



Smiling Generation

by Smiling Mind.

—
Our bold blueprint for mentally health and resilient young Australians.



Smiling Generation: our bold blueprint for mentally healthy and resilient young Australians.



2020 has been a challenging year, and it's confronting to see that the word which most accurately defines this year is "crisis". Throughout the most harrowing of years, crisis is the word most commonly and appropriately chosen to describe natural disasters, global pandemics, economic crashes, healthcare calamities and more.

Crisis is also the word which most accurately describes the current state of mind for millions of young Australians and the system designed to support them. Right now, rates of youth suicide¹ and psychological distress² are as high as they've ever been — and they are predicted to get worse.

Australian governments, to their credit, are alive to this looming catastrophe and record levels of funding have been provided to every corner of the country. But there is one big catch: it will not be enough. It has been said that "the economic cost of mental illness will be more than cancer, diabetes and respiratory ailments put together"³ and so it may prove to be — even with this unprecedented level of funding, experts predict enormous increases in suicide, self-harm and emergency department presentation.

With psychiatrists, psychologists and GPs set to be overrun⁴, it's time we change the way we think about supporting mental health.

Australia's status as a world-leader in preventative health is something of which we can all be proud. In the recent past, we've demonstrated global leadership in preventive immunisation, cancer screening, road safety and more. Now it's time to take this approach in the preventative mental health space.

Amid all the crises, one positive has stood out. For the first time ever, almost as many Australians (90%) see their mental health as being as important as their physical health.⁵ Smiling Generation will harness this understanding and, by scaling up Smiling Mind's free and award-winning mobile application, provide millions of young Australians with the skills they need to build resilience and navigate the challenges life throws at them.

Just as importantly, investing in preventative mental health is the most effective way to take pressure off the overstrained mental health services and education sector in the long-term while addressing the short-term need to create positive health and life outcomes for the maximum number of young Australians. Most cost-effective of all, according to the National Mental Health Commission, is investing in young Australians and their network of support — and this is precisely the blueprint Smiling Generation lays out.

Our proposal

Smiling Generation is our once-in-a-lifetime opportunity to improve the mental health of 8 million young Australians, and every generation that comes after. For an investment of between \$8–\$12 for every young person reached, we expect to see significant improvements in the mental health and wellbeing of Australian children and young people, as well as reductions in waiting lists for acute mental health services in the future and profound changes in community attitudes and behaviours towards mental health.

After a year defined by crisis, Smiling Generation is a bold and transformative idea to get on the front foot and tackle the next big challenge before it arrives.

Phase 1: Research and establishment

\$1,062,000 over one year

Phase 2 & 3: Connecting the ecosystem and bringing Smiling Generation to life

Option 1: \$24M over four years

— Enabling the development of the technology enabled eco-system targeting selected locations

Option 2: \$90M over four years

— Enabling rapid development and collaboration and driving national engagement

1. <http://www.abs.gov.au/ausstats/abs@nsf/Lookup/by%20Subject/3303.0~2017~Main%2Features~Intentional%20self-harm,%20key%20characteristics~3>

2. <https://headspace.org.au/blog/new-headspace-research-reveals-alarming-levels-of-psychological-distress-in-young-australians/>

3. Bloom, D.E., Cafiero, E.T., Jané-Llopis, E., Abrahams-Gessel, S., Bloom, L.R., Fathima, S., Feigl, A.B., Gaziano, T., Mowafi, M., Pandya, A., Prettner, K., Rosenberg, L., Seligman, B., Stein, A.Z., & Weinstein, C. (2011). The Global Economic Burden of Noncommunicable Diseases.

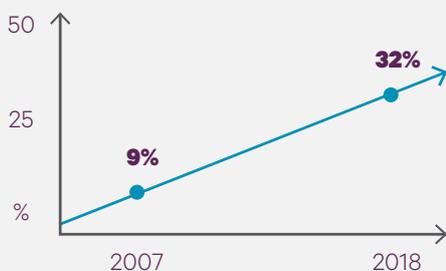
4. <https://www.sydney.edu.au/content/dam/corporate/documents/brain-and-mind-centre/revision-of-estimates-based-on-revised-rba-forecasts.pdf>

5. Smiling Mind "State of Mind" survey, October 2020

We are facing a mental health crisis.

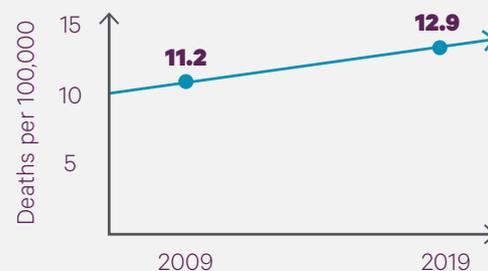
The statistics speak for themselves. Right now, Australia is facing a very real and significant mental health crisis. We must act boldly, urgently and focus on prevention to turn these statistics around and save lives.

Youth psychological distress is dramatically increasing¹.



1 in 3 Young Australians are experiencing high or very high levels of psychological distress. Triple the number since 2007¹

Youth suicide rates at a ten year high².



Youth suicide rates are on the rise and predicted to get worse. Rural and regional areas are most at risk, with 41,000 suicide attempts and over 3000 deaths.

1 in 7

Primary students are currently experiencing a mental illness³

1 in 4

Secondary students are currently experiencing a mental illness³

1 in 5

Australian students are disengaged from education and these students are, on average, 1-2 years behind their peers academically.

4 in 10

Young Australians don't have the funds to support their mental health and are significantly less likely to know what to do to support their mental health and wellbeing⁴

1. <https://headspace.org.au/blog/new-headspace-research-reveals-alarming-levels-of-psychological-distress-in-young-australians/>

2. <http://www.abs.gov.au/ausstats/abs@nsf/Lookup/by%20Subject/3303.0~2017-Main%2Features-Intentional%20self-harm,%20key%20characteristics-3>

3. Sawyer, M. G., Arney, F. M., Baghurst, P. A., Clark, J. J., Graetz, B. W., Kosky, R. J., et al. (2001). The mental health of young people in Australia: Key findings from the child and adolescent component of the national survey of mental health and well-being. *Australian and New Zealand Journal of Psychiatry*, 35, 806-814.

4. [Smiling Mind "State of Mind" survey](#), October 2020

Australia's Smiling Generation.



Smiling Generation by Smiling Mind means investing early to ensure our younger generations have the skills they need to thrive in life.

In the midst of every crisis lies great opportunity. For the nation's mental health, this opportunity arrives in the form of the highest ever levels of attention among the public, media and politicians that our current approach isn't working and we must make the shift towards investing in mental health prevention and promotion to lift the burden on our clinical services.

For the first time, 90% of Australians believe their mental health is as important as their physical health.¹ And more than ever before, Australians are more aware of the barriers to good mental health, like a lack of sleep or high levels of stress.¹

This unprecedented recognition of the need to build positive mental health has inundated Smiling Mind, with people seeking out our tools that promote proactive mental health care. Over 400,000 sleep meditations were completed in April alone, and demand has not let up as the pandemic has progressed.

This extraordinary demand for positive and proactive strategies and tools means it is more important than ever to design programs for children and youth that are based in evidence.

Smiling Generation will harness Australia's record levels of mental health awareness to equip young Australians with the skills they need to build resilience and navigate the challenges life throws at us all.

We design our programs for impact and research backs that up. Our school based program has been independently evaluated and found to result in significant improvements in sleep, emotion awareness and regulation skills as well as improvements in behaviour.² Our app has also been evaluated with a cohort of university students and found to significantly reduce depressive symptoms, adjustment and resilience.³ All factors known to be related to mental health.

1. Smiling Mind "State of Mind" survey, October 2020

2. Hart, P, Cotton, P (2016). Randomised controlled trial examining the Smiling Mind School program in Victorian schools

3. Flett, J. A., Hayne, H., Riordan, B. C., Thompson, L. M., & Conner, T. S. (2019). Mobile mindfulness meditation: a randomised controlled trial of the effect of two popular apps on mental health. *Mindfulness*, 10(5), 863-876. DOI:10.1007/S12671-018-1050-9



What is Smiling Generation?



A mental health promotion and prevention approach

A new approach to mental health born out of a movement created by more than 5 million people to date. This new approach will be underscored by practical solutions designed to promote good mental health and wellbeing and prevent mental ill-health with a focus on mental health promotion, primary and tertiary prevention.



Youth-focussed

Focussed on children and youth (0–25) and the systems that support them including schools and families.



Scale

The Smiling Mind app has been downloaded 5.7 million times, and has reached nearly 6 million young people worldwide. Smiling Generation will harness this scale to improve the mental health of 8 million young people, and every generation that comes after.



Powered by technology

Harnessing the power of technology to bring the best evidence-based approaches to scale in the most cost-effective way to ensure our next generation are learning the skills they need to thrive.

Smiling Generation is focused on equipping future generations with the skills they need to be mentally healthy, feel confident managing life's challenges and resilient which over time will result in significantly less mental health challenges and rates of suicide.

An investment in the future of Australia's mental health.

Smiling Generation is a bold plan to improve the mental health of every young Australian and all future generations.

Taking a mental health promotion and prevention-based approach, and harnessing the power of technology, Smiling Generation will be a catalyst for change designed to equip young Australians and their networks of support with the practical tools needed to enhance coping, build resilience and be mentally healthy.

Smiling Generation will also shift attitudes and beliefs around mental health at a community level and empower the next generation with a different approach to talking about and managing their mental health.

“
You have changed my life forever. I have bipolar and until now have not been happy living with bipolar but since using this app I have been achieving amazing results both work and personally. I want to thank you so very much for offering this free app.
”

— Belinda, app user

Phase 1: Research and strategy development

Duration: 1 year

Investment: \$1,062,000

Outcomes:

- Research quantifying the needs of children and young people across Australia – in their own words
- Service provider mapping and collaboration plan
- Program strategy and modelling complete

Phase 2 & 3: Connecting the ecosystem and bringing programs to life

Duration: 4 years

Investment: \$24m–\$90m

Option 1: \$24M over 4 years

Outcomes:

- Pilot collaborations in place with local and global experts
- Digital tools developed for 0–5 years, 5–12 years, 12–15 and 16–24 year old audiences integrating evidence-based global research and utilising machine learning technology to tailor experiences and ensure engagement
- Pilot promotion and engagement strategy implemented across key locations nationally
- Youth engagement and impact metrics collected and analysed

Option 2: \$90M over 4 years

Outcomes:

- Option two extends on the above but enables rapid development and integration of a broader range of psychological expertise and a more comprehensive integration locally across service providers
- National program engagement strategy
- National engagement and impact metrics collected through youth, school and family engagement

Full costings are available on page 12.

A transformative idea delivering transformative outcomes.

Smiling Generation is a new large-scale approach to improving mental health outcomes for millions of Australians. It's scope is broad, and so will be its impact.

Smiling Generation is designed in alignment with the draft Productivity Commission report into mental health.

-  Mental health promotion & prevention from birth to 25.
-  Practical tools to support schools & families.
-  Free, low intensity self-help technology accessible to anyone, anywhere at any time.
-  Whole-of-community support that bridges the gap between clinical services and everyday Australians.
-  Develops skills to support mental health, life-outcomes and readiness for work.
-  Integration with secondary prevention and clinical services.
-  Tools and resources to support clinical treatment programs.

Within four years, Smiling Generation seeks to positively transform the mental health of young Australians, achieving the following impact:

-  Unprecedented youth engagement in preventative mental health practices. Smiling Generation will see 3–5 million young Australians proactively engage with preventative mental health strategies, depending on the level of investment.
-  A reduction in youth psychological distress. Smiling Generation will support children and youth to develop proactive coping skills and strategies creating a more resilient generation of young Australians.
-  Fewer young Australians suffering mental illness. Smiling Generation will support essential protective factors for our children and youth by fostering better sleep quality, coping skills, emotion regulation skills, emotion awareness skills and appropriate help-seeking behaviour.
-  A reduction in harmful behaviour. Smiling Generation will reduce incidences of risk taking behaviour, poor coping skills and social isolation.

Over a longer ten year period, Smiling Generation aims to profoundly change our mental health system for the better. This bold concept aims to achieve the following:

-  Significant improvements in mental health and wellbeing of Australian children and young people.
-  Significant reductions in the presentation to emergency departments and reductions in waiting lists for acute mental health services.
-  Significant improvements in academic outcomes and engagement.
-  Changes in attitudes and behaviours around mental health more broadly across the community.

Based on available evidence, we anticipate that an investment in Smiling Generation will equate to a return on investment of at least \$3 to \$1 invested over the four year period.

Transforming mental health via a staged approach.



Phase 1: Research & strategy

Phase 1 will be implemented within year 1 and designed to understand how young Australians think about, approach and manage their mental health. Where do they go to for information, what do they know about mental health and what are they learning about their own mental health and wellbeing and how to support it in a proactive and preventative manner. This research will take a real-world approach to understanding the experience of Australian children and youth, focussing on everyday mental health, not mental illness, attitudes and behaviours on a large scale.

This piece of work will map existing resources and programs and identify opportunities for improvement and re-framing as we build a collaborative preventative mental health strategy focussed on young Australians.



Phase 2: Connecting the eco-system and bringing programs to life

Phase 2 will commence in year 1 following strategy development and seek to connect and integrate leading child and youth focussed mental health programs and providers, leveraging networks and ensuring newly developed programs and resources are connected to the wider clinical mental health eco-system.

We will engage leading academic and clinical experts from across the world to collaborate with us to bring their evidence-based programs to life through technology.



Phase 3: Building sustained engagement and driving impact

Phase 3 will come to life from year 2 onwards and will see peak engagement, promotion and communication activities commence focussed on engaging young Australians, their parents and their teachers in starting the conversation about mental health in a new way – taking a mental health promotion and prevention approach aimed to empower, educate and engage this generation in a new approach to talking about and supporting their own mental health.

Now is the time to invest in mental health prevention.

It can take many years before a child or young person sees a mental health professional to learn important coping skills. Unfortunately, this is too late and it means young Australians are not establishing resilience during their most important years of development. This delay often comes back to harm our young people as they grow up.

It's time we changed course, to ensure every young person has the opportunity to learn these skills as early as possible.

Taking a mental health promotion and prevention approach, alongside Australia's existing world-class clinical services, is the only way we can systematically turn mental illness statistics around and urgently reduce the burden on clinical services.

Australia's world-leading approach in preventative health is something to be proud of. In the recent past, we've demonstrated global leadership in preventive immunisation, cancer screening, road safety and more. Now it's time to take this approach in the preventative mental health space.

In the wake of the COVID-19 pandemic, it has been pleasing to see the Australian Government invest more heavily in supporting the mental health of all Australians than ever before. But it is also devastating to understand that this will not be enough — because the problem is just too big.

The Productivity Commission conservatively estimates the economic impact of mental illness to be \$43–51 billion per year, with another \$130 billion cost associated with diminished health and reduced life expectancy for those living with mental illness. This means that, even with the unprecedented level of funding now made available, emergency department presentations by young Australians are expected to rise by 30%¹. Our clinical support system is about to be overrun.



1. <https://www.sydney.edu.au/content/dam/corporate/documents/brain-and-mind-centre/revision-of-estimates-based-on-revised-rba-forecasts.pdf>

Mental health prevention: the most affordable solution to our mental health crisis.

Mental health exists on a continuum, just like physical health. Mental health promotion and prevention focuses on supporting skills, knowledge and practices that sustain good mental health, helping Australians to live a mentally healthy life.

Mental health promotion and prevention means supporting important skills and approaches including:

- Emotion awareness skills
- Skills to regulate and manage emotions
- Strong coping skills
- The ability to tolerate emotions and reduce overwhelm
- Skills to support the ability to tolerate uncertainty
- Social skills to support positive relationships

Ultimately, these skills together are the key ingredients of resilience.

In 2016, the National Mental Health Commission analysed the most cost-effective way to invest in outcomes which benefit an individual's mental health and also result in economic benefits via improved productivity and health care cost savings. It found that investment in mental health promotion, prevention and early intervention provides the best return on government funding.

Investing in preventative mental health approaches is the most effective way to take pressure off the overstrained mental health services sector while simultaneously creating positive health and life outcomes for the maximum number of young Australians.

In particular, the National Mental Health Commission demonstrated that investment in young Australians and their network of support provides the best return on investment with financial returns around \$3 for every \$1 invested.

Mental health care spectrum



Promotion

Prevention

Early Intervention

Clinical Care

**Most cost effective investment.
Currently receives ~1% of mental
health funding.**



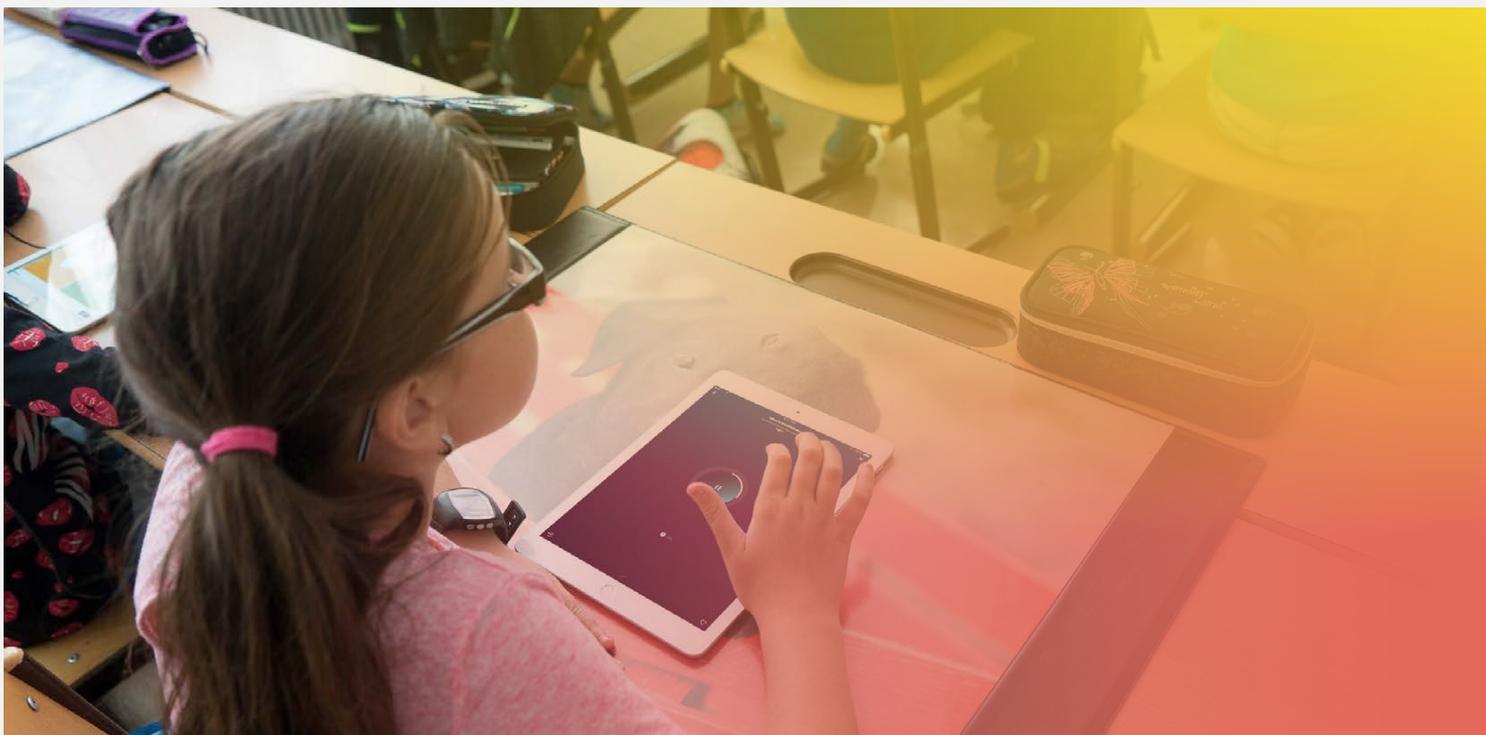
**100% of Smiling Generation
funding will go here.**

Currently receives ~99% of mental
health funding but is not addressing
the root cause of the problem.

Bringing world-class, evidence-based preventative mental health approaches to scale through technology.

Smiling Generation is an exciting transformative idea, but it cannot be achieved alone. We will establish Smiling Generation as the vehicle to drive collaboration with institutions like the below, so that every young Australian has access to the best evidence-based programs and resources in the world.

Smiling Generation will also see collaboration with leading Australian youth organisations, to provide digital tools with referrals to services where treatment programs are required. In doing so, we will create a seamless integration between the Smiling Generation platform and well-established service providers, ensuring a complementary and connected range of services spanning the full spectrum of mental health and wellbeing, from prevention through to treatment.



Establishing a centre of excellence to measure and deliver impact.

Smiling Generation is a digital-first idea committed to applying digital-first thinking into every aspect of program design and evaluation. A key part of this project is establishing a virtual centre of excellence to validate the initiative's impact and inform program design. By championing digital mental health promotion and prevention to extend knowledge, this centre of excellence will ensure an evidence-based ethos is at the heart of every aspect of the Smiling Generation.

Smiling Generation will see millions of individual program engagements, providing a powerful opportunity to gain insight into data in real time.

To harness the power of this platform, a dedicated data science team will work with leading technologists to implement sophisticated machine learning and AI functionality, ultimately delivering extensive data-driven insights to the project team, government and wider mental health sector.

“

Thank you so much. What a positive change Smiling Mind has had on our little school. We have weekly staff mindfulness in the morning before school and our students take time every single day for a Smiling Mind session. It's incredible the overall climate change it has had on our class and our staff team. Personally, it is something I also use each day now and so thankful for it in recent months that have been a bit hard.... Thank you for allowing us to be a part of such a wonderful program.

”

— NSW school teacher



Proposed budget.

Smiling Generation seeks to improve the mental health of every young Australian. With 8 million Australians currently aged under 25, the investment sought equates to a cost of between \$3–\$12 for every young person in Australia.

Phase 1:

Timeframe: 1 year

Outcomes:

- Research quantifying the needs of children and young people across Australia, in their own words
- Service provider mapping and collaboration plan
- Program strategy and modelling complete

BUDGET	
Research	\$380,000
Strategy development and modelling	\$340,000
Partner engagement and collaborative co-design	\$100,000
Project Management, admin and support	\$242,000
TOTAL	\$1,062,000

Phase 2 — Option 1:

Timeframe: 4 years

Outcomes:

- Pilot local and international collaborations in place
- Digital tools developed for 3–5 years, 5–12 years, 12–15 and 16–24 year old audiences integrating evidence-based global research and utilising machine learning technology to tailor experiences and ensure engagement
- Pilot promotion and engagement strategy implemented across key locations nationally
- Youth engagement and impact metrics collected and analysed

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	
Technology	\$1,460,000	\$1,503,800	\$1,548,914	\$1,595,381	
Program and learning content	\$1,420,000	\$1,215,400	\$1,251,862	\$1,289,418	
Project management	\$610,000	\$628,300	\$647,149	\$666,563	
Research	\$780,000	\$803,400	\$827,502	\$852,327	
Marketing and communication	\$840,000	\$865,200	\$891,156	\$917,891	
Operations	\$779,000	\$690,615	\$711,333	\$841,173	
TOTAL	\$5,889,000	\$5,706,715	\$5,877,916	\$6,162,754	\$23,636,385

Proposed budget cont.

Phase 2 — Option 2:

Timeframe: 4 years

Outcomes:

- Option two extends Phase 2, Option 1 to enable rapid development and integration of a broader range of psychological expertise and a more comprehensive integration locally across service providers
- Virtual centre of research excellence established to measure impact
- National program engagement strategy
- National engagement and impact metrics collected through youth, school and family engagement

	YEAR 1	YEAR 2	YEAR 3	YEAR 4	
Technology	\$6,350,000	\$6,540,500	\$6,736,715	\$6,938,816	
Program and learning content	\$8,920,000	\$9,187,600	\$9,463,228	\$9,747,125	
Project management	\$1,400,000	\$1,442,000	\$1,485,260	\$1,529,818	
Research	\$1,070,000	\$1,102,100	\$1,135,163	\$1,169,218	
Marketing and communication	\$1,410,000	\$1,452,300	\$1,495,869	\$1,540,745	
Operations	\$1,890,000	\$1,604,225	\$1,652,352	\$2,034,422	
TOTAL	\$21,040,000	\$21,328,725	\$21,968,587	\$22,960,144	\$87,297,456



About Smiling Mind

Smiling Mind is a not-for-profit organisation pioneering the use of technology to support the mental health and wellbeing of Australian children and youth. Our vision is to help every mind thrive.

Smiling Mind now supports more than 5.5 million people through our mindfulness App — but what we do is so much more than an App.

With support from the Australian Government, NSW Government and Victorian Government as well as private philanthropists like the Buildcorp Foundation, we're working with thousands of schools across the country to embed a proactive and positive approach to mental health and wellbeing in classrooms. With more than 200,000 teachers subscribed to our digital tools, we know there is a very real need for our service.

In the last twelve months, we have experienced incredible demand for our programs and resources, with more than 1 million new people downloading our App, greater than 150% increase in monthly usage of our programs and double the number of parents registering to use our App.

This enormous growth demonstrates the unprecedented need for our service. It is our hope that we're able to work in partnership with the Australian Government to make a significant difference to the mental health of millions of young Australians.



5.7M app users



6M young people reached globally



200K teachers – over a third of all Aussie educators!



50K staff using our workplace program



Top 10 Apple health apps



#1 mindfulness app in Australia



200K engaged social reach

With thanks to support from:



Smiling Mind's Impact

In 8 short years Smiling Mind has had a significant impact on more than 5 million lives. Our app based programs are accessed by more than 500,000 Australians every month and research has demonstrated that regular use of the Smiling Mind app results in significant benefits, including:

Primary and secondary school students (RCT)¹ — 1803 students across 12 schools

This Australian study compared using Smiling Mind actively during the school day versus usual teaching. This study found that students reported **significant improvements in sleep quality, emotion awareness skills, emotion regulation skills, behaviour (less bullying) and engagement with learning (less disruptive behaviour during class).**

Primary and secondary school students (RCT)² — 104 students across 12 schools

This Australian study found **significant improvements in teachers' quality of sleep, tension, psychological distress, emotion awareness skills and emotion regulation skills** after participating in the Smiling Mind program.

University students (RCT)³

This NZ study asked students to use Smiling Mind for 10 days. This study found **significant improvements in depressive symptoms, college adjustment and resilience**, from baseline to the end of 10 days relative to control participants.

AIS wheelchair basketball players^{4,5}

These two Australian studies found both self-reported **psychological wellbeing and physiological biomarkers (cortisol) improved** as a result of using the Smiling Mind App.

As these examples demonstrate, mindfulness alone results in significant benefits. Smiling Generation will build on these results to significantly deepen impact and integrate extended evidence-based modalities designed to support positive mental health outcomes. With this approach the breadth of impact will be much greater.

1. Hart, P, Cotton, P (2016). Randomised controlled trial examining the Smiling Mind School program in Victorian schools

2. Hart, P, Cotton, P (2016). Randomised controlled trial examining the Smiling Mind School program in Victorian schools

3. Flett, J. A., Hayne, H., Riordan, B. C., Thompson, L. M., & Conner, T. S. (2019). Mobile mindfulness meditation: a randomised controlled trial of the effect of two popular apps on mental health. *Mindfulness*, 10(5), 863-876. DOI:10.1007/S12671-018-1050-9

4. MacDonald, L. A., & Minahan, C. L. (2018). Mindfulness training attenuates the increase in salivary cortisol concentration associated with competition in highly trained wheelchair-basketball players. *Journal of sports sciences*, 36(4), 378-383. DOI: 10.1080/02640414.2017.1308001

5. MacDonald, L. A., Oprescu, F., & Kean, B. M. (2018). An evaluation of the effects of mindfulness training from the perspectives of wheelchair basketball players. *Psychology of Sport and Exercise*, 37(1), 188-195. DOI: 10.1016/j.psychsport.2017.11.013

Current Smiling Mind Reach

In 8 short years Smiling Mind has achieved incredible reach, with the largest provision of digital mental health support in the country. But this is just the beginning. The Smiling Generation initiative seeks to extend these below metrics, leveraging the engaged audience we already have and building on the opportunity we can see to engage young Australians in taking a proactive approach to support their mental health.



200K

teachers



6M

young people reached



5.9M

downloads
this equates to
1/8 of Australians

User demographics



13%

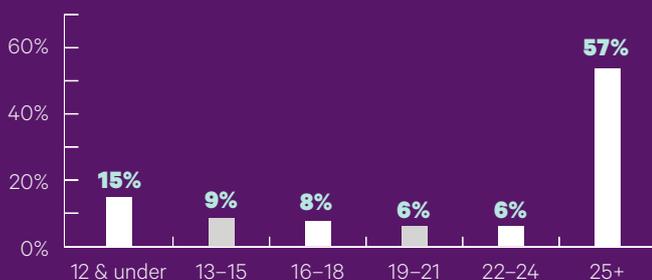
190K Parents



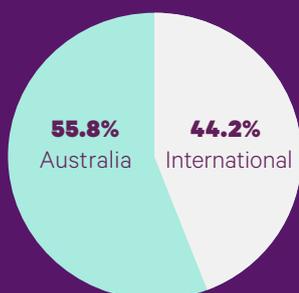
15%

200K Teachers - this represents
1/3 of all Australian teachers

Age groups



Age groups



Top 10 countries

- Australia
- United States
- United Kingdom
- Canada
- New Zealand
- India
- Netherlands
- Ireland
- Germany
- South Africa

Our Australian audience location spread

(% of SM users by state)

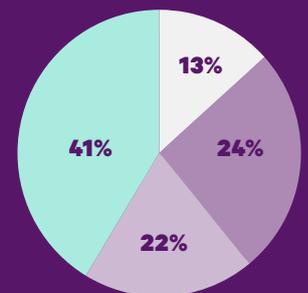


Usage Pattern

467K Monthly active users

Time of day by usage:

- Midnight to 6am – 13%
- 6am to 12 noon – 24%
- 12 noon to 6pm – 22%
- 6pm to 12 midnight – 41%



As a result of the pandemic we have seen:

350%

increase in the number of children under 12 accessing the Smiling Mind app

150%

increase in parents accessing the Smiling Mind app

224%

increase in the number of teachers accessing the Smiling Mind app

More information can be found on the Smiling Mind website smilingmind.com.au.

For more information please contact Smiling Mind CEO, Dr Addie Wootten

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Smiling Mind

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smilingmind.com.au

Smiling Mind is a 100% not-for-profit organisation that works to make mindfulness meditation accessible to all.

Visit us online or download the free App to get started.

Available on the
App Store

