



OK Today

A youth-driven, global collective, on a mission to transform how the world sees and talks about mental health.

Globally, 1 in 7 youth live with a mental health condition, yet stigma continues to drive silence.

Nearly 40% of Gen Z report feeling judged or misunderstood when discussing mental health at school or work. While peers are often the first point of contact, 70% say they don't feel equipped to offer meaningful support.

We believe the more we talk about mental health, the more comfortable it becomes. Everyone deserves space to show up as their authentic selves, whether OK or not OK, and know that's OK.

OUR FOCUS

During our first year, OK Today will focus on breaking down stigma through community, education, and advocacy.

- ➔ **Open-Source Platform:** We equip young changemakers with tools, space and support to help start real conversations about mental health in their own communities. We work with partners to collect, vet, create and amplify free resources with a focus on peer-to-peer education.
- ➔ **Learning From Each Other:** While 1 in 3 want to support peers, nearly half don't know where to start. We're working to change that through peer-to-peer education. We teamed up with Active Minds, a peer-to-peer education advisor to OK Today, to host our first peer-to-peer workshop at the 2025 AFS Youth Assembly, focused on helping young people support peers through everyday conversations.
- ➔ **Using Our Voices Everywhere:** We're using our collective knowledge and experience to normalize conversations about mental health and shift stigma in our communities.

OUR GOAL

Reach 1 million youth changemakers in 3 years through online and in-person activations.

- ➔ **Reach:** The number of young changemakers engaged and leading the conversation around mental health, asking "Are you OK?" and reminding others it's OK to not be OK.
- ➔ **Outcomes:** Youth participating in peer-to-peer conversations feel more confident and equipped to challenge mental health stigma in their communities.
- ➔ **Impact:** Global reduction in youth mental health stigma.

OUR ASK

Partner with us.

- ➔ **Keep The Conversation Going:** Want to know what we're up to? Follow and engage with us on LinkedIn and Instagram.
- ➔ **Donate:** We grow through global and local partnerships. We are seeking people, partners, and platforms from around the world to support us.
- ➔ **Partner With Us:** Have an idea or want to be a partner? We want to hear from you. If you have resources, connections, or want to help us reach more young people - let's talk about making it happen.



About Our Youth Advisory Board

- 14 young leaders from around the world are driving strategy, advocacy, and collaboration at OK Today - challenging stigma and reshaping how their peers see and talk about mental health.

About AFS Youth Assembly

- A global platform that cultivates an international network of young leaders and changemakers through exchange, education, action, and impact.
- Annual AFS Youth Assembly brings together hundreds of delegates aged 18-35 from over 100 countries.
- 2025 Assembly focus on youth mental health.

About Global Gateway Advisors

- Strategic communications consultancy specializing in convening stakeholders through dialogue.
- Proven track record in social impact. We've partnered with leading global organizations to advance literacy, pay equity, workplace inclusion, public health, economic opportunity, and scholarships.

Instagram: @oktodayglobal

LinkedIn: OK Today Global

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