

SOULENCOUNTER  
HEALING YOU



JAMES COOK  
UNIVERSITY  
SINGAPORE

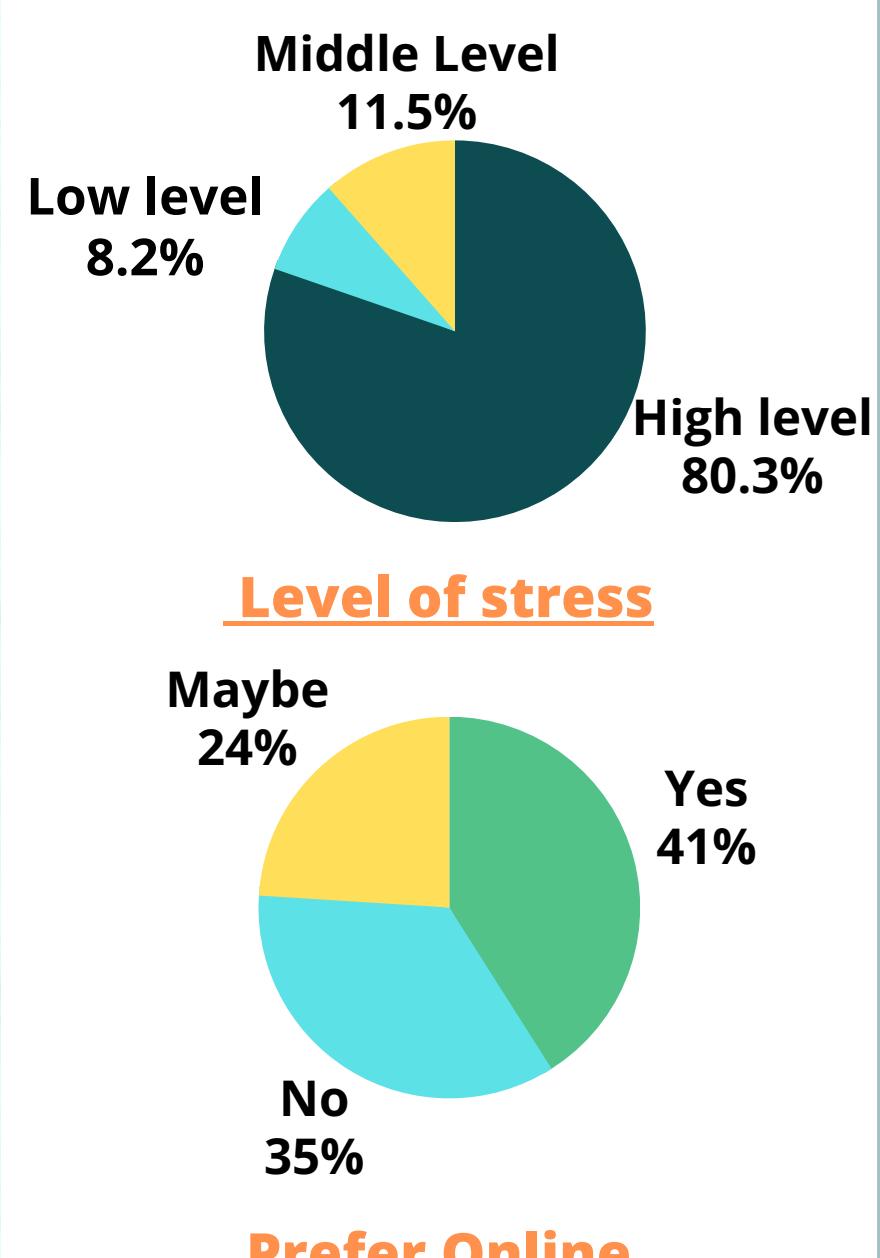
Celebrating  
**20**  
YEARS  
2003–2023

## WHAT DO WE PROVIDE?

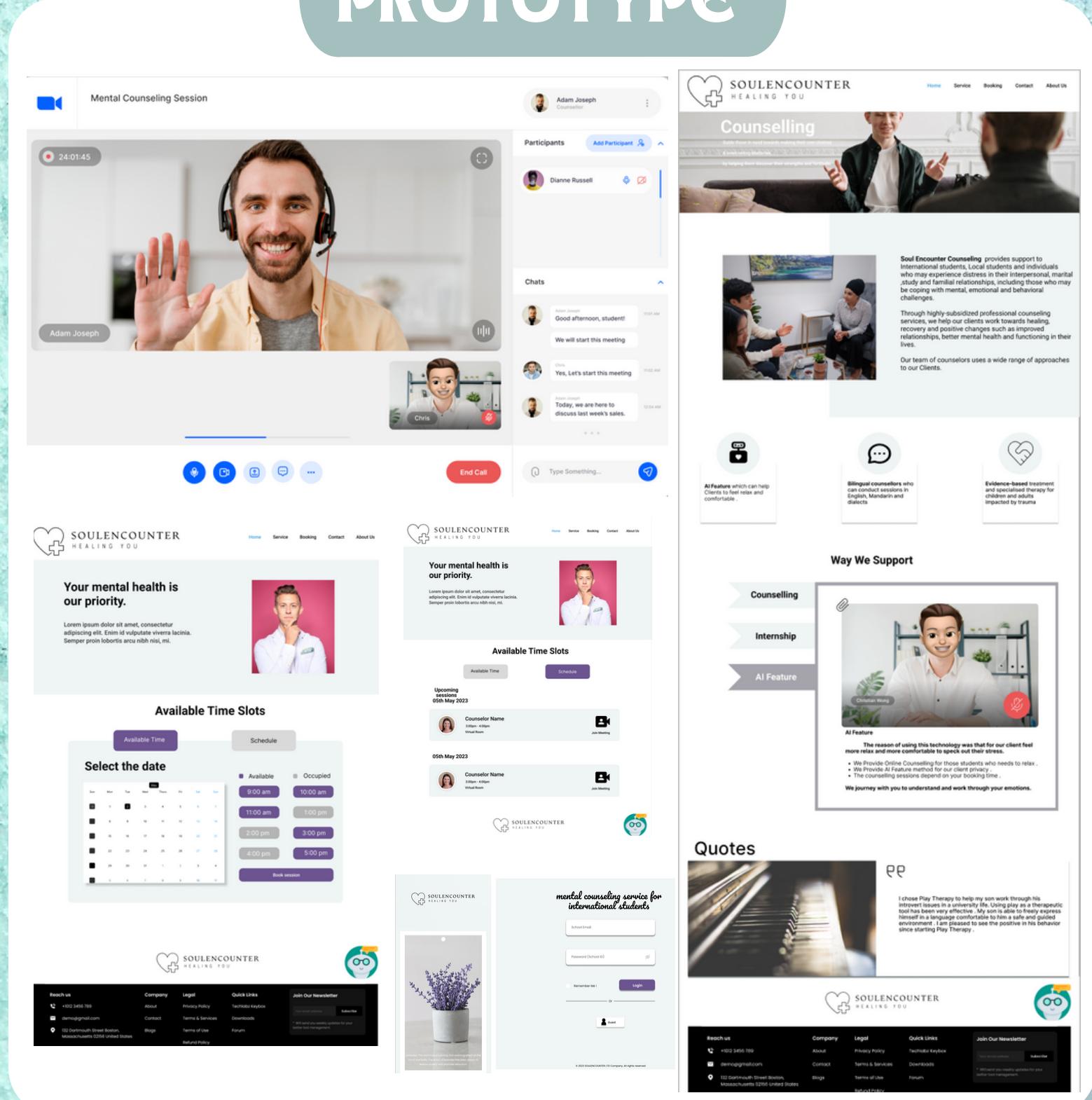
### ANONYMOUS & CULTURALLY-SENSITIVE MENTAL HEALTH SERVICE

- IMPROVE ACADEMIC PERFORMANCE
- REDUCE STIGMA AMONG STUDENTS
- EVALUATE EFFECTIVENESS OF ONLINE MENTAL HEALTH SERVICES
- HIGHLIGHT WEBSITE-BASED SERVICES AS A PROMISING SOLUTION

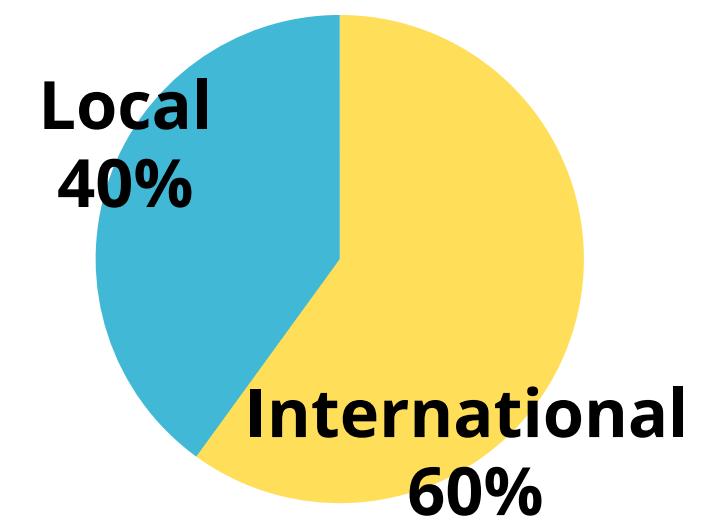
### SURVEY



### PROTOTYPE



### STUDENTS AT PEIS



Out of 121,000 students enrolled in PEIs in 2021, 53% are for higher/tertiary education.

### MARKET STRATEGIES



PARTNERSHIP WITH PRIVATE UNIVERSITIES



SOCIAL MEDIA MARKETING



OFFLINE WORKSHOPS AT UNIVERSITIES

### GAP

- REQUIRED PERSONAL DETAILS
- STIGMA IN ASIAN CULTURE
- EXPENSIVE
- LACK OF TRANSPARENCY

### FUTURE PLAN

### OUR FUTURE AIMS & COMMITMENT MENTAL HEALTH SERVICE

- EXPANSION OF SERVICES
- MORE MULTILINGUAL SUPPORT
- PROVIDE INTEGRATION OF SELF-HELP RESOURCES
- CONTINUOUS IMPROVEMENT AND FEEDBACK
- IMPROVE PUBLICITY

Thant Zin Oo

Honey Zin

Hpone Myat Min

Chew Wei Jun