



Communications & Key Messages

June 2020



What is iheart's core message?

When it comes to the mental health crisis enveloping our society, there is a huge emphasis on putting out fires.

At **iheart**, we believe in preventing fires. Our transformative approach to supporting young people, teachers and parents is based on our core belief that:

'we have everything we need inside us'

which is uniquely focused on **mental wellness, prevention and education**.



What is unique about our approach?

Prevention: We look to prevent fires, rather than put out fires.

Health: We believe in mental wellness, not mental illness.

Education: We educate people about their innate wellbeing, going beyond awareness.

What are the iheart Principles?

The **iheart Principles** describe how the human psychological system is an intelligent system based on a clear logic that explains the source of all feeling states, emotions and felt experiences. This system has wellbeing built into it and is always working in a logical way, which enables us to selfcorrect and reconnect with our wellbeing.

What we teach?

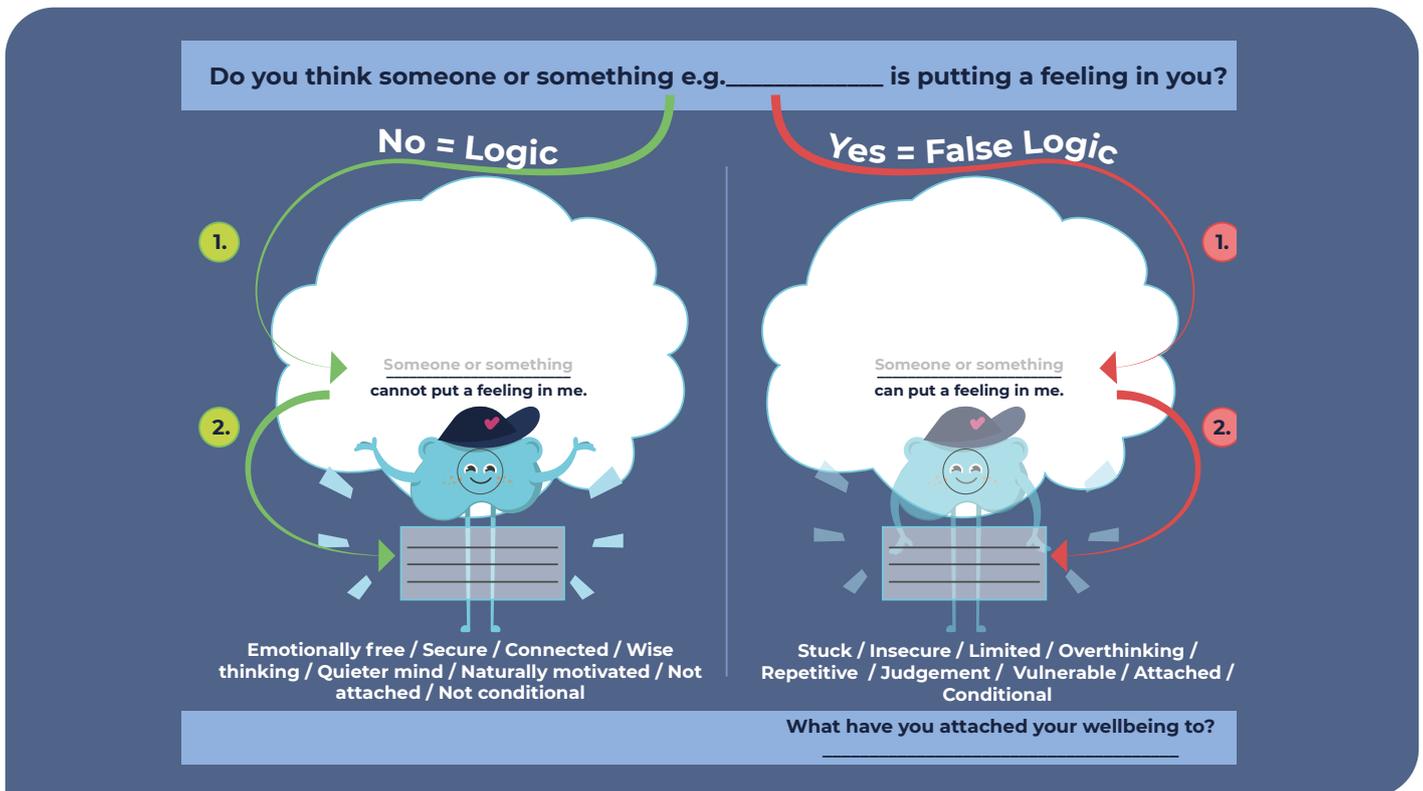
iheart, which stands for **Innate Health Education and Resilience Training**, is underpinned by an overarching question of enquiry:

Do you think someone, or something, is putting a feeling in you?

The answer to this question, either 'yes' or 'no', acts as a compass, informing us if we are on or off track and reconnects us with our innate wellbeing and resilience.

Based on this enquiry, our programme teaches:

- What is innate/built-into our psychological system
- Why we think, feel and behave the way we do
- Why and how our wellbeing gets covered up and uncovered again
- How our built-in compass helps us return to our wellbeing



Our innovative educational approach teaches young people about their innate resilience and wellbeing, empowering them with the confidence to overcome challenges and fulfil their potential.

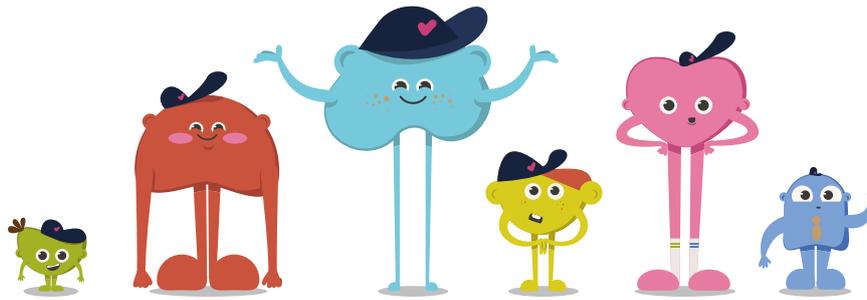
Why do the iheart Principles matter – what difference do they make?

These Principles teach us that mental health and wellbeing – which includes deeper unconditional feelings of hope, peace of mind, kindness, gratitude, security, motivation, wisdom and resilience – is innate and available to all people, crucially informing us that:

- ✔ Wellbeing is our natural state and it can never be damaged, lost or broken.
- ✔ No one and no thing can put a feeling in us.
- ✔ No one and no thing can give us wellbeing or take our wellbeing away.
- ✔ When we think that someone or something can put a feeling in us, it means we have outsourced our wellbeing and over-looked the fact that it is innate.

What is the iheart Curriculum?

A preventative mental health education programme for young people aged 10-18 delivered over the course of 11 group sessions. Built on a scaffolded approach to learning, each session has its own clear learning objective and a mix of interactive discussions, activities, self-reflections, summary slides, animations, videos and group exercises.



What We Do

We support young people, parents, schools and educators by providing a range of specialised courses & programmes on mental health education, resilience & wellbeing for:

- ♥ **Young People & Children**
- ♥ **Teachers, School Staff & Senior Leaders**
- ♥ **Facilitators & Youth Workers**
- ♥ **Parents & Families**

The Difference iheart Makes (Impact/Outcomes)

Based on the iheart Impact & Outcomes Framework, we expect to see the following improvements in the lives of the young people we work with:

Resilience & Wellbeing, e.g. self-esteem, dealing with setbacks, coping skills.

Mental Health, e.g. anxiety, stress, depression, self-harm, addictive behaviours.

Motivation, e.g. progress, attendance, perseverance, problem-solving & attainment.

Behaviour, e.g. self-regulation, exclusions, disruption, anger, aggression.

Relationships, e.g. tolerance, respect for difference, teamwork, positive relationships with teachers, peers and family members.