

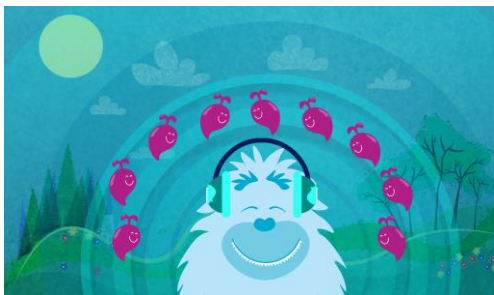
NEW CLASSROOM TOOLS MAKE MINDFULNESS FUN FOR KIDS

Sudden Industries, in partnership with Baby Octopus, develops *Mind Yeti*, a new digital program for Committee for Children that provides mindfulness for kids and their adults.



THE STORY

Founded in 1978, Committee for Children is a global nonprofit dedicated to fostering the safety and well-being of children through education and advocacy. CFC is the world's largest provider of research-based educational programs that promote social-emotional skills and prevent bullying and sexual abuse. CFC came to Sudden to create the intellectual property and digital design of a research-based mobile-friendly web app designed for families, educators, and students to enjoy mindfulness together. The result is *Mind Yeti*, a mobile responsive web app that brings mindfulness to kids — and the adults who care about them — using fun, bite-sized audio sessions and animated videos.



THE CHALLENGE

- Translating the abstract ideas and existing research from leaders in the field of mindfulness in education into a fun experience that would engage K-5 students
- Creating a unique language that encourages kids to have an open and honest dialogue about the significance of having a calm and focused mind, as well as the benefits of expressing gratitude and kindness
- Providing an experience which allows individuals who are new to mindfulness, as well as those who have previous mindfulness experience to actively participate in the sessions with the youngsters in their life
- Designing a simple to use digital experience that can be accessed by teachers and parents alike, anytime, anywhere on any connected computer or mobile device

OUR SOLUTION

Sudden worked closely with CFC and its partner Baby Octopus to create a mindfulness program that is supported by a cast of characters and mythology that kids and their adults can relate to. The character Mind Yeti is constantly bombarded with thoughts and ideas which are called “hubbubbles” that makes up the “hubhub” that overpowers its mind. The site *Mind Yeti* currently features 12 free guided audio sessions online that focus on three areas of content: calm, focus and connect, which help kids attain a calm and focused mind as well as enjoy the benefits of expressing gratitude and kindness. It now also features a Premium subscription service that offers more audio guides. *Mind Yeti* uses animated videos and metaphors to help kids understand complicated concepts, and interesting soundscapes to make mindfulness accessible and fun. Sudden also worked with CFC to expand the *Mind Yeti* universe by creating a comic strip series that explored the characters’ world as they coped with common everyday social and emotional problems.

THE RESULTS

- Since launching in 2016 for desktops and piloted in schools across the country, *Mind Yeti* is currently being used by over 500,000 kids and adults.
- *Mind Yeti*'s groundbreaking approach to mindfulness has zeroed in on the importance of meeting kids where they are, including creating a unique language that encourages open and honest dialog around feelings and self-acceptance.
- *Mind Yeti* helps kids "settle the hubhub" by giving them the tools to calm and focus themselves. It also helps them focus on positive attitudes and behaviors like practicing gratitude and kindness.
- 2017 Telly Award: Best Short-Form Video-Health & Wellness Category
- 2016 Web Award: Best Health & Wellness Site

Website

www.mindyeti.com