



# Iris Delivering on Mental Health Awareness Campaign

IMPACT REPORT - JAN 2022



## BACKGROUND

Project: Kids, Let's Be Superheroes is an age-appropriate, medically vetted storybook for children (aged 6-12) and caregivers that helps facilitate conversations around the mental health impact of COVID on children. The book addresses caregiver's concerns about changes in a child's behaviour, promotes active discussion and provides coping strategies for caregivers to implement with their children.

## OBJECTIVE

In partnership with the Bell Let's Talk Community fund, print versions of Project: Kids, Let's Be Superheroes were donated to various frontline organizations around Eastern Ontario in need of mental health resources. The goal of this campaign was to have individuals engage in conversations around mental wellness through the use of the storybook - Project: Kid's Let's Be Superheroes.

## CAMPAIGN IMPACT

<p><b>4000</b></p> <p>TOTAL PRINT BOOKS DONATED TO 20+ FRONTLINE MENTAL HEALTH ORGANIZATIONS</p>	<p><b>~65K</b></p> <p>VERIFIED REACH FROM PRINT BOOK DONATIONS AND MARKETING INITIATIVES</p>	
<p><b>93%</b></p> <p>OF USERS STATED THEY WOULD RECOMMEND THE BOOK TO SOMEONE ELSE</p>	<p><b>86%</b></p> <p>OF USERS FOUND BOOK TO BE ENGAGING FOR CHILDREN</p>	<p><b>84%</b></p> <p>EFFECTIVENESS IN NAVIGATING MENTAL HEALTH CONVERSATIONS</p>

*The books were shared with our 29 elementary schools who LOVED them!!*

### CATHOLIC DISTRICT SCHOOL BOARD OF EASTERN ONTARIO



*We gave books to the women in our shelter who have children, and will be giving books to families over the holidays. We provide gifts for many clients and their families, so the books will be a great addition.*

### LANARK COUNTY INTERVAL HOUSE AND COMMUNITY SUPPORT

THANK YOU TO ALL OF OUR PARTNERS WHO SUPPORTED US THROUGHOUT THIS CAMPAIGN