

Introducing:



BLOOM

Supporting You
In Growing Kids'
Mental Well-Being

Curriculum includes:

- Build Mental Wellness Habits
- Mental Wellness for Kids
- Manage a Diagnosis
- Get Help



You are not alone

6 in 10

Parents report being very to **extremely concerned** about their child's emotional health and development or behavior in the past two years.

41%

of working parents have **developed a mental health concern in the past year**, due to restricted access to mental health care related to school closures.

2 out of 3

parents describe dealing with any issue related to their child's mental health as challenging.

"When it comes to my kids, I want to be the best parent. If there are resources out there at my fingertips, I'll grab onto them."
— research participant

"How is it possible to focus 100% of your attention on working when you know your child is struggling? Answer: it is not."
— research participant

"What goes on at home certainly affects how I perform at work. Even if my coworkers do not notice, I notice myself that my performance and focus decreases when I worry about my children."
— research participant

"It is our job as parents to be advocates and cheerleaders for our children's mental health."
— Nationwide mom



ON OUR SLEEVES®

The Movement for Children's Mental Health