

Rotary Te Tai Tokerau Tamariki Mental Wellbeing Project

“Helping Kids Think And Be Healthy For Good”

A Rotary Global Grant Project in District 9910

Each day, thousands of Kiwis are affected by mental health issues – anxiety, depression, or ADHD. The statistics – particularly for our children – one in four Kiwi kids will experience mental health before the age of 18 and fifty percent of mental health conditions start before the age of 12.



Mental Health is particularly prevalent in Northland, and this is where Rotary District 9910 intends to provision of a Rotary Foundation Global Grant to fund a three-year initiative to enable our children to be more resilient and able to cope with the stresses of life today.

Rotarians and your Rotary Club must be part of this initiative.

Rotary will work & support Cat Levine from **Think and Be Me**.

After touring New Zealand schools with mental health advocate and New Zealander of the Year Mike King, Cat Levine determined it was time to package up her popular brand of school presentations into learning programme available in person and online.

Think and Be Me was created in 2021 so that Cat’s years of working through ‘Big Feelings’ with thousands of children, teachers and parents could be easily recognisable and accessible in any home, any school.

Delivering the programme directly to schools and making the programme accessible online is incredibly important to Cat, who like many peers, recognises the need improve child wellbeing. Cat has become increasingly concerned about the rise of mental illness such as anxiety and depression in children. Covid-19 has exacerbated what was is a huge social and health deficiency.

The **Think and Be Me** programmes contribute to delivering this solution in our youngest generations, all built on the proven, highly effective techniques of Cognitive Behaviour Therapy (CBT). All lessons, whether in person presentations or an online video series, are built on a template of fun and engaging delivery, memorable content that increases retention and strategies that make for practical daily use.

Think and Be Me can be summarised by the slogan:

*‘Change what you think, change what you do,
and your feelings will change too.’*



This project will involve the delivery of school presentations to children, provision of teaching and classroom resources, teachers’ professional development and family education packs to 60 schools, 9,000 children and 450 teachers from Wellsford to the far North over a 3-year period.

The three-year project cost is \$500,000.00



More About Think And Be Me

School wellbeing speaker and CEO of **Think and Be Me**, Cat Levine, says kids can easily understand that they need to change what they think in order to change how they feel. Learning this ‘emotional literacy’ applies more than ever in these uncertain times and could be an especially effective preventative mental health medicine for kids living through the effects of pandemic.

Levine and almost 20 tractor drivers took to the roads in March 2021 for a Northland tour labelled The Big Feelings School Tour.

This became the inspiration for the **Think and Be Me** brand and on return from the North she fast-tracked the Covid-inspired project, also setting up a charity to help fund poverty-stricken schools for presentations and programs.

The **Think and Be Me** platform has been BETA tested with educators and parents. The modules feature videos and worksheets - ‘Think and Be Brave’ is currently available and ‘Think and Be Calm’ will be the next module to be released.

The **Think and Be Me** programs include a list of optional resources such as parent and teacher worksheets, props and cues. They are available for two age groups – ‘kids’ and ‘teens.’ A free introduction video for each group can be viewed at <https://www.thinkandbe.me/videos>

By end of School year 2024 we will:

- ✚ Tutor 9,000 primary school pupils an provide the knowledge to ‘change what you think’
 - ✚ Provide a mental health toolbox to 450 teachers & countless care providers
 - ✚ Create a sustainable mental well being programme that with established success attract support & funding from Government and Private Donors
- Project bank account is: 12-3109-0122080-03 (ASB Bank)
For charity tax receipts: 03 1702 0192208 01 reference 019

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This is our opportunity to implement and embellish mental health skills in our communities, and have huge positive results for our children, our families.

This ambition must be supported, and my appeal is for Rotarians to donate generously and Rotary Clubs to contribute at least \$5,000.00. Time is short ... we must lodge our Global Grant applications by 30th October to ensure a mission start in February 2022 .

This is our opportunity of *service to change lives*

