

## Problem

There are a lot of stigma and negative language that surrounds mental health. In a country with 60% young people this is a major issue especially among them. The majority of young people in Kosovo don't have access to psychologist or counselors and don't know where they can approach if they will have any problem.

## Solution

By starting to talk about mental health and encouraging young people to talk about mental health we also encourage them to ask for help if they need it. They will feel that is normal and very important to talk about their mental health and that it is okay to not be okay.

## Marketsize

Kosovo has a population of 1.8 million and the majority of our country are young people. 60% of the population are younger than 29 years old.

## Competition

There are some small CSO-s that have started to do activities related to mental health as a topic, but the majority of the are at hock activities and not continuous.

## Revenue model:

This project is already part of the NGO and we found this mostly through grants from local municipality and government.

## GTM strategy

Local TV's, National TV's, FaceBook and Instagram, Meetings and events.

## Traction:

100 young people go through the I am whole sessions for one year.  
1 video campaign for local and national TV's  
1 video with our campaign ambassador  
Collaboration with the Ministry of health and Education  
Collaboratin with UNICEF in Kosovo.

## Who are the leaders?

**Dorina Glllogjani,**  
Project Manager

**It is okay to not be okay.**



Contact us:

[dorina.glllogjani@gwykosovo.com](mailto:dorina.glllogjani@gwykosovo.com)

Telephone: +383 (0) 44 585 371