



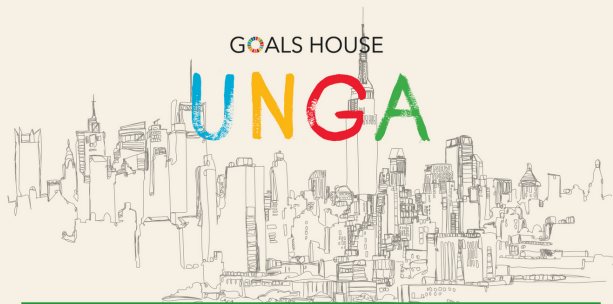
**United  
Nations**

**General Assembly  
of the United Nations**

The 78th session of the United Nations General Assembly (UNGA 78) opened in New York on September 5, 2023, with High-Level activities scheduled for the week of September 18-22 during which hundreds of heads of state and government officials, aid agencies, and civil society organizations convene to organize and participate inside events and otherwise engage with the international community.

# Massé World and the UNGA

Massé World's invitation to the UNGA was centered around the Sustainable Development Goals' topics related to health and communities' development. We seized the opportunity during the High-Level Week to elaborate on three key focused priorities:



**UNLOCKING THE SDGs WITH GOOD MENTAL HEALTH**

**Wednesday 20<sup>th</sup> September**

**10.25am | Arrival**  
**10.30am - 12.00pm | Discussion**

Good mental health is not only intrinsic to our emotional, psychological, physical, and social wellbeing, the benefits also have a direct impact on social equity, inclusion, economic growth, and prosperity.

Without good mental health, we cannot achieve good health and wellbeing, quality education, or peace and justice – meaning we cannot achieve the SDGs.

Yet, mental health is a global issue that remains stigmatised and woefully underfunded.

Join UNICEF at Goals House for a discussion on solutions that can help accelerate progress on youth mental health and ensure results for every child – now and in generations to come. Speakers will explore the lifechanging impact mental health services can have and spotlight how the private sector's prioritization and investment in mental health promotion, prevention and treatment makes good business sense and correlates to wider progress towards global development.

Hosted by:  
**George Laryea-Adjei**, Director, Programme Group, UNICEF

Moderated by:  
**Elisha London**, mental health advocate and Founder & CEO, **Prospira Global**

Opening statement by:  
**Paul Holland-Smith**, UNICEF USA National Youth Council member

Panellists include:  
**Lizzie Brady**, Vice President, Global Consumer Marketing, **Jo Malone London**  
**Karen Kelso**, Vice President, Corporate Social Responsibility and Social Impact, **Sony Corporation of America**  
**Elizabeth Nieto**, Head of Equity and Social Impact, **Spotify**





## **“Increase Awareness, Fight the Stigma”**

Healthcare solutions for Albinism and Vitiligo: Bring the focus of increasing awareness about albinism and vitiligo in order to develop better healthcare solutions regarding the conditions. Although there is currently some research on vitiligo and an increase in finding the cure, the same cannot be said of albinism. Our goal is to create access to better understanding of the conditions and specialists equipped to address them.



**Massé World global outreach**  
**Todd De Luca** - CEO of Pulse Grids  
**Raissa Levy** - President of Massé World  
**His Excellency Sidique Abou-Bakarr Wai** -  
Ambassador of Sierra Leone in the US

**Massé World global outreach**  
**Raissa Levy** - President of Massé World  
**His Excellency Johnson Arthur Sakaja** -  
Governor of Nairobi, Kenya



# “Increase Awareness, Fight the Stigma”



## African Leaders Malaria Alliance (ALMA)

**Raissa Levy** - President, Massé World  
**Prof. Sheila Tlou** - Former Botswana's  
Minister of Health

## African Leaders Malaria Alliance (ALMA)

**His excellency Umaro Sissoco Emballo**  
President of Guinea Bissau, delivering  
the keynote speech



## Massé World global outreach

**Raissa Levy** - President, Massé World  
**Elizabeth Nieto** - Head of Equity and Social Impact -  
Spotify  
**Dr. Anna Partyka-Opielo** - Partner at DZP Law Group



**Raissa Levy** - President, Massé World  
**Lizzie Brady** - Vice President, Global  
Consumer Marketing, Jo Malone



**Jo-An Occipinti** - Co-Director of  
Mental Wealth Initiative  
**George Laryea-Adjei** - Program Group  
Director, UNICEF  
**Raissa Levy** - President, Massé World



**Paul Holland-Smith** - National Youth  
Council Member, UNICEF USA







## **Mental Health: “Mental health is health”**

Advocate for awareness, diagnosis, and funding for mental health treatment and care. Mental health is fueled by many factors including stigmas. The covid19 and societal stigmatization has egregiously increased the cases of mental illness among the young population. The necessity of addressing this silent killer is imperative and requires assistance from the government and corporations.



**Mental Health:**  
**“Mental health is health”**



JO MALONE  
LONDON

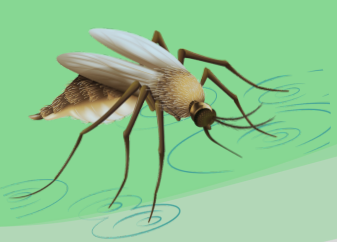


unicef



SONY





## “Zero malaria starts with us”

Engage in the fight against malaria by teaming up with ALMA (African Leaders Malaria Alliance) and participating in the global immunization campaign in rural Africa.

AFRICAN LEADERS  
MALARIA ALLIANCE

ALMA

**Financing Malaria Press Conference**

Please join His Excellency President Umaro Sissoco Embaló of the Republic of Guinea-Bissau, Chair of ALMA, Heads of State and Government of Africa, & Global Partner Leaders

September 22nd at 3:00pm  
Millennium Hilton New York One UN Plaza  
Manhattan Conference Room

