

Kids, Let's Be Superheroes Impact Report

Exploring the qualitative and quantitative impact of Iris the Dragon's pandemic focused e-book

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.

OBJECTIVE

Using the power of storytelling and prompted questions, caregivers can utilize the book to better approach conversations with their children around the pandemic and mitigate stressors that they may be facing.

>1000 Downloads

cumulative, global downloads since book launch in September 2020

>100K Reach

over the course of a 3 month social, email, partnership and external media campaign

Highly Accessible

available in English/French E-Book, English print and english audiobook for high accessibility

250 Print Books

distributed to direct care services in Fargo, Minot and Bismark, ND in partnership with Dakota Family Services

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It provides this jumping off point were we can have some really meaningful conversations with kids about mental health and emotional wellness.

— J. G., Ottawa