



Mental Health Literacy Campaigns in Urban Kenyan Primary Care Clinics: An Evaluation and Sustainability Study

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Abstract

Mental health literacy in urban primary care clinics is crucial for improving access to mental health services. A mixed-methods approach was employed, including pre-and post-campaign surveys ($n=200$) \wedge *qualitative interviews* ($n=15$). Campaign participants reported significant increases in knowledge about mental health conditions (mean increase 34.5% with a 95% confidence interval of $\pm 7.8\%$). Findings indicate that sustained engagement through regular campaigns can enhance community understanding and support for mental health. Long-term sustainability requires ongoing education programmes, local leadership involvement, and integration into routine healthcare delivery. Mental Health Literacy, Primary Care Clinics, Urban Kenya, Evaluation, Sustainability

Keywords: *African Geography, Primary Care, Mental Health Literacy, Community Engagement, Mixed-Methods, Sustainability Analysis, Public Health Education*

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