



— ROCK —
XLA VIDA
— MEDELLÍN

WE WANT YOU ALIVE TO SING IT!

WHO ARE WE?



Artistic and cultural social organization that began as a citizen initiative and brings together artists, creators, publicists, researchers, anthropologists, and psychologists for the promotion and prevention of mental health in young people.

A community-based, virtual, alternative, and trans-territorial device. Some actions:

- **Psychosocial intervention projects**
- **Music festival / concerts**
- **Workshops**
- **Talks**
- **Tattoo sessions**
- **Digital content**

¿POR QUÉ HACEMOS LO QUE HACEMOS?



726.000
people take their own
lives annually
worldwide. (WHO, 2024)



Third leading cause of death
among people
aged 15 to 29
(WHO, 2024)

Since **2015**, there has been an
increase in suicide attempts
and an identified rise in cases
among young people.

Worldwide, approximately **1**
in 7 young people suffer
from mental disorders (OMS,
2024)



3.145
suicides in 2023 in
Colombia.
(Medicina Legal, 2023)

2.984
suicides in 2024 in
Colombia.
(Medicina Legal, 2024)

32.464
Suicide attempts
registered in Colombia:
January to October 2024.

40% are minors.

*National Health Institute of
Colombia



Of every **10 people** who attempt suicide, **only 2** have received a
diagnosis of depression, anxiety, or another mental health condition.
The other 8 people have in common that they are all sensitive to art.

*According to Gabriel Vargas (Psychiatrist specializing in suicides).



4 PROBLEMS IDENTIFIED:

1. The mental health community has few tools to communicate. It is being part of the problem.
 2. We live in a country that is afraid to talk about mental health. Taboo and the generational gap between adults and young people make conversation difficult.
 3. Health in Colombia is a luxury. The health services offered, low-cost and free, are insufficient and not easy for the public to identify.
 4. The young people of our country do not trust institutions. They do not believe in public entities or in the media (National Youth Survey 2021).
- 



To a multifactorial problem, we offer multisectoral solutions

We need to develop different strategies and projects that aim to find an optimal language to address these issues with young people, promote care and mental health, highlight the work of mental health professionals, and implement actions for suicide prevention.



OUR AUDIENCES

We focus on young people and young adults, between **14 and 35 years old**, who have an affinity for art, mass events, and especially alternative music. This allows us to approach the message of prevention from that angle, using iconic figures for this population and elements of pop culture that can create a sense of connection. Furthermore, this age range represents about 43% of suicides that occur annually in Colombia.

One of our key differentiators is that we speak their language.



WHO HAS BELIEVED IN US?



comfama



We have partnered with more than 40 public and private organizations

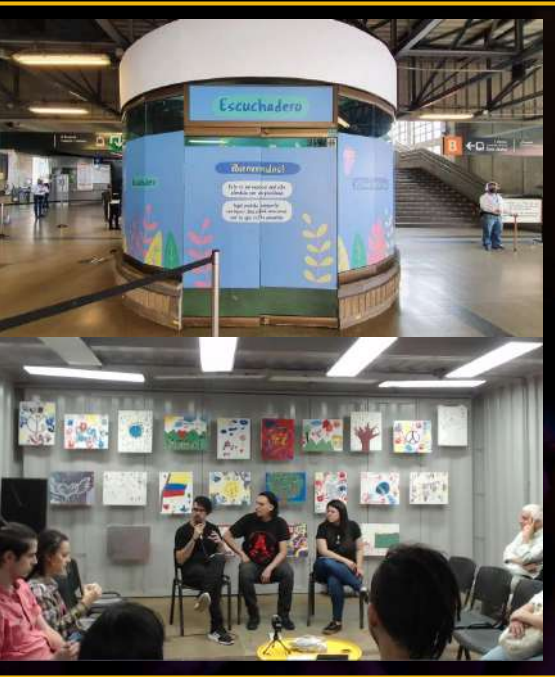
that have trusted and supported our various campaigns and initiatives.

PROJECT TRAJECTORY AND ACHIEVEMENTS AS A NON-PROFIT ORGANISATION (SINCE 2023)



- Panelists at the **Deeper Learning Forum Latam** (2025).
- Participation in the **Hay Festival Jericó** (2025).
- Winners of the **MapEdu competition for social mapping of Latin America and the Caribbean** in gender and equity (2024).
- **A journey of emotions**: Intervention project with the Medellín Metro in 10 locations of the Metropolitan Area (2024).
- Speakers at the **Family Forum of the Medellín City Hall** (2024).
- Winners of the Presidential Call: **Youth for Change** (2024 and 2023).
- Participation in the **Circularart Cultural Market** (2024).
- Art Laboratories in the **UdeA** regions (2024).
- Rock x la vida Medellín Festival (2023).
- Week of workshops, talks and psychosocial actions with the **Youth Directorate of Pasto** (2023).
- Participation in **Medellín Youth Week** (2023).
- Panelists at the **BIME Bogotá cultural market** (2023).
- **Bello Mental Health Week** (2023).

PROJECT TRAJECTORY AND ACHIEVEMENTS AS A CITIZEN INITIATIVE (2018-2023)



- Circulation exchange with **Rock X La Vida Guadalajara** (2018).
- **Rock x la vida Medellín Music Festival** (2019 + 2 virtual versions).
- Participation in the **¿Cómo va la vida?** (How is life going?) strategy of the Medellín City Hall, the Metropolitan Area and the Medellín Metro (2020 and 2021).
- Winners of the **Ministry of Culture Incentives** (2021).
- Participation in the **Galeras Rock fest** cultural market in Pasto city (2021), **Bogotá Music Market** (2021 and 2022).
- Speakers at the **Medellín Health Summit** (2022).
- Winners of the **Medellín City Hall Digital Transformation incentives** (2022).
- Finalists **Fénix Medellín Awards** in leadership category (2023).

WHAT DO WE DO? / OUR SERVICES

● MUSIC FESTIVAL AND ARTISTIC COMPONENT

- We develop large and medium-scale artistic and cultural events.
- Our own formats: ¡Hagamos un Grito! (commented concerts), La Sangre y el Eco (Mental health and environment), La Gira del Grito (Conversations about Mental health and art), Punto & Coma (tattoos + mental health) and Vivos para cantarlo (Didactic concert of alternative music in alliance with the Metropolitan Philharmonic - 2025).

● DIGITAL CONTENT AND COMMUNICATIONS

- Content on mental health, suicide prevention and communication of crisis hotline numbers nationwide through social networks, media and website.
- Podcast in which we talk with artists from the alternative scene about art as a tool for emotional expression.

● PSYCHOEDUCATION CONTENT

- Activations for festivals and fairs: Fan experience (stand + psychoeducation)
- Books and booklets for self-awareness and expression of emotions.
- We create psycho-pedagogical material.
- Workshops and Talks.
- Articulation between brands, companies, entities and art collectives.

EXAMPLE: ¡HAGAMOS UN GRITO!

LET'S MAKE A SHOUT!



A narrated concert in which, accompanied by live artists, a celebration of life and mutual support will be shared. The meeting will explore the emotions and experiences behind the songs to promote self-awareness and connection among the participants.

This project has been taken to shopping centers, schools, universities, and cultural festivals.



A woman with long hair and glasses is playing a drum set. The image is dark with a yellow lightning bolt graphic in the bottom right corner. The text is overlaid in the center.

our slogan:
WE WANT YOU ALIVE TO SING IT!

Thank You



@escuelanacionaldelgrito



@Rocklavidamed

<http://escuelanacionaldelgrito.com/>

Contact:

Gustavo Álvarez +57 301 7193552
rockxlavidamed@gmail.com