



**The Prevention Solution for Adolescent
Mental Health Crisis**



Growing Up Is Harder Than Ever

70% of teens see **anxiety and depression** as a big issue...



...and they're using Dr. Google to treat themselves

(Source: 2019 Pew Research Center survey of U.S. teens ages 13 to 17; YouROK data analysis)



School Challenges for Students and Staff Continue



- 20.2% of students reported being bullied on school property and 15.5% reported being bullied electronically in a 12 month period
- Less than 30% indicated that their school provided a caring, encouraging environment
- Less than 50% reported that they had competencies such as empathy, conflict resolution and decision-making skills

: <http://www.cdc.gov/violenceprevention/>; <https://www.edutopia.org/sel-research-learning-outcomes>



Covid 19 Exacerbated Existing Challenges

Experts noted increases in the following among students:

- Anxiety
- Loneliness
- Sadness
- Grief
- Anxiety
- Trauma exposure
- Depression and suicidality

92% of wellness staff report making daily calls to check in on the mental health of students

Schools are “the de facto mental health system for many children and adolescents,” providing mental health services to 57 percent of adolescents who need care



A digital solution for digital natives



YouROK delivers a positive emotional health platform to help schools prevent the onset of mental health issues while matching students in need to available resources



How YouROK
addresses
the **mental
health crisis
for youth**

The Challenge

- Educational attainment impacted by mental health struggles
- Mental health issues cause high absenteeism
- <50% of schools provide mental health care due to budget or resource constraints

School/Student Impacts

- Students with issues adept at "flying beneath radar" to avoid stigma of mental health
- Increased expulsions due to behavior caused by mental health issues
- School budget impacts due to high absenteeism

Benefits of YouROK

- Emotionally healthier kids are confident learners with higher academic scores.
- Improvements in emotional self-regulations leads to fewer classroom disruptions
- Higher attendance levels & budget due to improved student emotional health



The Youth Experience

- K'Bro is a **multi-featured** solution designed to prevent the onset of mental health symptoms
 - K'Bro provides a **safe place to share their feelings** while teaching emotional resiliency
 - Kids use it to entertain themselves while **expressing emotional literacy** – *if you can name it you can tame it*
 - They use it as an **“anti” social network** to express negative emotions while getting **positive peer support** on how best to handle difficult situations
 - And they use it to **acknowledge the positives in their lives for a mood boost**
 - Adolescents want **and need a neutral place to test how they're doing** as they distance themselves from their parents
 - **Adolescents prefer virtual communications** over face to face as demonstrated by their communications with friends and increasingly therapists

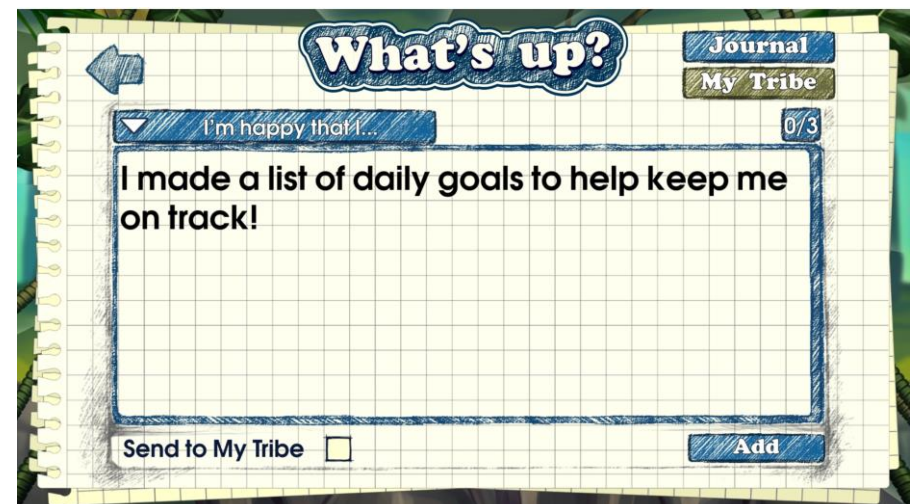
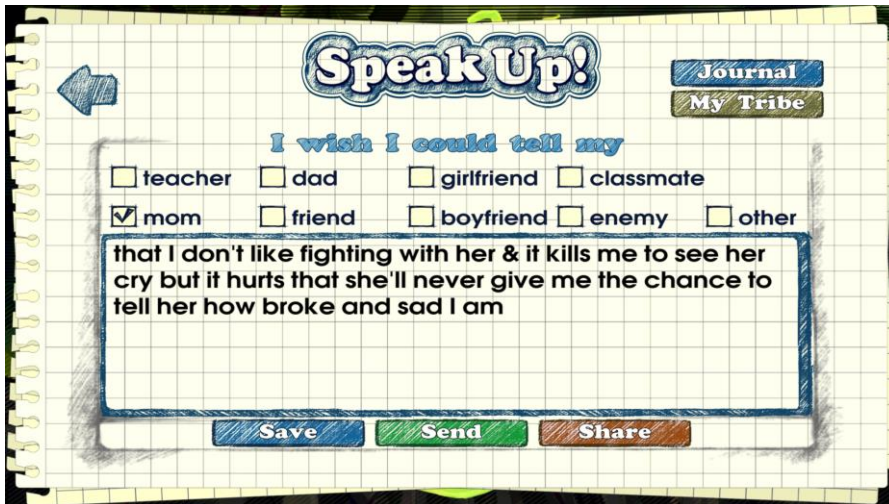
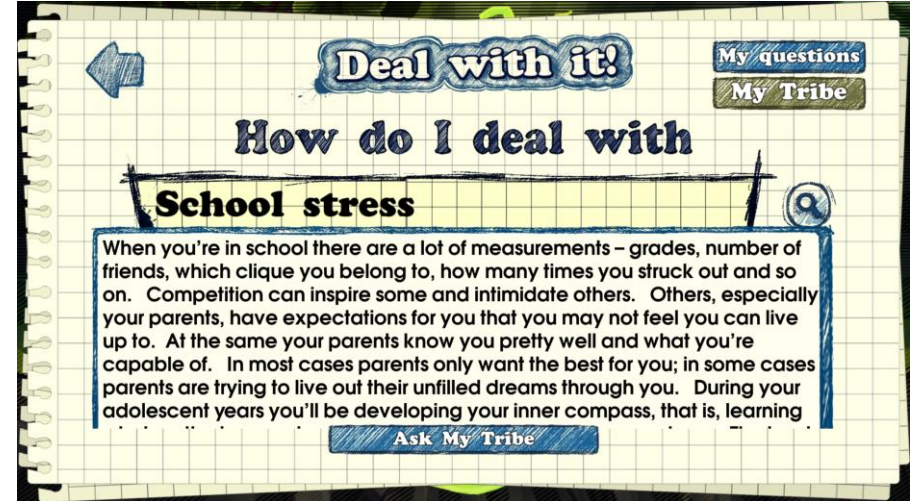


Evidence informed interventions

Emotional Awareness



Self Determination



Self Advocacy

Self Esteem



The School Experience



- The YouROK platform **reduces reliance on pathology-focused tools** that cannot be administered as frequently as the Am I OK? assessment.
 - The resulting Am I OK? Index score **gives real-time, numerical measures to track users' mental well-being over time.**
 - **Digital evidence-informed interventions** for youth
 - **Remote monitoring** of individuals
 - Population health/school culture management
 - **Integrated emergency alerts** with crisis resources
 - **Risk stratify** to optimize resources
 - Informed outreach



The Parent Experience



Kathi Snowy

Edit 

Children

Email Update History

Payments

Parent Tools

Need Help?

Logout

My Children

[+ Invite a child](#)



Recent Activity with Pamela

Pamela
(Pamela Snowy)



Edit 

Active



School



Family



Social



Other

Expand



The importance of Emotional Resilience

Why does a prevention model based on emotional resiliency work?

YouROK focuses on emotional resiliency because it is the foundation of mental illness prevention

- Key areas of focus in K'Bro that build emotional resiliency and emotional IQ
 - Emotional Awareness
 - Self Determination
 - Self Advocacy
 - Self Esteem
 - Peer Support

Emotional resilience levels significantly moderated the relationships between emotional reactivity and depressive symptoms and suicidal thoughts and behaviors. Qualities associated with resilience may buffer against the effects of emotional reactivity.*



YouROK has been **proven effective**



10+ App Uses



<5 Minutes Each Use



**Improved Emotional
Wellness***

I have just felt so much better since downloading this game and I feel every middle schooler/high schooler could use this game

15 year old female



The Opportunity for Schools

- **School version – volume-based pricing**
 - Alerts to administrative staff and/or professionals when kids would benefit from an intervention
 - Crisis alerts to on campus staff and/or public/private resources
- **Parent subscription -- \$4.95 per month**
 - Fund-raising opportunity for PTAs to promote to parents with revenue sharing model



“YouROK was selected as the APA Impact Award winner because of its innovative approach to reaching kids and helping them identify and share their emotions at an early stage. Building emotional resilience is a foundation of disease prevention and YouROK has built a creative, engaging, and scalable game to bring these skills to kids.”

- Nina Vasan, MD, MBA, Director of Brainstorm, the Stanford Lab for Brain Health Innovation and Entrepreneurship at Stanford University School of Medicine

“Most digital school-based mental health interventions rate and measure the severity of mental health conditions in kids, like thermometers during the pandemic... but very few provide *pain relief* to relieve the suffering, and even fewer do it well, this is what sets YouROK apart”

Andrea Diaz Stransky, MD
Assistant Professor, Child and Adolescent Psychiatry, Duke University Health System

“YouROK has designed a tool that will definitely help so many youth in the form of their emotional resiliency app K’Bro. It is clearly informed by youth and supported by professionals from multiple disciplines to deliver evidenced-based practices in a fun, engaging way.”

Laura J. Champion, LMFT, MBA
Executive Director, Uplift Family Services



Winner of the 2019
Innovation
Lab Impact Award



Only US Company selected to
present out of 120 Global
Submissions
Basel, Switzerland 2019



Conference Finalist
San Francisco 2018



you  ROK

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Health Crisis*

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