



Iris the Dragon has already made a mark in mental health education with 4 million people reached through its children's mental health eBook series. Added to that list is *Project: Kids, Let's Be Superheroes*, the newest release in the Iris the Dragon series.

Key Facts

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 will address caregiver's concerns about changes in a child's behavior, promote active discussion and provide coping strategies for caregivers to implement with their children.

The book follows the model of a traditional children's storybook and is appropriate for children with a developmental age between 6-12. It uses colourful drawings and easy language to discuss the complex topic of COVID-19.

The storybook encourages children to consider their own feelings and emotions in a healthy and age-appropriate way. The book addresses topics such as dealing with stress related to a large-scaled change event, anxieties and fears, loss and learning to control what is within one's control to empower oneself. The coping strategies that are weaved into the storyline follow in the Cognitive Behavior Therapy tradition to help address anxiety related thoughts.

Project: Kids, Let's Be Superheroes helps normalize children's fears and worries during a pandemic. It also provides guidelines on what parents should expect to see in terms of social emotional behavior from children during stressful times. Having an understanding of what to expect can help foster a positive relationship and supportive environment for the child during difficult times leading to increased mental wellness.

Between chapters are resources for caregivers to further understand the mental health concerns being discussed in the book. All resources come from reputable sources and are easy to understand for anyone, regardless of their knowledge of mental health.

The story employs Iris the Dragon's narrative formula — a formula that has been empirically validated by the Mental Health Commission of Canada for its effectiveness in changing attitudes towards those with mental health concerns.

It has been vetted by Dr. Marjorie Robb, Associate Chief of CHEO Department of Psychiatry and was found to be an accurate representation of the impact of COVID on children's mental health.

In 2010, The Mental Health Commission of Canada (MHCC) engaged Queen's University to conduct "Opening Minds in Middle Schools: Results of a Storybook Intervention". The intervention used Iris the Dragon's eBook *He Shoots! He Scores!* resulting in a **20% attitude change in reducing social distancing towards those with mental illness**. This level of change is



regarded as excellent. *Project: Kids, Let's Be Superheroes* follows the same approach as past Iris the Dragon books, so it can be understood to have a similar effect.

Condensed Notes

- *Project: Kids, Let's Be Superheroes* is a storybook for children ages 6-12 that addresses the impact of COVID-19 on children's mental health.
- It delivers simple messages and conversation starters around mental health and wellbeing for children and caregivers.
- The book includes resources that allow caregivers to further their understanding of children's mental health.
- The book provides caregivers with a way to communicate with children about their mental health with a focus on navigating anxiety, loss, fear and grief.
- The book has been vetted by Dr. Marjorie Robb, Associate Chief of CHEO Department of Psychiatry.
- There's science behind the program. It's based on Iris the Dragon's narrative formula — a formula that has been empirically validated by the Mental Health Commission of Canada for its effectiveness in changing attitudes towards those with mental health issues.

Link to Bookstore and Price

The pandemic book is free. Please see our website to download the PDF or ePub version:

<https://www.iristhedragon.com/bookstore.html>

Prepared Social Copy

Canadian charity Iris the Dragon (**tag organization on relevant platform**) has released their newest book! *Project: Kids Let's Be Superheroes* follows Iris the Dragon on her latest adventure in efforts to tackle children's #mentalhealth during a pandemic. Download your copy here:

<https://www.iristhedragon.com/bookstore.html>

Navigating mental health during a pandemic is tough but Iris the Dragon is here to help with her newest book. Through the power of storytelling, discussion and resources, Iris and friends help children take control of their #mentalhealth. Get started here:

<https://www.iristhedragon.com/bookstore.html>

Prepared E-Blast Copy

Canadian charity Iris the Dragon is proud to be releasing their newest book! *Project: Kids Let's Be Superheroes* follows Iris the Dragon on her latest adventure in efforts to tackle children's mental health during a pandemic. Through the power of storytelling, discussion starters and resources, Iris and friends help children understand the impact of drastic change and empower them to take control of their mental health. Get started by downloading your copy here:

<https://www.iristhedragon.com/bookstore.html>



Relevant Hashtags

#mentalhealth

#covid19

#pandemic

#stopthestigma

#healthyliving

#childrensbook

#storybook

#caregivers

#teachers

#mentalhealthmatters

About Iris

Iris the Dragon is a registered charity and producer of unique tools and resources that educate audiences about the importance of good mental health. With over 20 years of experience, its mission has been to provide educational material for adults and young readers that can facilitate conversations about various mental health conditions, mental wellness and inclusion in a non-threatening manner. The organization is based in Perth, Ontario, Canada and its print and digital publications are used worldwide.

Iris the Dragon: <https://www.irsthedragon.com/>