopkins Hospital in a 2016 study of the effects of on Psilocybin found that it produces substantial and sustained decreases in depression and anxiety.

Featured in the award-winning documentary about using magic mushrooms and Iboga to heal addiction, anxiety and depression called DOSED. he is also a founding member of the Canadian Psychedelic Association.

**TREVOR MILLAR**

Please e-transfer donations to [muslimcarecentre@muslimfoodbank.com](mailto:muslimcarecentre@muslimfoodbank.com)

Listen on: Apple Podcasts, Google, ASPIRE

**Elign HEALTH CENTRE**  
(3825 Hanning Dr #102 Burnaby, BC)

**MUSLIM CARE CENTRE ONLINE**  
House Call with Humanity

## Chiropractic Care

### Manual Medicine for Pain Management

Muslim Care Centre Online  
Mental Health Webinar

Online Monday, December 21 at 7:30PM PST

We speak with the Director of Elign Health Centre in Burnaby & Founder of House Call for Humanity (HCFH) Dr. Gohar Sheikh, on his work in addressing pain and how how it can help with the complex relationship of pain, poverty, mental health and addictions amongst the underprivileged.

Elign Health Centre provides effective, state-of-the-art non-surgical, non-invasive treatments and medical solutions for the most common symptoms, conditions and injuries that affect most people.

The mission of HCFH is to facilitate the provision of necessary healthcare services to underprivileged people in the world with Doctors & healthcare professionals that lend their skills to care for people locally and abroad.

**DR. GOHAR SHEIKH**  
[www.elign.com](http://www.elign.com) or (604) 293-2273  
[www.hcfh.ca](http://www.hcfh.ca)

Please e-transfer donations to [muslimcarecentre@muslimfoodbank.com](mailto:muslimcarecentre@muslimfoodbank.com)

Listen on: Apple Podcasts, Google, ASPIRE

**MUSLIM CARE CENTRE ONLINE**

**ISLAMIC RELIEF CANADA**

**ASPIRE**  
THROUGH FAITH & MORE TO SUPPORT

## COVID-19

### Virus, Vaccine, and Virology

Muslim Care Centre Online  
Mental Health Webinar

Online Sunday, November 29 at 7:30PM PST

We speak with the founder of the Vancouver Virology Center, Dr. Osamah Al-Enezi, on their work with MCC and address questions about COVID-19 and the Vaccine.

Dr. Al-Enezi completed his infectious Diseases Fellowship Training at the University of British Columbia and continues to work at UBC in the Faculty of Family Medicine.

He is a certified consultant of Infectious Disease and Internal Medicine with 13 years of experience in treatment and management of HIV, Hep C and other infectious diseases.

**DR. OSAMAH AL-ENEZI**

Please e-transfer donations to [muslimcarecentre@muslimfoodbank.com](mailto:muslimcarecentre@muslimfoodbank.com)

Listen on: Apple Podcasts, Google, ASPIRE

**MUSLIM CARE CENTRE ONLINE**

**ISLAMIC RELIEF CANADA**

**ASPIRE**  
THROUGH FAITH & MORE TO SUPPORT

## Muslim Care Centre Online

### Mental Health Webinar

### Countering ISLAMOPHOBIA with a Strong Identity

Online Sunday, November 22 at 7:30PM PST

**STOP ISLAMOPHOBIA**

Shakeel is a college instructor for the social service department, specializing in at-risk youth and addictions/recovery

**Shakeel Khan**

Please e-transfer donations to [muslimcarecentre@muslimfoodbank.com](mailto:muslimcarecentre@muslimfoodbank.com)

Listen on: Apple Podcasts, Google, Islam Unravelling

**YO BRO|YO GIRL Initiative**

**MUSLIM CARE CENTRE ONLINE**

**ASPIRE**  
THROUGH FAITH & MORE TO SUPPORT

## Yo Bro|Yo Girl & Muslim Youth

### with Former Hells Angel Joe Calendino and Ari Azez

MUSLIM CARE CENTRE WEBINAR AND PODCAST PRESENTS

Monday, October 26 at 7:30PM PST

Yo Bro|Yo Girl cultivates resiliency in youth and empowers them with tools to avoid the perils of drugs, gangs, crime and violence.

Watch or Listen @MuslimCareCentre on: Apple Podcasts, Google, Facebook, YouTube

To support the Work of the Initiative please donate at [yobrogyo.com/donate](http://yobrogyo.com/donate)



# PREVIOUS MENTAL HEALTH EVENTS:

**YO GIRL Initiative** 

## Interview with Yo Bro | Yo Girl & Muslim Youth about **FREE** Self Defense Training and Youth Development

MUSLIM CARE CENTRE  
WEBINAR AND PODCAST PRESENTS  
Sunday, November 1 at 7:30PM PST



**Wahiba Harneet Irene Zainab**

Yo Bro/Yo Girl cultivates resiliency in youth and empowers them with tools to avoid the perils of drugs, gangs, crime and violence.

- Making good choices in life
- Life changing leadership training
- Self defense skills and knowledge
- Relationship advice
- Self esteem and self efficacy development
- Sisterhood, meaning, community and belonging

To Support the Work of Yo Bro/Yo Girl, please donate at [ybyg.ca/donate](http://ybyg.ca/donate) Watch or Listen @MuslimCareCentre on: 



## ONLINE MENTAL HEALTH WEBINAR AND Q&A

This Week's Topic: **RELATIONSHIPS AND COMMUNICATION**: Communication is fundamental to successful relationships. In this webinar we discuss how to talk effectively and be an active listener.



Hira Rashid is a graduate of the University of Northern BC with Bachelors in Social Work. Currently she is a Guardianship Social Worker for the Ministry of Children and Family Development.

**Online Sunday, August 16 at 7:00-8pm PST**

 Seminars will be live streamed on the Muslim Care Centre YouTube and Facebook Pages

Weekly Topics Will Cover: Loneliness and Isolation, Depression, Anxiety and Fear, Domestic Abuse, Suicidal Thoughts, Islamophobia and Mental Health, Racism and Mental Health, PTSD, Mental Health Support in Muslim Communities, Youth and Mental Health, Relationships and Mental Health, Sexual Abuse, and More.

Muslim Care Centre 2020



## ADDICTIONS RECOVERY WEBINAR

This Week's Topic: **OPIOID ADDICTION and RECOVERY** - Seen through the eyes of an Imam who became addicted to Doctor prescribed pain meds (oxycodone), had his life destroyed, and how he overcame the addiction and got his life back.



Imam Fawad Kalsi

Addictions affect every sphere of society. Many of us know someone who has a drug or alcohol addiction. This series is to support those people and their families in finding hope and solutions.

**Online Sunday, October 11 at 7:00pm PST**

 Seminars will be streamed on the Muslim Care Centre YouTube and Facebook Pages

If you are suffering from Addiction or Mental Health Challenges, reach out to us at [coordinator@muslimfoodbank.com](mailto:coordinator@muslimfoodbank.com)

Muslim Care Centre - A MFBCS Program, 2020

 **Online Fundraising Event June 20, 2020** 

Goal: \$99,000 for overall MCC operation in Vancouver and Surrey including to secure, renovate, and operate our proposed Surrey Location at 10252 City Pkwy, Surrey (1 minute walk from Surrey Central Station and Central City Centre)

**Online Fundraising Event: June 26, 2020**  
**Grand Opening: July 1, 2020**

### New Proposed Surrey Location



**Renovations Needed**

- Thorough cleaning of entire space
- Paint and painting team
- Quality roll up carpets for Salah
- Ventilation enhancement
- Counselling room renovation and glass doors
- Exterior signage
- Foldable partition for sisters
- Wudu Area



 [Muslimcarecentre@muslimfoodbank.com](mailto:Muslimcarecentre@muslimfoodbank.com) Sr.Sharina Khan (604)716-2558  
 [PAYPALME/MUSLIMCARECENTRE](https://www.paypal.com/donate/?business=MUSLIMCARECENTRE) Sr. Bilal Cheema (604) 809-6832



## ONLINE MENTAL HEALTH SEMINAR AND Q&A

This Week's Topic: **BURNOUT AND SELF CARE** – With Shakeel Khan



Shakeel is a college instructor for the social service department, specializing in at-risk youth and addictions/recovery

**Online Sunday, August 2 at 7:00-8pm PST**

 Seminars will be live streamed on the Muslim Care Centre YouTube and Facebook Pages

**Weekly Topics Will Cover:** Loneliness and Isolation, Depression, Anxiety and Fear, Domestic abuse, Suicidal thoughts, Islamophobia and mental health, Racism and mental health, PTSD, Mental Health Support in Muslim communities, Youth and Mental Health, Relationships and Mental Health, Sexual Abuse, And More.

Muslim Care Centre 2020

 **A Muslim Woman's Experience as an RCMP Officer**

**TUESDAY DEC 15 AT 7:30PM PST**



**FACEBOOK LIVE**  
FACEBOOK.COM/ISLAMUNRAVELLED

**YOUTUBE**  
ISLAM UNRAVELLED

**PODCAST**  
APPLE, GOOGLE, SPOTIFY



**CST ZAHIRA BAJI ON LEADERSHIP, EMPOWERMENT, AND RESILIENCE IN THE RCMP**

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[WWW.ISLAMUNRAVELLED.CA](http://WWW.ISLAMUNRAVELLED.CA)

# EVIDENCE BASED MULTI-DISCIPLINARY APPROACH

Foundation for a Path Forward has developed this initial network to be the basis for a national referral and support network that can leverage the existing great work being done.

Dealing with mental health and addiction requires a comprehensive and coordinated approach that involves multiple professionals and resources to address the complex and interrelated nature of these issues. A multi-disciplinary approach recognizes that mental health and addiction problems often result from a combination of biological, psychological, social, and environmental factors.

The key components of a multi-disciplinary approach include:

- **Assessment and Diagnosis:** A comprehensive assessment and diagnosis of the individual's mental health and addiction problems is the first step in this approach. This assessment should be conducted by a mental health professional and may involve medical, psychological, and social evaluations.
- **Team-Based Care:** A team of healthcare professionals, including psychiatrists, psychologists, social workers, and occupational therapists, should work together to develop a comprehensive treatment plan for the individual.
- **Evidence-Based Treatment:** The treatment plan should be based on the latest evidence and best practices in mental health and addiction treatment. This may include evidence-based psychotherapy, medications, and other treatments.

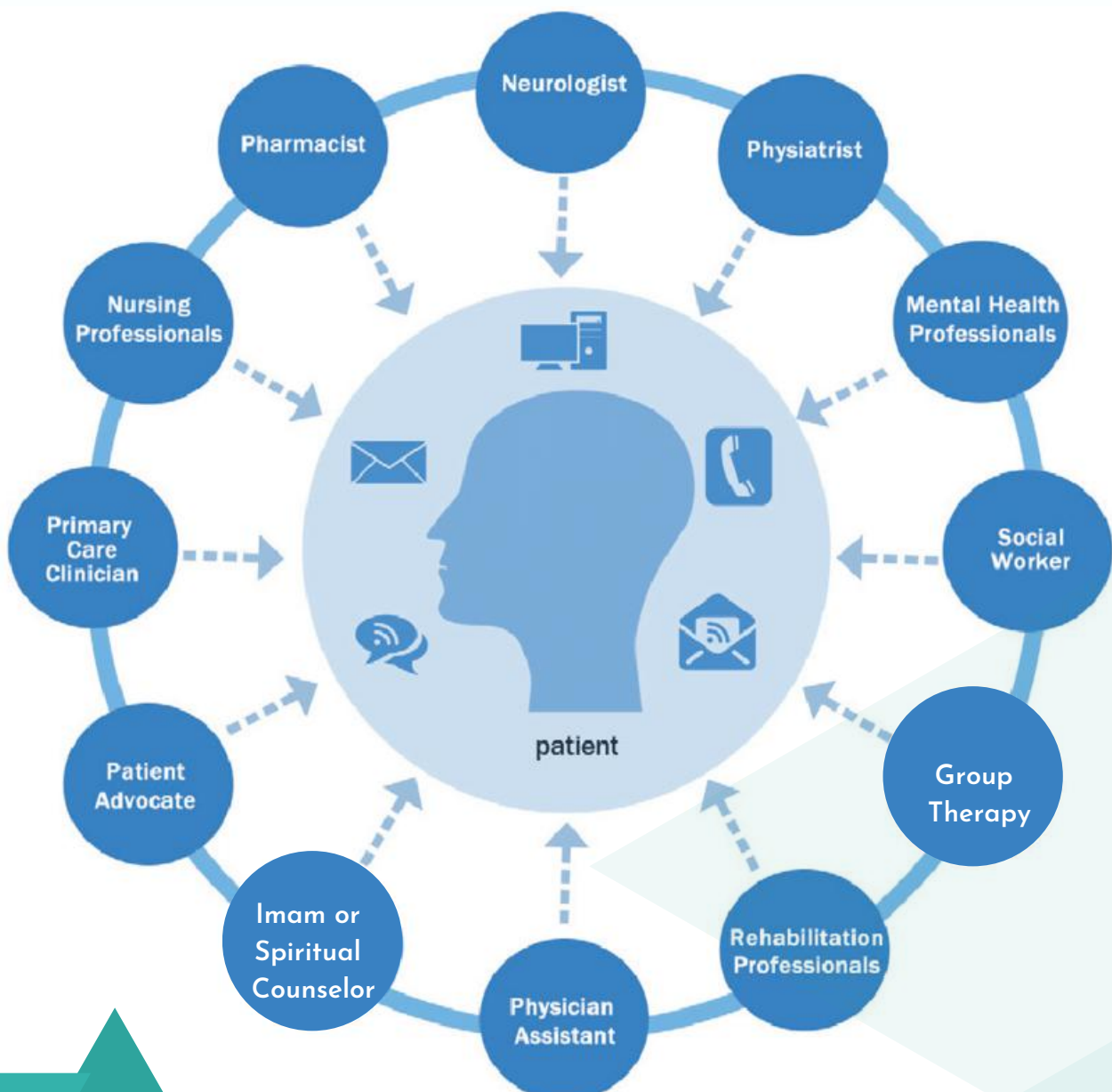
# EVIDENCE BASED MULTI-DISCIPLINARY APPROACH

- **Group Therapy:** Group therapy, such as Alcoholics Anonymous (AA) and Narcotics Anonymous (NA), is an effective form of support for those with addiction problems. Group therapy provides a supportive and non-judgmental environment where individuals can share their experiences and receive support from others who are facing similar challenges.
- **Plant-Based Medicine:** Plant-based medicine can be used to complement traditional mental health and addiction treatments.
- **Psychedelic Support:** Psychedelic support, such as guided psilocybin therapy, can help individuals overcome their addiction and improve their mental health by promoting insight, self-awareness, and personal growth.
- **Counselling:** Individual and family counselling can help individuals and their loved ones understand and cope with their mental health and addiction problems.
- **Psychotherapy:** Psychotherapy, such as cognitive behavioral therapy (CBT) and dialectical behavioral therapy (DBT), can help individuals change negative patterns of thought and behavior and improve their mental health.
- **EMDR:** Eye Movement Desensitization and Reprocessing (EMDR) is a psychotherapy technique that can help individuals overcome trauma and improve their mental health.
- **Referral Platform:** A referral platform, such as Project FALAH, can help individuals connect with the right mental health and addiction resources and support. The platform should be easily accessible and provide information about local resources, support groups, and treatment options.
- **Awareness Campaigns:** Awareness campaigns, such as those launched by Foundation for a Path Forward during the month of Ramadan, can help increase understanding of mental health and addiction problems and encourage individuals to seek help.



# EVIDENCE BASED MULTI-DISCIPLINARY APPROACH

- **Strong Network:** A strong network, including organizations such as the Islamic Social Services Association (ISSA), the Canadian Mental Health Association, and the BC Association of Social Workers, can help connect individuals with the support and resources they need to overcome their mental health and addiction problems.



# ADDRESSING ISLAMOPHOBIA

## Addressing Islamophobia and Developing Community Resilience Across Canada

- Foundation for a Path Forward has established a wide and diverse network of organizations, government agencies, educational institutions, and community leaders across Canada to address Islamophobia and promote community resilience.

**A detailed list of our partners and supporters in addressing Islamophobia in Canada can be found in Addendum 2.**



# PREVIOUS EVENTS

Foundation for a Path Forward has a proven track record of delivering high-impact events and programs that address some of the most pressing social issues of our time. With years of experience and a dedicated team of professionals, we have the expertise, resources, and network necessary to deliver the programming for Project FALAH.

We have just recently had a report we prepared for the Canadian Government published by the Senate describing our research and proposal regarding addressing the issues of Online Harms and Hate.

Our commitment to collaboration and community engagement is reflected in our partnerships with government organizations, faith communities, community leaders, and others. We understand the importance of building strong, lasting relationships with these stakeholders and working together to achieve our common goals. Our events alone have been reaching an average of 60,000 to 100,000+ viewers across social media, demonstrating our ability to engage with diverse audiences and create meaningful impact.

We are also experienced in developing and implementing innovative, evidence-based programs that address complex social challenges. Our anti-racism and alliance building programs are a prime example of our ability to develop and execute programs that have real-world impact. Whether it's through our awareness campaigns, public forums, or youth programs, we have a proven track record of making a difference and creating positive change in the communities we serve.

## Event Examples:

In the past year, we have organized several key events aimed at addressing racism and promoting inclusivity. Some of these events include:

# PREVIOUS EVENTS

- November 10, 2022 – Anti-Racism in the Latin Community
- October 29, 2022 – Latincouver – Celebration of Muslim and Latin culture
- October 28, 2022 – STEMing From Islam: The Hidden History of Science, Technology, Engineering, and Math from the Muslim World
- June 5, 2022 – World Environment Day: Inclusivity Alliance
- May 25, 2022: Stop Asian Hate – Asians and Allies United
- March 15, 2022: Transnational Forum on White Supremacist Terrorism
- February 29, 2022: Hidden Black History: Addressing Racism and Mental Health
- January 29, 2022: International Day for Remembrance and Action on Islamophobia
- August 19, 2021: International Youth Day
- July 19, 2021: National Forum Supporting Legislation to Combat Online Hate
- June 21, 2021: National Indigenous Peoples Day
- June 20, 2021: World Refugee Day
- June 5th and 8th, 2021: Saving Our Planet: Faith In Action

## **Impact and Views:**

These events have had a significant impact, raising awareness about important issues and promoting inclusivity and understanding. Nearly 1 million people have viewed or participated in our events since 2020. They have also provided a platform for community leaders and experts to share their knowledge and experiences.

The high number of views on social media reflects the interest and engagement of the community in these important topics. Our goal is to continue to create impactful events that promote inclusivity and combat racism and hate in all its forms.



# TECHNOLOGICAL EXPERTISE

## Technology Expertise for Online Platform Development

Our colleague Masood Hassan is a highly accomplished Technical Design Architect, Solution Architect, Systems Analyst, Identity Analyst, Software Developer, System Administrator and thought leader. His passion for developing the technological solutions needed for a better tomorrow is evident from his lifelong passion for improving the lives of people.

- He has a vast experience of working as a Senior Engineer at Oracle where he was responsible for the development of Identity and Access Management solutions for large enterprise customers. He was responsible for the design, development, and deployment of Oracle Identity and Access Management solutions.
- He is currently working as the Chief Technology Officer at A.I. Forte Solutions Inc. where he is leading the development and design teams for National and Organizational solutions. He is building the technical architecture for advanced domain-level systems and helping to prepare both countries and companies for the AI Revolution.
- Obama Care - The United States Patient Protection and Affordable Care Act (ACA): USA
- He implemented the patient security model which is an integration of the Electronic Health Record (E.H.R) application stack
- iEHR/ PLIS Solution Architecture: Ministry of Health, BC Canada
- The Provincial Lab Information System (PLIS) and Interoperable Electronic Health Record (iEHR) projects deliver laboratory (software/hardware daily operations) necessary to provide seamless security and timely sharing of health information. These projects were initiated in late 2005 and represent a key foundational projects in the Province eHealth Strategic Framework, published 2005. Implementation of the eHealth system is aimed to enable faster diagnosis of patients, reduce lab test duplication, provide secure and consistent delivery of lab results to the ordering physicians and automate test ordering to ensure efficiency and accuracy.

# TECHNOLOGICAL EXPERTISE

- EIDM Solution Architecture: Alberta Blue Cross, AB, Canada
- The implementation of the security and privacy model through EHR application integration.
- Biomark Solution Architecture: Biomark Diagnostics BC, Canada
- AHW Alberta Health and Wellness: Government of Alberta, AB Canada
- Dubai Ports World, Canada
- Design and implementation of the identity and access management solution for the newly developed supply chain and applications stack
- Vancity Credit Union, Canada
- Design and Implementation of the enterprise based identity and account management solution.
- Oracle USA - Design and implementation of the enterprise based identity and account management solution.
- BestBuy Canada - Design and implementation of the Software Informations SIS identity and access management solution
- Deloitte Canada - Consulting Services to design and implementation of identity and account based solutions.

Masood is dedicated to providing robust, scalable and consistent solutions that maximize ROI on technology and have a unified delivery model to reduce maintenance and support costs. He is an expert in his field, with a proven track record of delivering results in large-scale projects. His experience at Oracle as a Senior Engineer has equipped him with the skills and knowledge to design, develop, and deploy Identity and Access Management solutions for large enterprise customers.

This experience has made him an expert in the field of IAM and has helped him to bring value to any organization he works for. His work at Oracle has also given him a deep understanding of the challenges and opportunities that come with the implementation of IAM solutions in large enterprise environments. Overall, Masood's experience in the field of IAM, his knowledge of the latest technologies and his ability to lead development and design teams makes him a valuable asset to our organization.

# TECHNOLOGICAL EXPERTISE

## Technology Expertise for Online Platform Development

Our colleague Masood Hassan is a highly accomplished Technical Design Architect, Solution Architect, Systems Analyst, Identity Analyst, Software Developer, System Administrator and thought leader. His passion for developing the technological solutions needed for a better tomorrow is evident from his lifelong passion for improving the lives of people.

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# SECTION 3: NEED FOR PROJECT FALAH

The global mental health situation is a growing concern, with the World Health Organization estimating that one in four people globally will be affected by mental health or neurological conditions at some point in their lives. Mental health and addiction issues in Canada are also a significant concern, with studies indicating that approximately 20% of Canadians will experience a mental illness in their lifetime. In particular, mental health and addiction challenges are increasing in the Muslim community, which has led to the development of Project FALAH.

## **Global Mental Health Situation:**

- The global burden of mental ill-health is increasing, with an estimated 450 million people affected by mental health disorders.
- The World Health Organization (WHO) estimates that by 2030, depression will be the leading cause of disease burden worldwide.
- Mental ill-health is a leading cause of disability, accounting for over 30% of years lived with disability worldwide.
- Mental health problems can also lead to poverty and social exclusion, with people who experience mental ill-health often facing discrimination and stigma.
- In low- and middle-income countries, people with mental disorders often do not receive adequate care and treatment due to lack of resources, trained healthcare professionals, and community support.
- According to the World Federation for Mental Health, the COVID-19 pandemic has exacerbated the mental health crisis, with increased rates of anxiety, depression, and stress reported globally.



# SECTION 3: NEED FOR PROJECT FALAH

## Unique Challenges Refugees Face:

- Refugees face a range of unique challenges that can have a significant impact on their mental health and well-being. The trauma of displacement, loss of family members, cultural shock, and exposure to violence can lead to mental health issues such as post-traumatic stress disorder (PTSD), depression, and anxiety.
- According to a review of the mental health of refugees in Europe, 50–90% of refugees and asylum seekers experience symptoms of PTSD. In Canada, a study of refugees from Africa and the Middle East found that nearly 30% of participants reported symptoms of PTSD, with rates being even higher among those who had experienced torture or other forms of violence.
- To support refugees in overcoming these challenges, it is important to provide evidence-based, culturally-sensitive mental health services. This can include trauma-focused therapy, group therapy, and peer support programs. Additionally, providing refugees with resources and support to help them adjust to their new environments, such as language classes, job training, and social support networks, can also play a crucial role in promoting their mental health and well-being.
- Incorporating cultural considerations into mental health services can also be critical to their success. For example, some refugees may come from cultures where mental health is stigmatized, and they may be reluctant to seek help. It is therefore important to raise awareness about mental health, provide culturally-sensitive services, and work with community organizations and leaders to promote a positive perception of mental health.

# SECTION 3: NEED FOR PROJECT FALAH

- Finally, evidence-based approaches, such as cognitive-behavioral therapy (CBT) and exposure therapy, have been shown to be effective in treating PTSD and other mental health issues in refugees. By utilizing these best practices and working with experienced mental health professionals, we can help refugees overcome the challenges they face and lead healthy, fulfilling lives in their new communities.

## **Challenges in Mental Health and Addictions in Canada:**

- In Canada, 1 in 5 people will experience a mental health problem in their lifetime.
- Mental ill-health is also a leading cause of disability in Canada, accounting for over 30% of years lived with disability.
- According to the Canadian Mental Health Association, 20% of Canadians will experience a mental health problem in any given year.
- Substance abuse and addiction are also significant public health issues in Canada, with over 2 million Canadians reporting problematic substance use in the past year.
- The COVID-19 pandemic has also had a significant impact on mental health in Canada, with increased rates of anxiety, depression, and stress reported.
- Lack of Access to Mental Health Services: A report by the Mental Health Commission of Canada found that one in five Canadians who need mental health services do not receive them due to a lack of access to care or long wait times.
- Stigma surrounding Mental Health: The report also found that the stigma surrounding mental health remains a significant barrier to seeking help and receiving appropriate care.

# SECTION 3: NEED FOR PROJECT FALAH

- **Inequities in Mental Health Services:** The report highlights that certain groups, including Indigenous peoples and marginalized communities, face additional barriers to accessing mental health services and experience poorer mental health outcomes.
- **Substance Use and Addiction:** According to the Canadian Centre on Substance Use and Addiction, approximately 4 million Canadians struggle with substance use disorders, with alcohol and opioids being the most commonly abused substances.
- **Mental Health in Muslim Communities:** A study by the Institute for Social Policy and Understanding found that Muslim individuals face additional challenges in accessing mental health services due to language barriers, cultural stigma, and limited availability of culturally appropriate services.

## **Challenges Faced by Muslims in Canada:**

- Muslims in Canada face unique challenges with regards to mental health and addiction, including Islamophobia and discrimination.
- In November 2020, a series of violent attacks against Muslim women in Edmonton brought to light the issue of Islamophobia in Canada.
- The Canadian Society for Muslim Mental Health Professionals has reported increased rates of anxiety, depression, and stress among Muslims due to the COVID-19 pandemic and ongoing issues of discrimination and prejudice.
- A study by the National Council of Canadian Muslims found that over 60% of Muslim respondents had experienced some form of discrimination in the past five years.
- According to the same study, Muslim women were more likely to experience discrimination, with nearly 80% of female respondents reporting experiences of discrimination.

# SECTION 3: NEED FOR PROJECT FALAH

## **Drivers of Mental Health and Addictions:**

- The use of social media has been linked to increased rates of anxiety, depression, and stress, particularly among young people.
- A study by the Royal Society for Public Health found that social media use was associated with increased levels of anxiety, depression, poor sleep, and low self-esteem.
- Substance abuse and addiction can also be driven by a range of factors, including poverty, trauma, and mental ill-health.
- The COVID-19 pandemic has also had a significant impact on substance use, with increased rates of alcohol and drug abuse reported globally.
- The National Council of Canadian Muslims has reported that poverty, trauma, and discrimination can also contribute to substance abuse and addiction among Muslims in Canada.

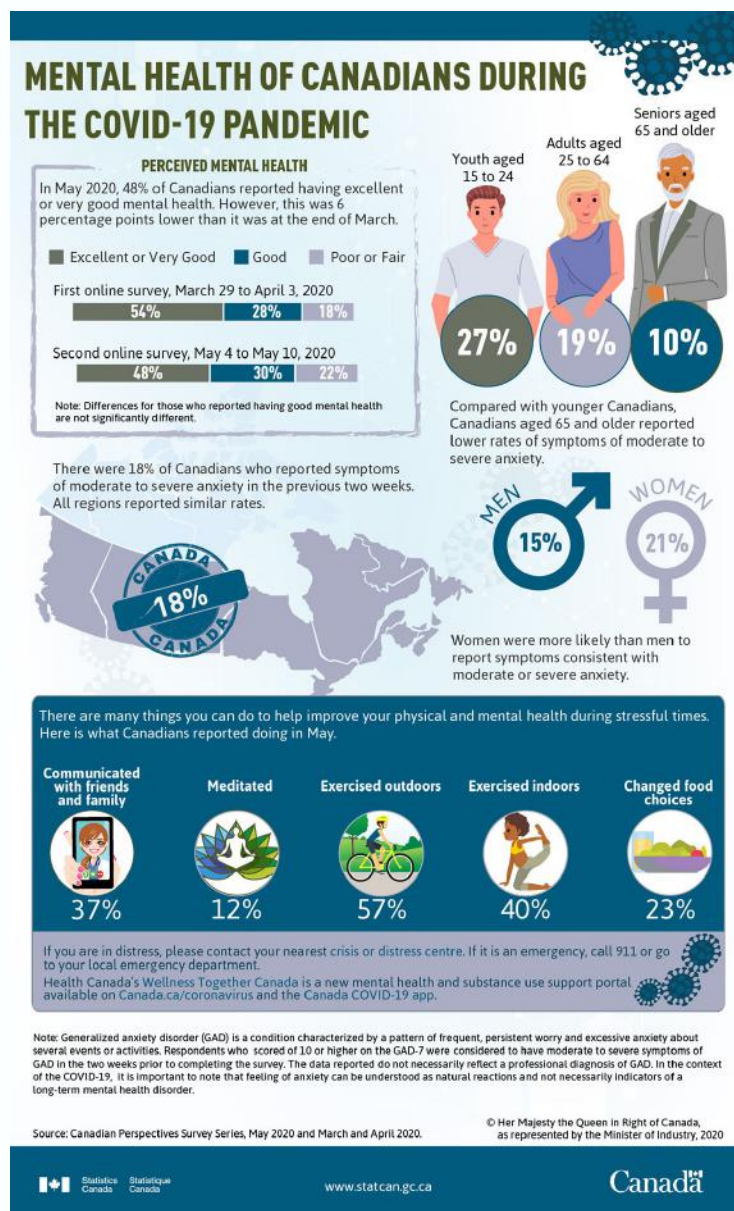
## **Issues Surrounding Mental Health and Addictions:**

- Lack of access to mental health services and support is a major issue for many people, particularly in low- and middle-income countries.
- In Canada, long wait times for mental health services and a lack of culturally sensitive services can make it difficult for some communities, including Muslims, to access the support they need.
- Stigma and discrimination surrounding mental ill-health and addiction
- Funding and Resource Allocation: The Mental Health Commission of Canada highlights the need for increased funding and resources to be allocated to mental health services to ensure that all Canadians have access to appropriate care.
- Integration of Mental Health into Mainstream Health Services: The report highlights the need for mental health to be integrated into mainstream health services and for mental health services to be more easily accessible.



# SECTION 3: NEED FOR PROJECT FALAH

- Addressing Stigma: The report highlights the need for ongoing efforts to reduce stigma surrounding mental health and addiction, to ensure that individuals are more likely to seek help and receive appropriate care.
- Meeting the Needs of Marginalized Communities: The report highlights the need for mental health services to be culturally appropriate and to address the specific needs of marginalized communities, including Indigenous peoples and Muslim communities.



# **SECTION 4: ADDRESSING MENTAL HEALTH AND ADDICTION IN THE MUSLIM COMMUNITY: PROJECT FALAH**



# FALAH

FACILITATING ADVANCEMENT IN LIFE,  
ADDICTION AND MENTAL HEALTH

# SECTION 4: OBJECTIVES

Project FALAH – Facilitating Advancement in Life, Addiction and Mental Health (Falāḥ (فلاح) is the Arabic word for salvation (especially from self-improvement), happiness and well-being) – will have the following key objectives:

- **Raise awareness** about the mental health and addiction challenges facing the Muslim community and the importance of seeking support.
- **Reduce the stigma** surrounding mental health and addiction issues in the Muslim community.
- **Provide mental health and addiction support** services to individuals in need, including counseling and therapy.
- **Directly support** those at-need individuals in the community with funding for their recovery.
- **Establish a national network** of mental health practitioners and support services.
- **Create an online resource hub** and toolkit for the Muslim community.
- **Develop an online referral platform** and a national helpline in partnership with organizations such as NISA Helpline.
- **Offer support to families** of those struggling with mental health or addiction issues.
- **Implement preventative strategies** to address the mental health and addiction crisis in Canada.
- **Empower Muslim organizations** and institutions with the resources and tools they need to support their communities.
- **Connect Muslim researchers**, practitioners, and front-line service providers, including Imams, with the support, resources, and tools they need to serve the community.
- **Continuously support the Muslim community** in raising awareness, preventing, intervening, and finding solutions to mental health and addiction issues.
- **Creating long term sustainable models** for the program.

# SECTION 4: OVERVIEW

**Phase 1: Awareness:** The first phase of the project focuses on raising awareness about mental health and addiction challenges in the Muslim community and the importance of seeking support. This phase will aim to reduce the stigma surrounding mental health and addiction, as well as create an understanding of the current challenges and drivers affecting the community.

**Phase 2: Support Services:** The second phase of the project will focus on providing support services to individuals in need. This phase will include the development of a national network of mental health practitioners, as well as the creation of an online resource and tool kit hub. The project will also develop an online referral platform in partnership with a national helpline and provide support for families of individuals in need.

**Phase 3: Solutions:** The third and final phase of the project will focus on developing preventative strategies and solutions for addressing the mental health and addiction crisis in the Muslim community. This phase will empower Muslim organizations and institutions with the resources and tools they need to support their communities. The project will also connect Muslim researchers, practitioners, and front-line service providers with the support, resources, and tools they need to support the community. This phase will continuously support the Muslim community in awareness, prevention, intervention, and solutions to mental health and addictions.



# SECTION 4: PHASE 1

## **Date: March 1 – April 22, Including Ramadan**

The Awareness Campaign is taking place during the month of Ramadan for several reasons. Firstly, Ramadan is a time when the Muslim community comes together to reflect and practice compassion, generosity, and support for one another. This creates a unique opportunity to build awareness and support for Project FALAH and the efforts of Penny Appeal to support the mental health and addiction challenges faced by the community.

Additionally, the Awareness Campaign is planned to serve as a platform to raise funds needed to support the remainder of the program. Given the challenges faced by the community and the importance of addressing these challenges, it is critical to secure funding to ensure that Project FALAH can continue to provide the necessary resources, support, and services to those in need.

By launching the Awareness Campaign during Ramadan, we hope to tap into the communal spirit of the month to build momentum and help raise funds to support this important initiative.

Phase 1 of Project FALAH is the foundation for building a comprehensive and integrated response to the mental health and addiction crisis in the Muslim community in Canada. The focus of this phase is to raise awareness about the challenges faced by the community, reduce stigma surrounding mental health and addiction issues, and provide immediate support to those in need. Through targeted outreach and engagement efforts, community events, and the development of a national helpline, Project FALAH will work to build bridges between the Muslim community and existing support services. In addition, this phase will lay the groundwork for the development of a comprehensive resource hub and online referral platform in phase 2.

# SECTION 4: PHASE 1

The ultimate goal of phase 1 is to establish Project FALAH as a trusted and accessible source of support for the Muslim community in their journey towards mental wellness.

## **1. Research:**

- a. Conduct research to understand the needs and challenges faced by the Muslim community in terms of mental health and addictions in Canada.
- b. Assess the existing resources and support systems available to the Muslim community in relation to mental health and addiction.
- c. Analyze best practices and successful programs in other communities to identify opportunities for improvement in the Muslim community.

## **2. Ramadan Awareness Campaign:**

The Awareness Campaign for Project FALAH aims to launch during the month of Ramadan, serving as a precursor to the launch of Phase 2. Our objective is to inform and educate the Muslim community about the Project and Penny Appeal's efforts to support them in addressing their mental health and addiction challenges. The Awareness Campaign will also aim to reduce the stigma surrounding mental health and addiction, highlighting the importance of seeking support and utilizing the resources available to them.

To reach a wide audience, we will leverage a combination of online and offline channels. This includes utilizing social media platforms such as Facebook, Instagram, TikTok, and others, to engage with the Muslim community and promote the Awareness Campaign. Additionally, we will work closely with our network of mosques and community centers to ensure that the Awareness Campaign reaches as many members of the Muslim community as possible. We will also explore the possibility of hosting local events and other community gatherings to promote the Awareness Campaign.

# SECTION 4: PHASE 1

To ensure the success of the Awareness Campaign, we will take a strategic approach, utilizing a branded message and creative materials provided by Penny Appeal. This will include eye-catching graphics, impactful messaging, and effective outreach tactics to engage with the community. The Awareness Campaign will be a critical component of the Project, setting the stage for the success of Phase 2 and beyond.

- Launch an awareness campaign during the month of Ramadan to prepare for the launch of Phase 2.
- Focus on informing the Muslim community about the Project and Penny Appeal's efforts to support their mental health and addiction challenges.
- Highlight the importance of seeking support and utilising resources available to them.
- Co-promotion on social media platforms such as Instagram, Facebook, TikTok, etc.
- Mosques and community centres in the Muslim community.
- Local events and gatherings.
- Paid advertising will be used to increase reach and visibility of the awareness campaign.
- Utilise the Foundation's network of partnerships and relationships with mosques to further promote the awareness campaign.
- Leverage the experience of Foundation's previous successful online events, which have seen an average of 100,000 views across social media.
- Incorporate a webinar series as part of the awareness campaign to further educate and inform the Muslim community about the project and its goals.
- Ensure all marketing and promotional materials are branded with Penny Appeal to increase recognition and awareness.

# SECTION 4: PHASE 1

## **3. Resource Development Research:**

- a. Research the availability of mental health and addiction resources for the Muslim community across Canada.
- b. Identify gaps in current resources and support systems and opportunities for improvement.
- c. Develop a referral platform for accessing mental health and addiction resources and support.
- d. Assess the need for new resources and support systems, such as a helpline, support groups, and peer support programs.

## **4. Mental Health and Addiction Education Material:**

- a. Develop education material to promote mental health and addiction awareness in the Muslim community.
- b. Create toolkits for Mosques and families to support those in need.
- c. Research best practices for promoting mental health and addiction education in faith-based communities.
- d. Utilize online platforms and social media to reach a wider audience.
- e.

## **5. Network Development:**

- a. Develop an initial network of 45+ organizations, individuals, and experts in the field of addiction recovery.
- b. Expand this network to include a wider range of organizations, such as the Canadian Mental Health Association, Mosques across BC, Alberta, Ontario, and Quebec, and others.
- c. Foster collaboration and partnerships among network members to share resources, best practices, and support each other in their efforts.



# SECTION 4: PHASE 1

## **6. Launch of Mental Health and Addictions Webinar Series**

- a. In response to this pressing issue, this project proposes the creation of a Mental Health Webinar Series. The first major event of this series will feature renowned speaker and author, Dr. Gabor Maté.
- b. Dr. Gabor Maté is a renowned speaker and author with a passion for exploring the connection between the mind and the body. He is widely regarded as one of the leading experts in the field of addiction and mental health. With extensive experience and a unique perspective, Dr. Maté is an ideal speaker for the first event of our Mental Health Webinar Series.
- c. The Mental Health Webinar Series will take place over a virtual platform, accessible to participants from around Canada and the world. The webinar will last for approximately 1 hour, during which invited guests will present on the topic of mental health and wellness. The presentation will be followed by a Q&A session, where participants can ask questions and receive further clarification from our experts.

### **Phase 1 Expected Outcome:**

- Increased awareness and understanding of mental health and addiction challenges in the Muslim community.
- Establishment of a network of organizations, individuals, and experts to support the Muslim community in addressing these challenges.
- Increased visibility and reputation of Penny Appeal as a supporter of mental health and addiction initiatives, particularly within the Muslim community.
- Increased engagement and support from the Muslim community for the work of the Foundation for a Path Forward and Penny Appeal.
- Establishment of a strong foundation for the development and implementation of Phase 2 and Phase 3 of the project.
- Improved access to resources and support for those struggling with mental health and addiction in the Muslim community.
- Launch of Muslim Mental Health and Addictions Webinar/Podcast

**For Phase 1 Budget, please see Addendum 3: Project FALAH Budget**

# SECTION 4: PHASE 2

**Date: May 1 - November 1**

Phase 2 of Project FALAH aims to expand upon the achievements of Phase 1 and build upon the foundation that has been laid. This phase will focus on implementing evidence-based interventions, scaling services, and increasing access to support for the Muslim community. Phase 2 will also involve the development of a national helpline, a resource hub, and a referral platform to connect individuals in need with the support they require.

Through the collaboration and networking of organizations, institutions, and practitioners, Phase 2 will continue to raise awareness, reduce stigma, and empower the Muslim community with the resources and tools they need to address mental health and addiction challenges.

## **1. Formal Launch of the FALAH Program at Akram Jomaa Islamic Centre in Calgary**

- The program will be formally launched with Akram Jomaa Islamic Centre in Calgary due to the high number of overdose deaths that have taken place in the mosque. To raise awareness about the program and the work that Foundation for a Path Forward and Penny Appeal are doing.
- To bring together leading mental health organizations, mosques, and Muslim mental health practitioners in Canada to form a network.
- To showcase the importance of mental health and addiction recovery support in the Muslim community.
- Outcome of the event: Increased visibility and support for the program and the work that Foundation for a Path Forward and Penny Appeal are doing. Development of a network of leading mental health organizations, mosques, and Muslim mental health practitioners in Canada. Establishment of the program as a key player in mental health and addiction recovery support in the Muslim community.
- Further events across Canada starting in BC, Ontario, Quebec and Alberta and then all provinces.

# SECTION 4: PHASE 2

**2. The Pilot Development of National Mental Health and Addiction Helpline for Men (to start).** Supported by Tanweer Ebrahim, the 11-year Executive Director of NISA Helpline, aims to address the following critical issues in the Muslim community:

- Lack of mental health and addiction support for Muslim men
- Difficulty in accessing the right resources and support systems for addiction and mental health issues
- Low awareness about the availability of support systems in the Muslim community

Objectives of the helpline include:

- Providing 24/7 support to individuals struggling with addiction and mental health issues
- Connecting individuals with the right resources and support systems
- Raising awareness about the availability of support systems in the Muslim community

Outcomes of the helpline are expected to be:

- Increased access to support and resources for individuals struggling with addiction and mental health issues
- Improved mental health and addiction recovery outcomes for individuals who use the helpline
- Increased awareness about the importance of mental health and addiction recovery support in the Muslim community

With Tanweer Ebrahim's extensive experience in non-profit organization management and skills in strategic planning, problem solving, fundraising, and event management, the helpline is poised to make a significant impact on the mental health and addiction recovery outcomes for Muslim men.

# SECTION 4: PHASE 2

## 3. Network Development

- Development of a network of leading mental health organizations, mosques, and Muslim mental health practitioners in Canada: The network will provide a comprehensive support system for individuals struggling with addiction and mental health issues.
- Objectives of the network: To bring together leading mental health organizations, mosques, and Muslim mental health practitioners in Canada to form a support system.
- To provide a centralized hub of resources and support systems for individuals struggling with addiction and mental health issues.
- To connect individuals with the right resources and support systems.
- Outcome of the network: Improved access to support and resources for individuals struggling with addiction and mental health issues.
  - Improved mental health and addiction recovery outcomes for individuals who use the network.
  - Increased awareness about the importance of mental health and addiction recovery support in the Muslim community

## 4. Online Referral Platform/Website/API with AI:

- Referral Platform: The online referral platform will be the primary way for people in need of mental health and addiction support to connect with the resources and support they need. The platform will be accessible to anyone in Canada, and will provide easy-to-use search and referral tools.
- AI-Powered Recommendations: The platform will use AI algorithms to analyze user data and provide personalized recommendations for support and resources, based on the user's specific needs and circumstances. This will help ensure that users are directed to the resources that are best suited to their individual needs.
- The platform will be designed with user-friendliness in mind, and will be accessible to users with limited internet experience and technology skills. The platform will also be optimized for mobile devices, so that users can access it on-the-go.



# SECTION 4: PHASE 2

## **Phase 2 Expected Outcomes:**

- Muslim mental health and addiction support project designed to have major impact on Muslim community and beyond
- Focus on providing sustainable solutions to challenges faced by those with mental health issues and addictions
- Work with leading organizations, mental health practitioners, and mosques across Canada
- Aim to create a comprehensive support system that is easily accessible and effective
- Provide necessary resources and services to those in need

**For Phase 2 Budget, please see Addendum 3: Project FALAH Budget**



Muslims across Canada are every race and culture!

# SECTION 4: PHASE 3

**Date: November 1, 2023 – November 1, 2024**

Project FALAH's phase 3 plan, National Solutions, will run from November 1, 2023 to November 1, 2024 and will focus on expanding its efforts to reach communities across Canada. Building upon the successes and lessons learned from the previous two phases, this phase will continue to address the mental health and addiction crisis in the Muslim community by developing preventative strategies and solutions. The objective is to make resources and support accessible and available to all members of the Muslim community, regardless of their location.

One key aspect of phase 3 is the expansion of the national online referral system that was established in phase 2. This platform will connect individuals in need with mental health and addiction support services and will be available to communities across Canada. Additionally, Project FALAH will partner with organizations such as NISA Helpline to provide a national helpline service to the Muslim community. The phase will also include the hiring of caseworkers who will provide direct support to individuals and families struggling with mental health or addiction issues. The caseworkers will work closely with the national network of mental health practitioners and support services established in phase 2 to ensure that individuals receive the care and support they need.

Project FALAH will continue to raise awareness about mental health and addiction issues in the Muslim community through events, online outreach, and the development of new preventative strategies. The phase will also include support for families of those struggling with mental health or addiction issues, including the development of an online resource hub and toolkit and the implementation of preventative strategies. With the support of Project FALAH, the Muslim community will have the resources they need to address the challenges they face and work towards a brighter future. The budget for phase 3 will cover the hiring of additional staff, including caseworkers and administrative personnel, to support the expansion

# SECTION 4: PHASE 3

**Date: November 1, 2023 – November 1, 2024**

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# SECTION 4: PHASE 3

**Date: November 1, 2023 – November 1, 2024**

The budget will also cover the further development of the online referral platform and national helpline, the national network of mental health practitioners and support services, preventative strategies and solutions, the online resource hub and toolkit, community outreach and engagement programs, training and professional development programs for mental health practitioners and support services, marketing and promotion efforts, research and data analysis, collaboration with government agencies and organizations, and covering expenses for unaffordable and in-need Muslims.

Investing in addiction recovery is not only an investment in individual well-being, but also in the health and prosperity of society as a whole. Addiction recovery can be expensive due to the cost of treatment programs, medications, therapy sessions, and rehabilitation facilities. Insurance coverage for addiction treatment can be limited, leading to increased out-of-pocket expenses for individuals seeking help. Project FALAH's phase 3 budget will include financial support for mental health and addiction treatments to help individuals overcome their addiction and rebuild their lives. By providing access to affordable resources, Project FALAH aims to break the cycle of addiction and promote a healthier, more equitable society.

## **Phase 3 Action Plan:**

1. Provide direct treatment support for at need Muslims in Canada
2. Hiring of additional staff, including caseworkers and administrative personnel, to support the expansion of the program to cover all of Canada.
3. Further development of an online referral platform and a national helpline in partnership with organizations such as NISA Helpline.
4. Further development of a national network of mental health practitioners and support services.
5. Implementation of preventative strategies and solutions, including financial support for mental health and addiction treatments.

# SECTION 4:

## PHASE 3

6. Expansion of the online resource hub and toolkit to provide comprehensive support and resources for the Muslim community.
7. Expansion of community outreach and engagement programs, including the continuation of events and the filming and promotion of each event online.
8. Implementation of training and professional development programs for mental health practitioners and support services, including Imams.
9. Continuation of marketing and promotion efforts to raise awareness about mental health and addiction issues in the Muslim community.
10. Investment in research and data analysis to inform the development and implementation of effective solutions.
11. Collaboration with government agencies and organizations to provide support and resources to the Muslim community.
12. Allocation of a contingency budget to cover unexpected expenses and ensure the smooth implementation of the program.
13. Regular monitoring and evaluation of the program to measure its impact and make necessary adjustments.

### **Direct Community Support: Cost for treatment & long term sustainability**

Addiction recovery can be expensive due to various factors such as the cost of treatment programs, medications, therapy sessions, and rehabilitation facilities. Many of these treatments require specialized facilities, trained staff, and expensive equipment, which contribute to the high cost of recovery.

Additionally, insurance coverage for addiction treatment can be limited, leading to increased out-of-pocket expenses for individuals seeking help. These financial barriers prevent many individuals from accessing the necessary resources for their recovery, perpetuating the cycle of addiction.



# SECTION 4:

## PHASE 3

Supporting those who cannot afford addiction recovery is crucial to breaking this cycle and promoting a healthier, more equitable society. By providing access to affordable resources, we can help individuals overcome their addiction, rebuild their lives, and contribute to their communities. Investing in addiction recovery is not only an investment in individual well-being, but also in the health and prosperity of society as a whole.

- For Psychologists, the cost of a session may vary based on the type of service provided, but according to the Canadian Psychological Association (CPA) (<https://cpa.ca/>), the average fee for a 50-minute session is between \$150 and \$220.
- For Psychiatrists, the cost of a session may depend on the type of service provided and whether or not it is covered by insurance. According to the Canadian Medical Association (CMA) (<https://www.cma.ca/>), the average fee for a psychiatry consultation is around \$200, but it may vary based on location and other factors.
- For CBT, the cost of a session may vary based on the type of service provided and whether or not it is covered by insurance. According to the Canadian Psychological Association (CPA) (<https://cpa.ca/>), the average fee for a 50-minute session is between \$150 and \$220.
- For Rehabilitation Centres (Rehab), the cost of a session may depend on the type of service provided and whether or not it is covered by insurance. According to the Canadian Centre on Substance Use and Addiction (CCSA) (<https://ccsa.ca/>), the cost of addiction treatment can range from \$500 to \$20,000 or more, depending on the level of care needed.
- The cost of an ibogaine healing session varies and can range anywhere from several thousand dollars to tens of thousands of dollars. The average cost is approximately \$15,000. The cost can depend on factors such as the location of the treatment center, the length of the program, and the specific services offered.

# SECTION 4: PHASE 3

- For EMDR, there are several professional organizations in Canada, such as the EMDR Canada Association (<https://emdrcanada.org/>), The cost of EMDR therapy in British Columbia, Canada can vary depending on several factors such as the type of practitioner, location, and duration of the session. On average, a session with a licensed psychologist can cost between \$150 to \$300, while a session with a psychiatrist can cost between \$200 to \$400.

Our goal is to create a world-class program that can provide effective, affordable and accessible support to individuals who are struggling with mental health and addiction challenges. To achieve this, we will leverage the latest research and evidence-based practices in the field, and collaborate with experts, stakeholders and partners to ensure the program's success.

To make Project FALAH a more attractive option for government funding, we will focus on demonstrating its cost-effectiveness compared to existing programs. By working closely with healthcare providers, we will gather data on the program's impact and effectiveness, which will help us make a compelling case for funding. Additionally, we will collaborate with private sector organizations, non-profit groups, and other stakeholders to ensure that Project FALAH is a well-supported initiative that can attract funding from a variety of sources.

Ultimately, our goal is to create a program that can be sustained through government funding, allowing us to provide support to those who need it the most, regardless of their financial situation. With Project FALAH, we aim to improve the lives of those struggling with addiction and mental health challenges, and make a positive impact on communities across Canada.

**While Project FALAH is designed with the cultural competency of supporting the Muslim community in mind, it can also be expanded to support other communities. For more information on how we hope to support Indigenous people and First Nations please see addendum 4.**

# SECTION 4:

# PHASE 3

## Phase 3 Expected Outcomes

- The third and final phase of the Project FALAH will bring about the culmination of the efforts made towards addressing the mental health and addiction crisis in the Muslim community in Canada. This phase will focus on developing preventative strategies and solutions to empower Muslim organizations and institutions with the resources and tools needed to support their communities. With an emphasis on raising awareness, reducing the stigma, and providing support services, the Project FALAH team will work towards establishing a national network of mental health practitioners and support services.
- The phase will also create an online resource hub and toolkit for the Muslim community, offering support to families of those struggling with mental health or addiction issues. This will include the development of an online referral platform and a national helpline in partnership with organizations such as NISA Helpline. The phase will also aim to implement preventative strategies to address the mental health and addiction crisis in Canada, connecting Muslim researchers, practitioners, and front-line service providers with the support and resources needed to serve the community.
- The outcomes of phase 3 are expected to have a significant and lasting impact on the Muslim community in Canada. This phase will create a sustainable system of support and resources that will allow individuals and families to access the help they need when they need it. Furthermore, the development of a national network of mental health practitioners and support services will make it easier for individuals to access the right kind of support. With the support of organizations such as Penny Appeal, this phase will help to reduce the stigma surrounding mental health and addiction issues in the Muslim community.

**For Phase 3 Budget, please see Addendum 3: Project FALAH Budget**

# THANK YOU

"And whatever good you put forward for yourselves - you will find it with Allah .  
Indeed, Allah of what you do, is Seeing." (Surah Al-Baqarah, Ayah 110)

"The Prophet (peace be upon him) said, 'He who alleviates the suffering of a brother out of the sufferings of the world, Allah will alleviate his suffering from the sufferings of the Day of Resurrection, and he who finds relief for one who is hard-pressed, Allah will make things easy for him in the hereafter.'" (Sahih Muslim, Book 32, Hadith 6252)

