



Child Mind  
Institute

# The California Healthy Minds, Thriving Kids Project

# Project Background

- Collaborative initiative with Governor and First Partner Newsom
- Key objective: **Make preventative mental health skills accessible to every child in the State of California, regardless of means**
  - Emotionally resonant for impact
  - Light lift for educators and caregivers to use with kids and teens
- Need for these resources is only increasing:
  - Ongoing educator and community stress
  - Declaration of a national emergency in children's mental health
  - Omicron surge and continuing pandemic concerns
- Project resources seek to:
  - Reflect the diversity of our communities
  - Teach skills students can use for the rest of their lives
  - Normalize conversations about mental wellbeing
  - Augment, not replace, resources that may already be in use
- Valuing educator time and incentivizing participation via \$100 incentive for approximately 30 min of engagement
- **Official launch date: January 26<sup>th</sup>, 2022**



# Content Overview

- Clinical content drawn from Child Mind Institute Mental Health Skill-Building Curriculum:

## 5 Areas of Focus:

- 1 Understanding Feelings**  
Steps toward healthy coping
- 2 Relaxation Skills**  
Skills for stressful situations
- 3 Understanding Thoughts**  
How thoughts impact feelings and behavior
- 4 Managing Intense Emotions**  
Skills for coping with intense emotions
- 5 Mindfulness**  
Improving self-awareness and decision-making

- Videos and worksheets differentiated by:
  - Language (English or Spanish)
  - Age range (Elementary, Middle, or High School)
  - Audience (Caregivers, Educators, or Students)

All together: **34 new Videos** with  
**60 accompanying Skill Sheets**

# Video Examples

- Educator Introduction Video:
  - Link: <https://vimeo.com/658699270/fe73b10645>
  
- Middle School Episode 2 (English)- Relaxation Skills
  - Link: <https://vimeo.com/658622998/48974f00eb>



# Sample Educator Skill Sheet

## MIDDLE SCHOOL

### RELAXATION SKILLS Skill Sheet for Educators

Middle school can be a stressful time for adolescents. While managing more challenging workload demands, they also grapple with anxiety brought on by larger issues like forming their identity and gaining independence. These emotions can be difficult to experience but are easier with relaxation skills.

As highlighted in the video, stress and anxiety often produce physical sensations due to our fight, flight, or freeze response. Effective relaxation skills like paced belly breathing help to calm the body and turn down the intensity of that emotion.

#### Summary of the **KEY SKILLS** from the video.

- Belly breathing is breathing slowly and deeply at a steady pace. By slowing their inhales and extending their exhales, your students can use their breath to harness control of their emotions.
- Belly breathing balances out the carbon dioxide and oxygen in students' bodies, cutting off their fight, flight, or freeze response. It returns their mind and body to a calmer state.

#### Practice skills

- When you notice that a student is feeling anxious, frustrated, or worried, encourage them to stop what they are doing and take a few minutes to practice taking paced belly breaths.
- Encourage your students to practice belly breathing when they are calm. They will be more prepared to use the skill in the moment they need it if they have practiced it beforehand.
- Paced belly breathing for relaxation is different than the breathing teens do without thinking about it. If your students say, "I've tried that," encourage them to give it another try. Providing some information about why belly breathing helps may increase their willingness to try.

#### Activity

Practicing these skills helps you to increase awareness of thoughts, feelings, and behaviors to improve your mental health and wellness.

### Paced Belly Breathing

Breathing deeply into your belly helps to tell your body that you are safe and calm. Follow the instructions below and practice paced belly breathing when you are feeling calm and when you are feeling stressed or anxious.



- 1 Sit comfortably in your chair or on the floor either cross-legged or on your shins.



- 2 Place one hand on your belly and one hand on your chest.



- 3 Breathe in slowly through your nose for 4 seconds and feel your belly expand.



- 4 Slowly breathe out for 5 seconds through your mouth, letting the air gently leave your body.



- 5 Repeat 3-5 times, or for as long as you want.

Use the space below to think about times to practice paced belly breathing:

Before going to bed

Before taking a big test

Before sports practice

In the morning at school

After getting into an argument with a friend

Outside, sitting down, and enjoying nature

# Educator Portal

- Register, pre-questions, watch 3 videos, post-questions, choose \$100 award (roughly 30 minutes required). Option to finish watching video series and refer colleagues

**Child Mind Institute** | **The California Healthy Minds, Thriving Kids Project**

Welcome to the Healthy Minds, Thriving Kids learning platform!

**Earn Up to \$100!**  
By sampling the content and providing feedback.  
(Incentive available to the first 50,000 teachers who register. Expected time: 30 minutes.)

REGISTER NOW  
SIGN IN  
HELP / FAQs  
English ▾

The California Healthy Minds, Thriving Kids Project is a series of free, evidenced-based video and print resources that educators can use to teach critical coping skills. [Read on.](#)

The project was born of a partnership with the state of California and grounded in the clinical expertise of the [Child Mind Institute](#), the leading non-profit dedicated to transforming the lives of children with mental health and learning disorders.

It contains engaging videos kids will want to watch, created in three developmentally appropriate versions.

Topics include:

- Understanding Feelings
- Relaxation Skills
- Understanding Thoughts
- Managing Intense Emotions
- Mindfulness

The Teacher Incentive program offers a \$100 award for the first 50,000 California teachers who:

- Complete a short survey
- Watch the introductory video about the CA Healthy Minds, Thriving Kids project
- Watch two short videos tailored to your students grade level on Understanding Emotions and Relaxation Skills
- Give us some feedback (Expected time is just 30 minutes.)

That's it! Once completed, teachers can select from one of three awards and have the option to refer colleagues, watch more videos, and earn a Certificate of Completion.

Back to Top

**Redeem Payment**

**Congratulations!**

Thank you for thoughtfully completing the California Mental Health Initiative Program.

SELECT FROM THE FOLLOWING PAYMENT OPTIONS:

VISA | amazon | District Choice

SELECT | SELECT | SELECT

Visa Gift Card | Amazon.com Gift Card | District Choice

**Dashboard**

**Earn Your \$100 Incentive**  
By sampling our first three videos and providing us with some critical feedback (30 minutes).

Initial Questionnaire  
We welcome your input on your student's social and emotional learning needs.

Introduction 07:57  
This video speaks to why the project was created and what it covers. It also offers tips for self-care and how to recognize when more urgent help may be needed.

Understanding Feelings 06:29  
Students will learn that better understanding and recognizing their emotions can be an important first step toward healthy coping and deeper relationships.

Help & Support

# Content Hub/ Landing Page

- Content Hub at <https://childmind.org/healthyminds> will make all project materials available to educators, caregivers, and students, free of charge for five or more years

The screenshot shows the landing page for the California Healthy Minds, Thriving Kids Project. At the top left is the Child Mind Institute logo. Navigation links for 'For Parents', 'For Teachers', and 'For Students' are in the top center. A language toggle switch is set to 'ENG' with 'ESP' as an option. The main heading is 'The California Healthy Minds, Thriving Kids Project'. Below it is a paragraph: 'A series of free, evidence-based video and print resources that caregivers and educators can use to teach their kids critical mental health and coping skills. The project was born of an innovative partnership between the state of California and the Child Mind Institute.' A green button below the text says 'Versión en español / Spanish version'. To the right is a large image of a woman and a young girl looking out over the Golden Gate Bridge. Below the main text is a 'Resources for:' section with three video thumbnails: 'Parents' (15 videos), 'Teachers' (15 videos), and 'Students' (10 videos). Each thumbnail has a red notification bell icon and a right-pointing arrow.



# Media & Press Plan Overview

- \$2.4 million digital media campaign runs January 26<sup>th</sup> through end of March
- 3 targets: English-language Parents & Teachers, Spanish-language Parents
- Channels include: online video, addressable TV (OTT), programmatic display, paid social, digital audio, email, in-app ads, search
- PR push launches with *Today Show* feature on 1/26

## ESTIMATED CAMPAIGN RESULTS

	IMPRESSIONS	VIDEO VIEWS	CLICKS	REACH	FREQUENCY
NON-HISPANIC PARENTS	81M	26M	61K	87%	9.4
HISPANIC PARENTS	29M	10M	27K	89%	9.5
TEACHERS	24M	7.6M	17K	91%	29
	161M	31.6M	152K		



# Measuring Project Success

- The Child Mind Institute’s School and Community Programs have engaged **over 60,000 students, parents, educators, and mental health professionals** across over **600 schools** in New York and California
- Curriculum provides foundational skills drawn from cognitive behavioral interventions, supported by decades of research
- Our clinicians have provided our mental health skill-building curriculum to **over 25,000 students**, driving statistically significant improvements in coping skills
- The Healthy Minds, Thriving Kids project will collect feedback and measure impact via our educator portal, content hub, a follow-up survey, focus group research with educators, and engagement with CA school partners

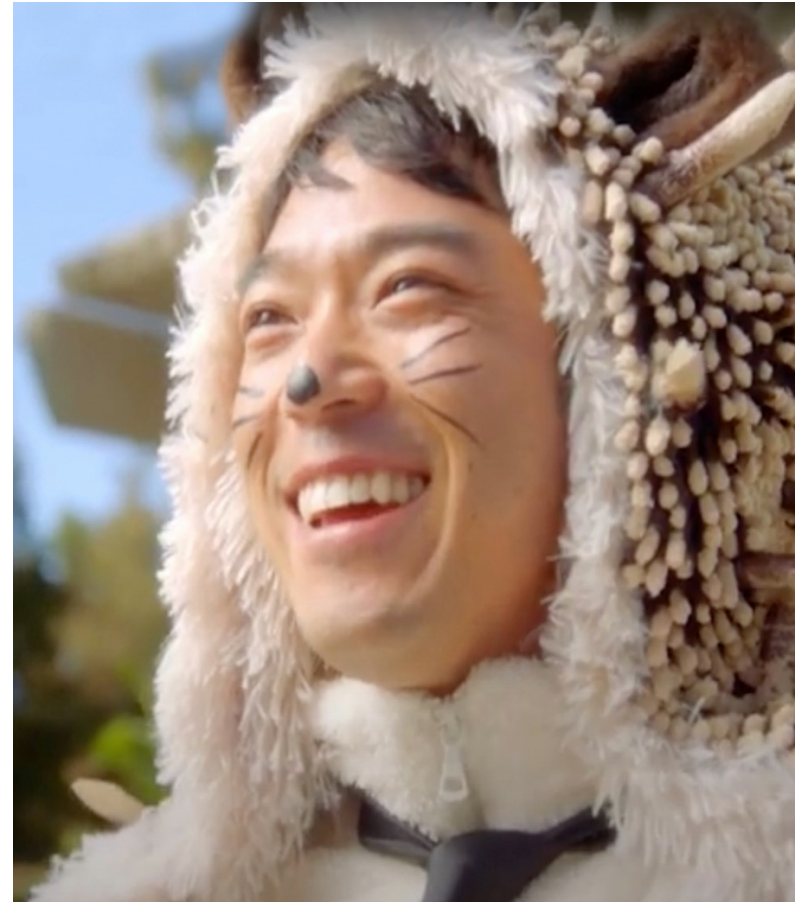


## The California Healthy Minds, Thriving Kids Program Educator Portal: Pre/Post-Engagement Survey Questions

No.	Pre-Engagement Survey Questions	Response
1	Since Covid, my students are demonstrating more signs of stress or anxiety in school.	<input type="radio"/> Strongly Disagree <input type="radio"/> Disagree <input type="radio"/> Neither Agree nor Disagree <input type="radio"/> Agree <input type="radio"/> Strongly Agree
2	Since Covid, my students are exhibiting more disruptive behavior in school.	
3	Since Covid, I am having to support more of my students’ social and emotional learning.	
4	As a teacher, I would benefit from having more social and emotional learning resources for my students.	
5	Social and emotional learning resources are typically presented in an engaging way.	
6	I feel the state of California is committed to supporting the social and emotional learning needs of teachers and students.	
No.	Post-Engagement Survey Questions	Response
1	My students would benefit from seeing the videos in this program.	<input type="radio"/> Strongly Disagree <input type="radio"/> Disagree <input type="radio"/> Neither Agree nor Disagree <input type="radio"/> Agree <input type="radio"/> Strongly Agree
2	My students would find these videos interesting to watch.	
3	I gained insights on how to approach my students’ social and emotional learning needs watching these videos.	
4	I found these videos to be engaging to watch.	
5	I was emotionally moved by these videos.	
6	These videos did a good job representing the diversity of California school students.	
7	I feel the state of California is committed to supporting the social and emotional learning needs of teachers and students.	
8	How likely are you to use the videos from this program in your classroom?	<input type="radio"/> Very unlikely <input type="radio"/> Unlikely <input type="radio"/> Neither <input type="radio"/> Likely <input type="radio"/> Highly likely
9	What would best motivate teachers like you to use the videos from this program in your classroom?	<input type="radio"/> Financial incentive (up to \$100) <input type="radio"/> Continuing education credits <input type="radio"/> Certification status <input type="radio"/> Integration into local curriculum requirements <input type="radio"/> Statewide mandate
10	In your own words, please identify at least one additional topic or question related to mental health that would make the video series more helpful to you and your students:	Open Comments (300 characters)

# Next Steps?

- The CA Healthy Minds, Thriving Kids Project launches Wednesday, 1/26/22.
- We'd welcome your help in getting the word out to your communities and encouraging participation!
- We can support any such communication with sample email copy, social media tiles, etc.
- Questions?





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**Transforming Children's Lives**

[childmind.org](http://childmind.org)