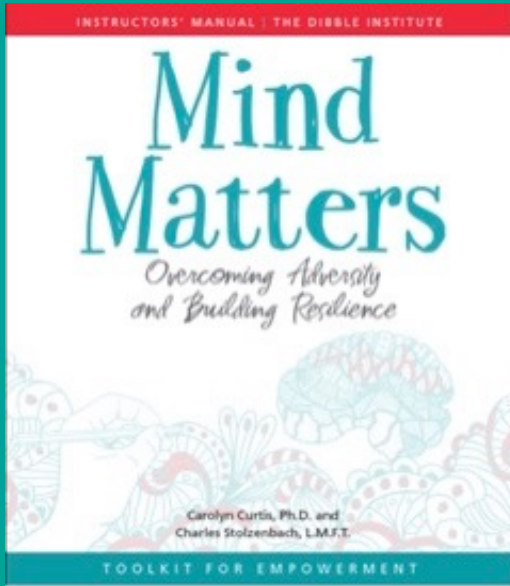


Mind Matters



ARTCENTER INSIGHTS FROM MIND MATTERS

Emotional Intelligence

“Emotional Intelligence” is a cornerstone of emotional regulation skills. The ability to recognize, understand, and manage our emotions is critical to our personal wellbeing. Recognizing, understanding, and connecting with the emotions of others is the foundation of empathy, intimacy, and cooperation.

-Mind Matters Curriculum

ARTCENTER INSIGHTS FROM MIND MATTERS

The Skill of Empathy

Mind Matters teaches how to deeply listen for the deeper meaning in another person's thoughts, feelings, and behaviors. As we connect with others deeply and empathize with them, our brain changes.

-Mind Matters Curriculum

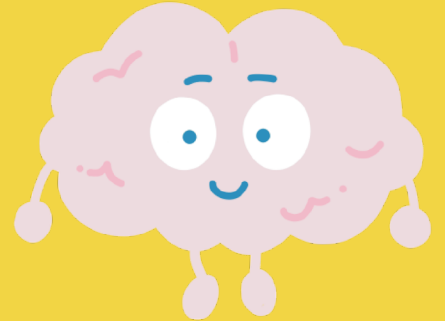
ARTCENTER INSIGHTS FROM MIND MATTERS

Communicating Emotions

Teens and young people need to develop the language to communicate their internal experience, their emotions. With the ability to identify emotions and emotionally communicate, a person is able to connect emotionally and intellectually with others.

-Mind Matters Curriculum

Defining the problem and opportunity

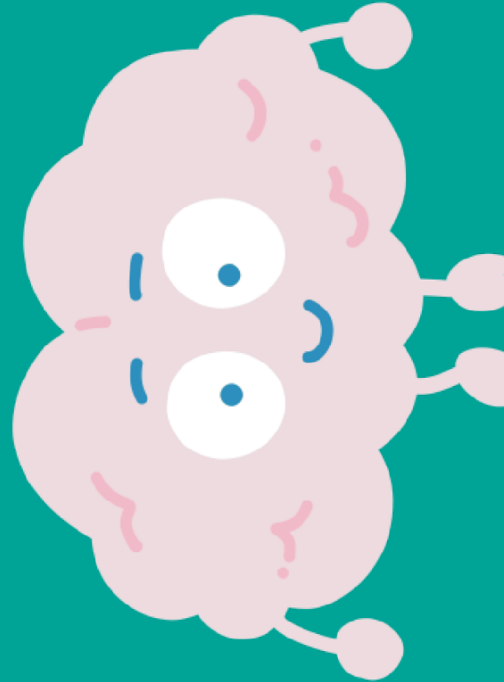


COVID-19 has intensified the struggles of teenagers.

They have to balance school, family, friends, and work.

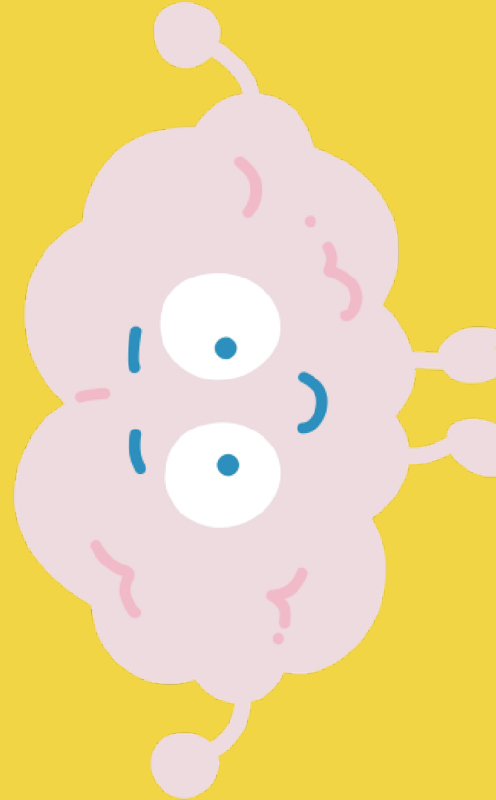
HOW MIGHT WE...

...engage young people to learn
Mind Matters skills and improve their
emotional intelligence via online
resources and social media?



WE SEE AN OPPORTUNITY...

...to create a **safe space** for young people to learn Mind Matters concepts and **practice self-expression.**



1 in 5

Each year, 1 in 5 teens aged 13-18 experience a mental health condition including anxiety and depression.

Impact of Covid-19 on Teens

86%

Increased Social Isolation

81%

Lack of
accountability and motivation

Developmental Stage Insights

From Dr. Carlene Fider

Adolescents **Age from 13-18**

It's harder for adolescents to feel comfortable enough to show that vulnerable internal experience, and sometimes, it's hard for them to identify their emotions.

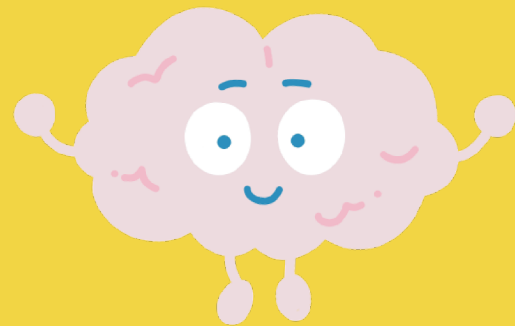
*- Dr. Carlene Fider,
Adolescent Development Expert,
Pacific Oaks College*

The Personal Fable

Many teens believe they have unique abilities, or conversely, unique problems, different from anyone else in the world.

The Imaginary Audience

Teens may mistakenly believe that everyone around them is watching and judging them, scrutinizing their every move, and can become painfully self-conscious as a result.



**Teens need to learn
to build resilience.**

From

Dr. Carlene Fider

4 ways to build resiliency skills with the help of time and intentionality:

Find Purpose

Help others

Take small steps to be proactive

Move towards personal goals

Opportunities for self-discovery

Build Connections

Prioritize interpersonal relationships

Join groups/communities with similar interests

Identify and form a support system

Set aside time

Foster Wellness

Take care of your body

Practice mindfulness and exercise

Avoid negative outlets

Embrace Healthy Thoughts

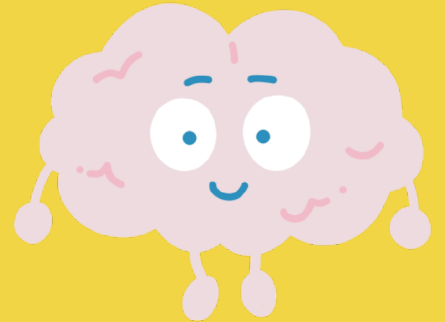
Keep things in perspective

Accept changes

Keep a hopeful outlook

Use coping skills from past experiences

How are teens engaging online?



Teen Devices

95%

Of teens have access to a smartphone, and **45%** say they are online almost constantly.

-Hye Min Kim

83%

Use their cellphones to learn new things

91%

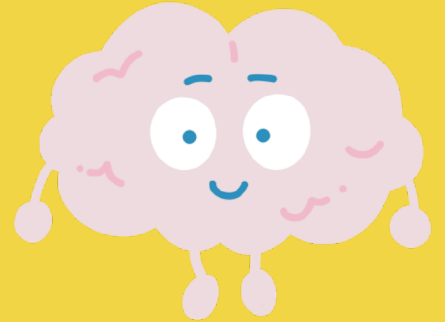
Use their cellphones to pass time

48%

Gen Z spends ten hours per day or more on the internet.

Source: Pew Research Center, 2018

How do teens learn?



Some teens prefer a classroom setting because the guidance helps them retain focus.

Occupying them with interactive activities results in higher engagement.

*(based on student comments
from the class observation)*

Engaging

Using an **empathic tone** and creating pleasant interactions

Routine

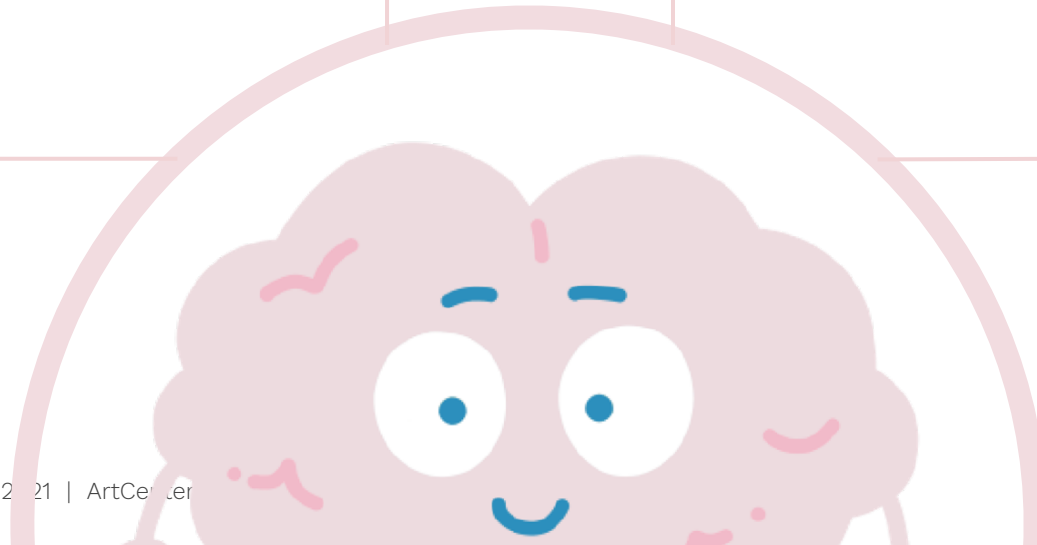
Building personalized, **reliable at-home routines**

Learning

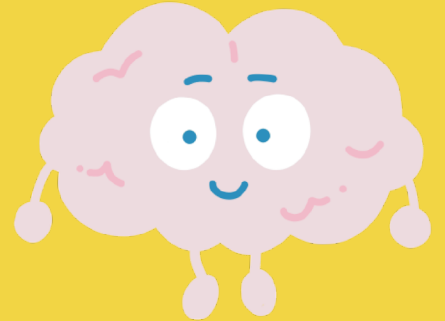
Flexible and inclusive learning/**exercise nano-sessions**

Community

Connecting with **peers & groups**



Meet the new Mind Matters





Me&My Emotions

We hold a **Vision**

To inspire, uplift, and set young people on the journey of healing as they cultivate deeper resilience.

We have a **Mission**

To reach all adolescents and help them strengthen their mental wellness as well as they heal from ACEs and other negative experiences through innovative and playful methods.

Our Values

**To create a welcoming community,
delivered with care.**

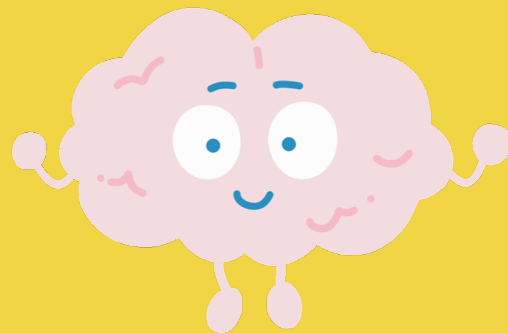
Our Position

**For young people who seek to address their
physical, relational and, mental wellness needs,
Me&MyEmotions practical, hands-on lessons
explore the healing process.**

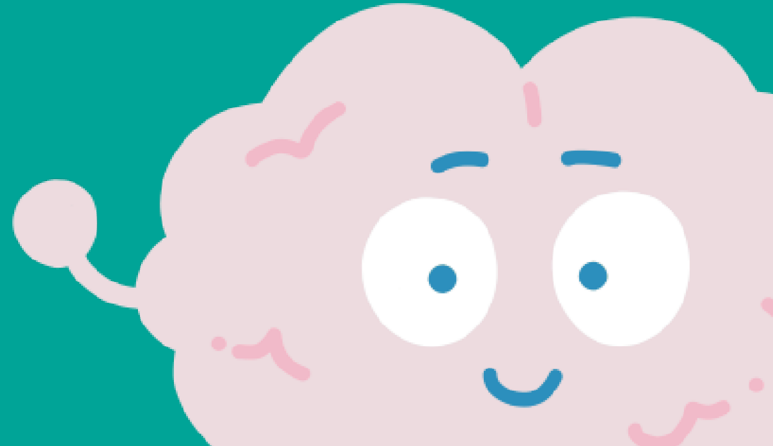
**Me&MyEmotions teaches skills and practices that
cultivate healing and clear away distractions to
learning and healthy relationships.**

Character

Inclusive & Fresh
Secure & Accessible
Engaging & Educational
Supportive & Hopeful
Empathetic & Entertaining



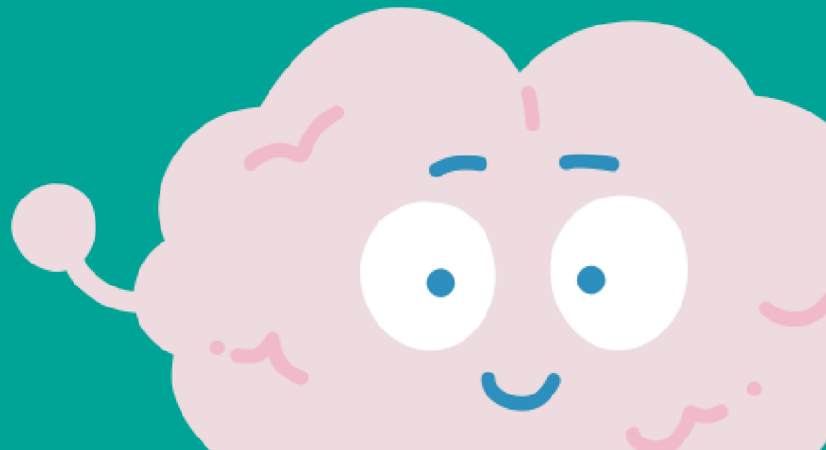
Our Approach

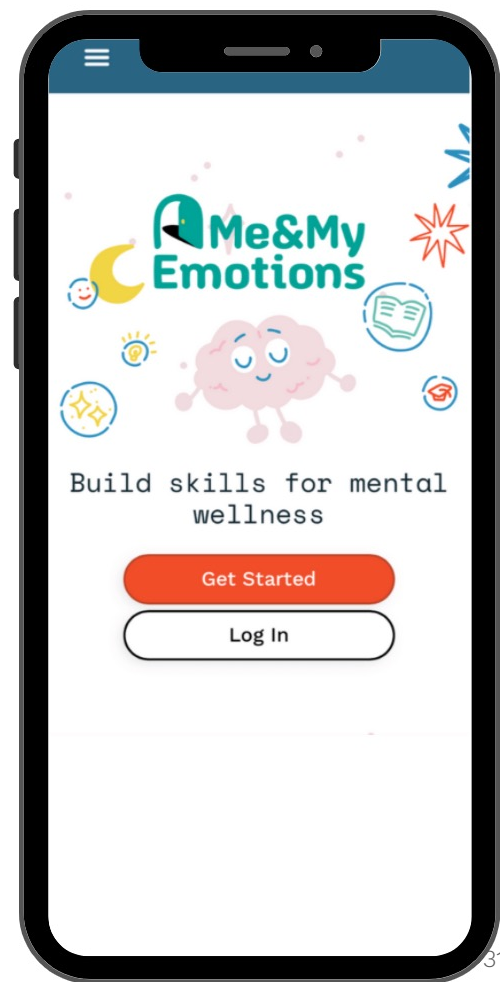
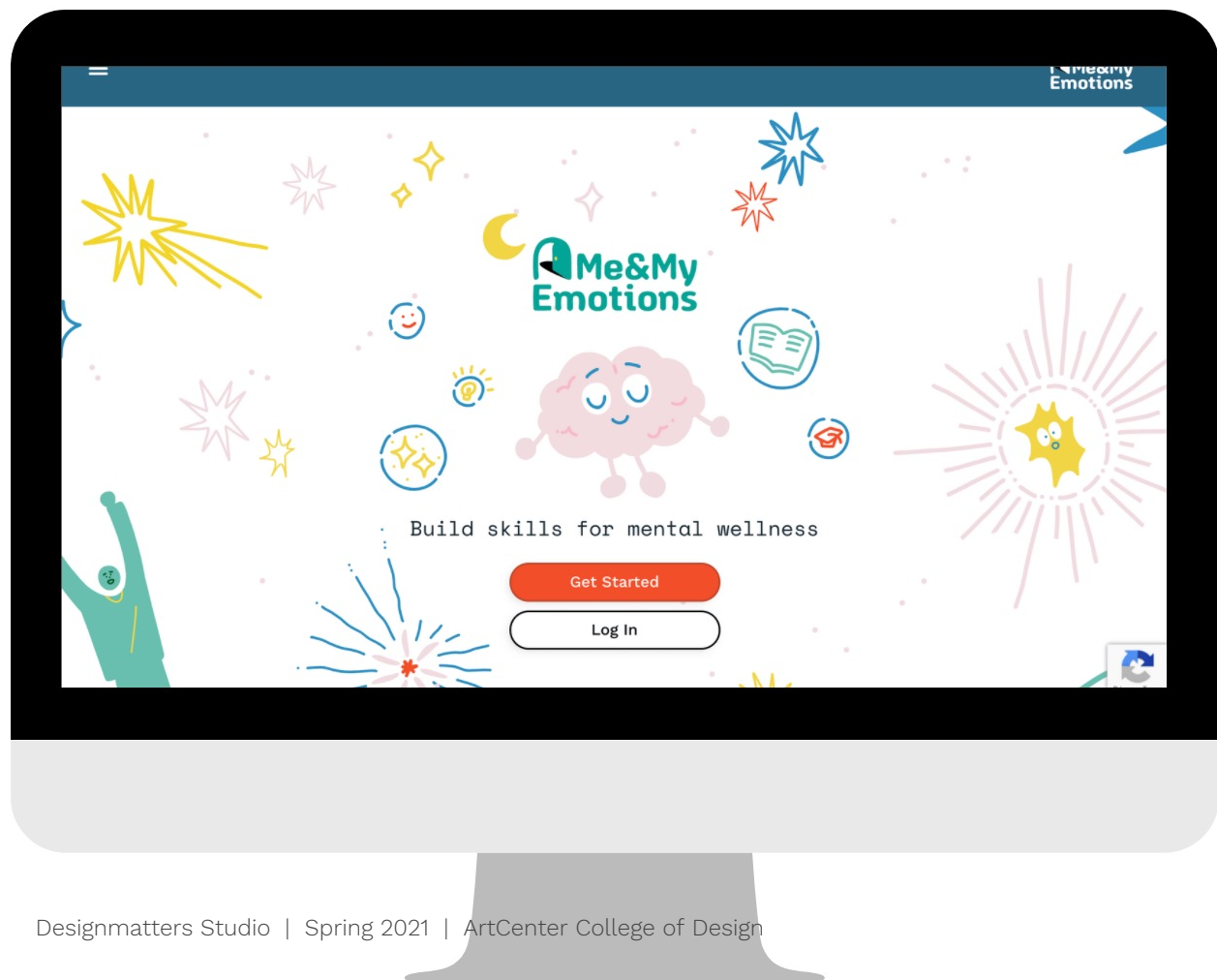


Me&MyEmotions targets teens where they are:

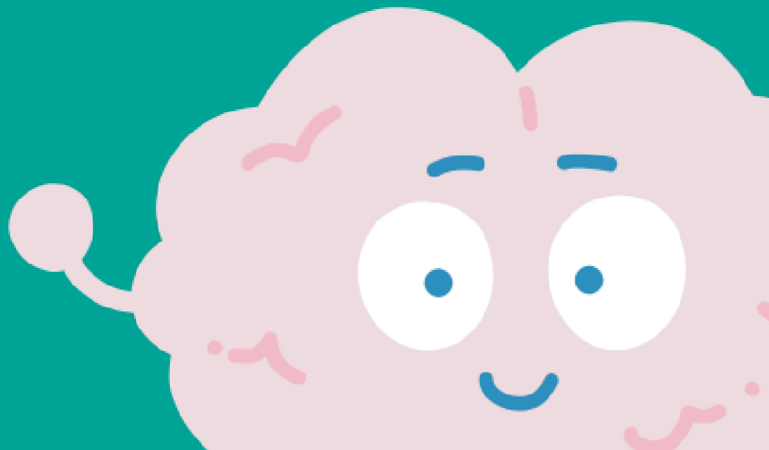
- 01 Website – Digital Experience
- 02 Video Lessons
- 03 Digital Ads
- 04 Social Media

Website





Video Lessons



Lesson Plans - 1 and 2

Lesson 1: Self Soothing

What is a Self Soothing Skill? (Video Lesson)

Importance of Waiting (Video Lesson)

Intro to Focused Breathing (Video Lesson)

Focused Breathing Skill (Guided Exercise)

Intro to Peripheral Vision (Video Lesson)

Peripheral Vision Skill (Guided Exercise)

Intro to 5-4-3-2-1 (Video Lesson)

5-4-3-2-1 Skill (Guided Exercise)

Why Do We Use These Skills? (Video Lesson)

Lesson 2: Discover Emotions

Why are Emotions Important (Video Lesson)

Intro to The Body Scan (Video Lesson)

Body Scan Skill (Guided Exercise)

Practice Identifying Emotions (Video Lesson)

You and Your Emotions Exercise (Guided Exercise)

The Role of Emotions (Video Lesson)

Emotions, When They Work and When They Don't (Video Lesson)

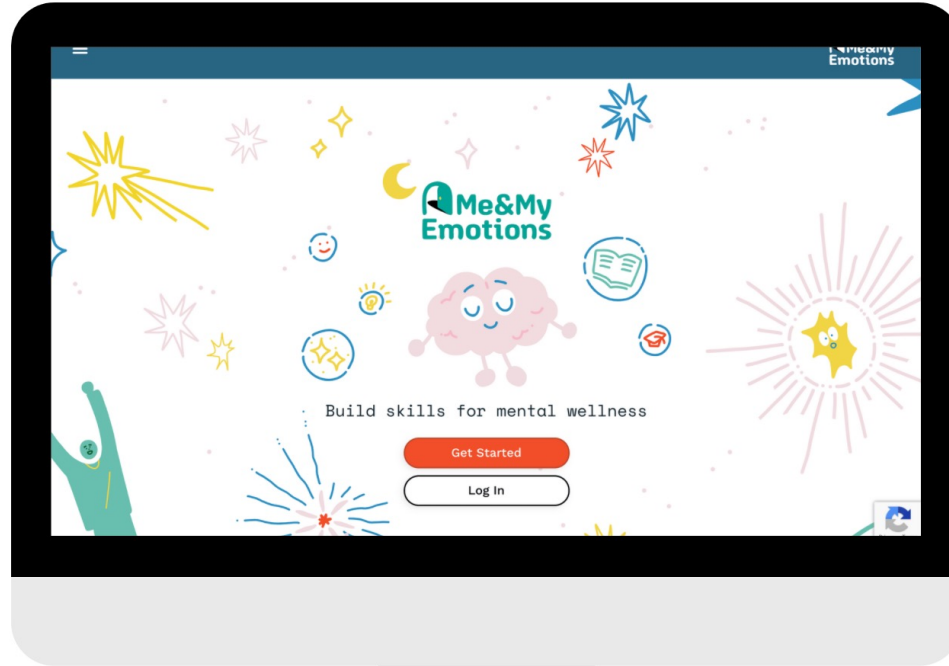
When They Work and Don't Chart Exercises (Guided Exercise)

What is Emotional Intelligence? (Video Lesson)

Digital Ad



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Print Poster & Pop Socket Stickers

