Pure Land Foundation debuts new animated online series inspired by Buddhist teachings to alleviate the mental health crisis

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The Pure Land Foundation has reached a new milestone in its digital transformation to focus on content-led advocacy for the adoption of philosophies and practices that can support better mental wellness.

970 million people across the globe are currently experiencing poor mental health according to the World Health Organisation. In 2015 the United Nations for the first time included mental health in The Goals. Yet mental health challenges remain pervasive throughout the world.

As part of its digital-first transformation the Pure Land Foundation is producing and sharing original content including insights, teachings and practical tools for individuals, whilst also emphasising the importance of inner transformation as a pathway to wider societal change.

The not-for-profit has relaunched its website, Instagram and YouTube channels and has begun to share content, including the publication of its inaugural bi-weekly animated series of life advice and lessons.

The digital animation series aims to present Buddhist-inspired teachings to support better mental wellbeing, without any religious lens, and to make them accessible for anyone who is facing challenges in their life.

The first episode of the animated series is called What is Empathy Burnout and How To Manage It? and is presented as a 3 minute animation here.

The video series is made with the younger generations in mind, particularly Gen Z and millennials. These generations, according to numerous studies, are those most affected by the growing global mental health crisis that is particularly devastating those in the Western world.

The debut episode was crafted using an animation style and soothing music that set the mood for calmness and self-reflection. Each episode is narrated by Bruno Wang, a patron and philanthropist who is focused on supporting mental health and spiritual betterment.

The Pure Land Foundation's relaunched YouTube channel also features a six-part series of original content titled A Series On Love, which explores the origins and the importance of love in humanity, drawing from principles of cosmology, psychology and neurobiology.

Another series is Lessons For Life With Japan's Zen Master, a special digital collaboration with Japanese Zen Master Monk, Osho Taigu. This series explores how Buddhist wisdom can also be applied in everyday life to achieve inner peace, mindfulness and to manage stress and the detrimental effects of loss and grief.

You can follow the Pure Land Foundation:

YouTube: https://www.youtube.com/@ThePureLandFoundation

Instagram: https://www.instagram.com/thepurelandfoundation/

Website: www.purelandfoundation.com

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