

## Help Lesotho Featured by BBC for Its Critical Work Addressing Mental Health in Southern Africa

*Press Release, Aug 2024*

Help Lesotho, an Ottawa-based non-profit organization, was recently highlighted by the BBC for its impactful work addressing the mental health crisis in Lesotho, a country grappling with the world's highest suicide rate. This feature sheds light on the vital programs Help Lesotho has developed to combat this crisis through community-led mental health initiatives, resilience training and psychosocial support.

This release can serve as an overview of our media mentions, emphasizing Help Lesotho's growing visibility and the importance of their mission.

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[Lesotho currently has the highest reported suicide rate in the world](#), a heartbreaking statistic that underscores the urgent need for mental health support in the region. Since 2004, Help Lesotho, founded by Canadian Dr. Peg Herbert, has been at the forefront of addressing this crisis through community-based mental health and psychosocial programs.

For 20 years, Help Lesotho has been empowering people in Lesotho by delivering programming related to mental health, education, gender equity, HIV/AIDS prevention and leadership development. The charity's work has made a profound impact on thousands of lives, offering hope and support where it's needed most. To date, Help Lesotho's programs have reached **300,000 people**—nearly 1/8 of the entire population of Lesotho.

The BBC's recent features brings international attention to this critical issue, highlighting how a Canadian organization is playing a pivotal role in addressing one of the most pressing public health crises globally. The story not only shines a light on the dire situation in Lesotho but also showcases Canada's significant contribution to global mental health initiatives.

Given the BBC's focus on this story, it's clear that this is a moment of international relevance that Canadian audiences should be aware of.

We are happy to provide additional details, arrange interviews with Executive Director Kate Lambert, retired Founder Dr. Herbert, or staff members in Lesotho. For more information or media inquiries, please contact Brianne Smith at [brianne@helplesotho.org](mailto:brianne@helplesotho.org).

[BBC article: The small African country with the world's highest suicide rate](#)

[BBC video](#)

[BBC news broadcast](#)