Building Resilience with “The IZALU crew”
THE PROBLEM

= 25%
THE PROBLEM

- Emotional and Behavioral Problems
- Depression, Anxiety + Low Self-Esteem
- Poor Academic Performance
- Higher Risk of Abuse Including Sexual, Physical, + Verbal, as Well as Developing Their Own Addictions
MISSION

A holistic engaging, educational web-series and character to promote positive coping mechanisms for children with caregivers who struggle with substance addiction
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TARGET AUDIENCE: 4 - 8
PRODUCT(s)
LEARNING GOALS

★ KNOWING EMOTIONS & COPING MECHANISMS
LEARNING GOALS

★ KNOWING EMOTIONS & COPING MECHANISMS

★ REDUCING STIGMA
LEARNING GOALS

★ KNOWING EMOTIONS & COPING MECHANISMS

★ REDUCING STIGMA

★ PROVIDING KNOWLEDGE OF RESOURCES
LEARNING GOALS

★ KNOWING EMOTIONS & COPING MECHANISMS

★ REDUCING STIGMA

★ PROVIDING KNOWLEDGE OF RESOURCES

★ CREATING OPPORTUNITY FOR PLAY
LEARNING GOALS

★ KNOWING EMOTIONS & COPING MECHANISMS

★ REDUCING STIGMA

★ PROVIDING KNOWLEDGE OF RESOURCES

★ CREATING OPPORTUNITY FOR PLAY
ABOUT THE VIDEO SERIES

THE IZALU CREW

- 7-12 minutes each
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- Relatable characters
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THE IZALU CREW

- 7-12 minutes each
- Relatable characters
- Music exercise sing-a-longs
WHAT DID THE KIDS SAY?

[This character struggles to control it's emotions]

“IT'S JUST LIKE ME.”

[How do you know you can trust someone?]  

“THAT'S A GOOD QUESTION.”

SPACE! WOWWWWWW.
CURRICULUM

1. EMOTION IDENTIFICATION + REGULATION
2. SAFE AND SUPPORTIVE ENVIRONMENTS
3. UNDERSTANDING CONFIDENCE
4. FINDING RESOURCES + HELP
5. EXPLORATION
6. SUBSTANCE ABUSE

PLOT

- The character has difficulty managing their emotions.
- At first, they learn positive coping mechanisms with new friends.
- They form a supportive crew.
- Mid-way through the first season, we learn that our character has two parents suffering from substance abuse.
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**CURRICULUM**

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FUTURE EPISODES

1. EMOTION IDENTIFICATION + REGULATION
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“REBUILDING THE IZALU CREW: RESTORING TRUST”
FUTURE EPISODES

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“MISSION CONFIDENCE: POSITIVE SELF-TALK”
Hi, my name is Izalu and I am 6 years old.

I like to eat moon cheese and play hoop.

My favorite Saturn’s rings player is LePluto James.
IZALU TRANSFORMS
IZALU’s Emotions

Neutral  Scared  Peaceful
Story boards
Supplemental products

**TOY**

- Removable armor
- Horns that change color
- Comforting fabrics

During formative testing, children related to fabrics with comfort items...

“I LIKE THIS BECAUSE IT FEELS LIKE MY SISTER’S CHURCH COAT”
PARTNERSHIPS + DISTRIBUTION
Evaluation

We will partner with a consulting firm in order to evaluate Izalu’s impact on children’s:

● Skill development
● Emotion + Body awareness
● Behavior changes in the adoption of positive coping mechanisms
The Izalu Crew is not only an engaging video series and materials - it is *a place of hope*. 