

Maternal and Child Mental Care

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SUMMARY

The business concept is to provide cost-effective, up-to-date and high quality maternal and child mental health promoting knowledge, articles, materials, and services in form of prevention programs, investigation procedures, management plans, supervision activities, training courses, and follow-up agreements provided by facilitators and experts from Sweden to be delivered to Kurdistan and Iraq.

The business idea is to deliver high quality time and cost effective services regarding maternal and child mental health and wellbeing in the Kurdistan region of Iraq. Any type of service promoting health and wellbeing for children and their families will be allowed to have a place in the buildings of the Metin Health House which has been build up according to the Swedish model and under the professional and scientific supervision from Sweden.

In addition to the above mentioned preventive and management programs, suitable areas will be prepared for physical activities, water play, aerobics and play guards. Besides, several apartments will be built to be hired for clinics, shops, activities and materials promoting health and wellbeing of women, children and adolescents. Collecting places and localities will be provided for group activities, training courses, education, recreation and convalescence. Cognitive behavioural techniques, non-violence problem solving methods, modern child bearing programs will be used for positive reinforcement, stimulating initiatives, and effective coping strategies such as Crisis Intervention Program for Children and Adolescents (CIPCA), training of the trainers (ToT), parent effectiveness training (PTP) and community-based rehabilitation (CBR). Sufficient land (2800 m²) is provided by the state to build up the Metin Health House. To start with, a two-floor house has been built up with the possibilities to build further floors later on when needed.

Our products and services are unique from the view point that maternal and child mental health is new issue in the society, and our concept is the first of its art in the region. The Reception of the Metin Health House “Company” started by Dr Abdulbaghi Ahmad in November 2008 in the city of Duhok in the Kurdistan Region of Iraq. The products consist of mental health promoting materials and knowledge in form of evidence-based preventive and curative interventions to the pregnant women and children up to 18 years of age. The expertise and working staffs either are recruited from Sweden or trained by experts from

Sweden to be delivered to the target group consisting of children and adolescents and their parents, teachers, social workers caregiver and other individuals and organisations working with children in Duhok, Kurdistan Region of Iraq, and to be extended gradually to other parts of Iraq and the Middle East. The local collaborating parts mainly consist of the governmental authorities who gave the permissions, providing the land and the official services related to the target group such as those included in directorates of health, social care, education, and other authorities, or local and international NGOs in the region.

The products consisting of different types of materials, services, training programs, consultation and supervision are expected to be exported either locally to Kurdistan and other parts of Iraq, or regionally to other neighbouring countries of Turkey, Iran, Syria, the Gulf countries and other countries in the Middle East. The major owner is Dr Abdulbaghi Ahmad. Every participating company, organization or individual is to be represented in the Board of Directors by one person who will be a member of the Board of Directors according to special agreement. The Founding Director (FD) Dr Abdulbaghi Ahmad will be the Chief Executive Officer (CEO) of the Metin Health House AB (Company). Every department is to be headed by a specialist in that specific field. The Heads of the departments constitute the Management Team which is headed by the Managing Director.

The strongest aspect of our business is transferring up-to-date knowledge, expertise and competencies from the Swedish maternal and child mental care systems being one of the most developed systems in the world to the rapidly developing society in the Kurdistan region of Iraq where this type of competence is quite lacking, and where the ports of modernisation and globalisation are opening not only towards Iraq but also to the whole Middle East. Besides, we have high competence and long experience in this subject both regarding scientific competence and business experience. Furthermore, our organisation is starting after several studies have indicated high rates of mental problems particularly among children and adolescents, and increasing needs due to effective awareness campaigns, research studies, educational programs and training courses initiated by the owner for the first time in the region during the 1990s. Our local cadre has been educated according to the Swedish model receiving continuous education and training updated on the scientific development of the subject.

The longstanding experience and fixed connection of the owner to the Swedish maternal and child mental care system is another strength that helps the establishment of this organisation to be based on solid and continuously updated scientific grounds. The connection of the owner since 1998 to an Advisory Committee consisting of local and Swedish members has been an effective factor in the progress of the activities from the beginning and to continue providing suitable conditions of success.

The major risk for our activities is the political instability in the region. To be protected, we have our capital, insurance and back up support in Sweden. Financial risks have been calculated showing profitability to be decreased by 25% if the costs are increased by 10%. Operational risks are minimised by keeping the number of shareholders limited o the major

owner, and potential shareholder with certain insurance as possible and the staging process of establishment. Technical risks consist of electricity and water supply deficits. These risks have been calculated in the cost analysis by considering reserve generators. Commercial risk may arise when competition increases which is expected to happen but at the same time the demands are expected to increase simultaneously.