

I AM WHOLE

GEORGE WILLIAMS
YOUTH
ASSOCIATION IN
KOSOVO

THEORY OF CHANGE

PROBLEM

STIGMA AND NEGATIVE
LANGUAGE THAT
SURROUNDS MENTAL
HEALTH

ENABLING FACTORS

THE LACK OF
PSYCHOLOGISTS IN
SCHOOLS AND THE LACK
OF NORMALIZATION FOR
TALKS AROUND MENTAL
HEALTH

ACTIVITIES

1. TRAINING FOR YOUNG
PEOPLE
2. PUBLIC
AWARENESS ACTIVITIES
3. VIDEOS OF CELEBRITIES
WHERE THEY TALK ABOUT
MENTAL HEALTH

OUTCOMES

1. YP FOR THE FIRST TIME
WILL SPEAK ABOUT
MENTAL HEALTH IN A
GROUP
2. YP WILL SPEAK ABOUT
MENTAL HEALTH IN PUBLIC
AND FOR COMMUNITIES
3. CELEBRITIES WILL BE
TALKING ABOUT THEIR
MENTAL HEALTH AND
ENCOURAGE OTHER TO
TALK ALSO

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ULTIMATE GOAL

YOUNG PEOPLE WILL
SPEAK ABOUT MENTAL
HEALTH WITHOUT THE
FEAR OF BEING JUDGED
BY OTHERS