

UNLOCK ME

An update that uses Face ID to notify parents about their child's mental health.

Creative Insight

Young people face many mental health challenges, but don't always have the right words to express their feelings. This is especially true with pre-teens and those in elementary school.

While they may learn about mental health in school, it can be hard for them to self-identify issues like anxiety, learning disabilities or attention disorders. They might not be able to communicate their struggles with their parents, if they don't think they're important enough to share.

For parents to affect meaningful change in their children's lives, they need to be able to identify if their child is struggling in the first place.

Solution

Your face expresses what your words may not. Research shows we unlock our phones over 90 times in a day, giving Face ID the ultimate lens into our mental health.¹

We'll work with Apple to develop an IOS update that transfers the data from Face ID to our Health app. The app already identifies trends in our fitness; this will help identify negative trends in our mental health too.

Through Health Sharing on iCloud, this information can be shared with parents to help them better understand and support their children. YMHC will sponsor an article through the app, prompting parents to visit the website to access youth mental wellness resources including the People-First Language Guide.

On Instagram, we'll extend the YMHC compassionate cards initiative by creating iPhone wallpapers, giving young people a reason to smile before they unlock those phones.

Why This Works

With Unlock Me, parents can ignite a conversation with their children about their wellbeing and the factors that may be contributing to this negative expression trend.

Since most young people use iPhones, working with Apple to upgrade their IOS is an effective way to help parents connect with their children.² Through a simple paid sponsorship, YMHC can be present as a next step in the app, guiding parents to initiate conversations about mental health.

We're not inventing new technology. We're tapping into technology that actually exists and combining it to better advocate for our young people. And like all Apple features, you can opt-out of Health Sharing.

With Unlock Me, a small software upgrade can be a giant step to better understand and advocate for the mental health of young people.

1. According to 2019 Survey by Asurion, a global tech care company.

2. Piper Sandler Survey 2021

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Problem

Young people face many mental health struggles, but don't always know how to communicate their feelings with their parents.

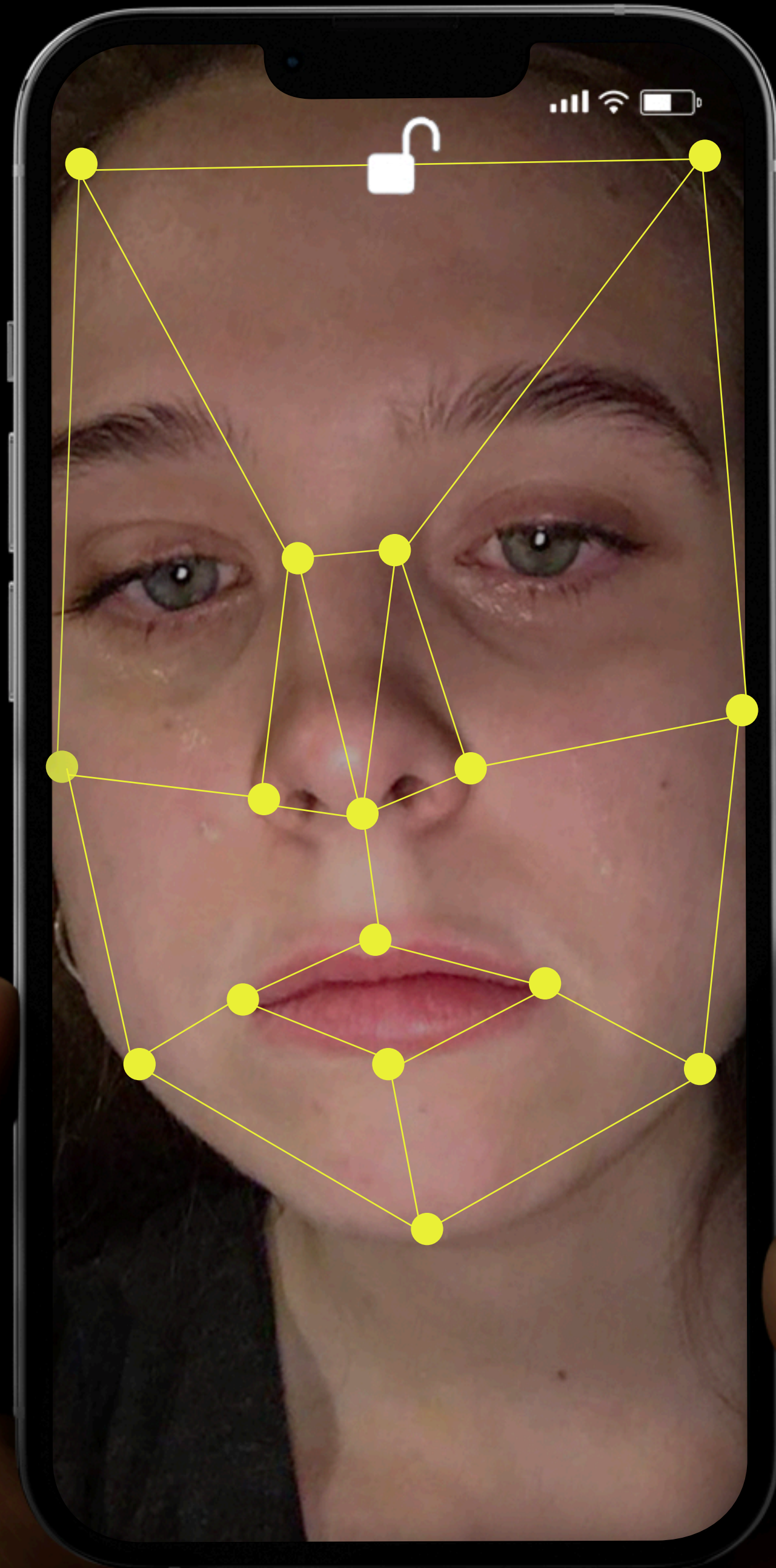
Insight

Your face expresses what your words may not. Most young people use Face ID to unlock their iPhones over 90x a day, giving their phones access to their feelings.

Idea

We'll create an IOS update that notifies parents of negative trends in their child's facial expressions that might be connected to mental health.

YMHC
Youth Mental Health Canada



1. Negative Trend Identified

Health looks for trends in your child's expressions through Face ID and can notify you when there's a negative change.



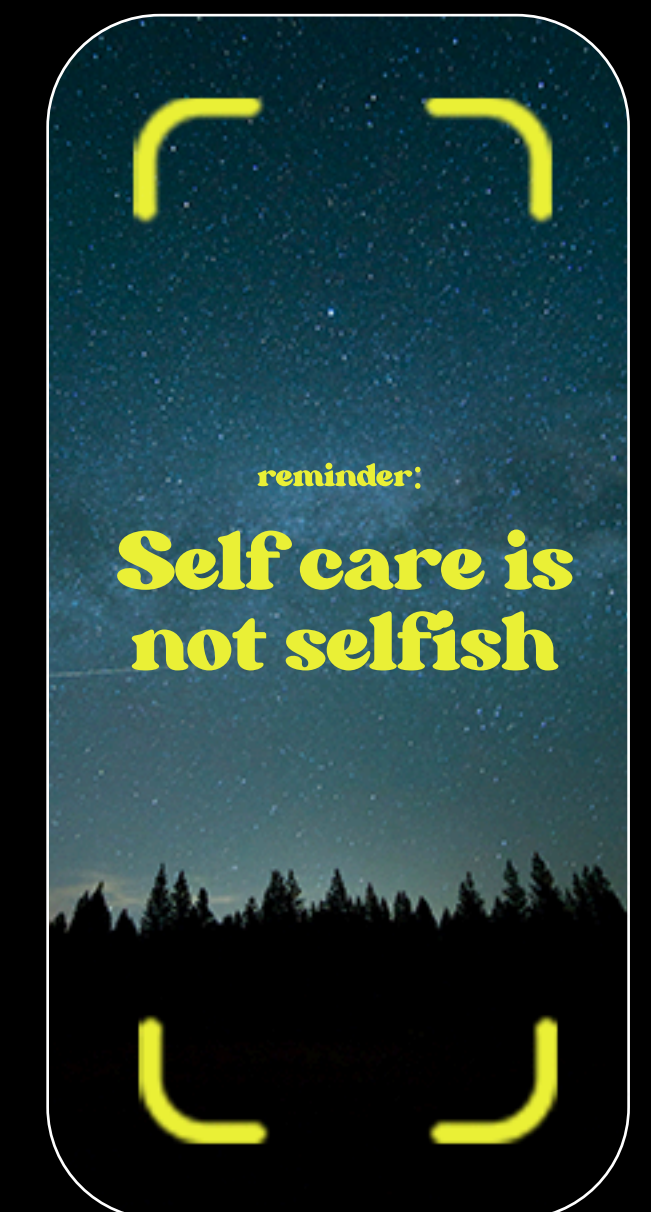
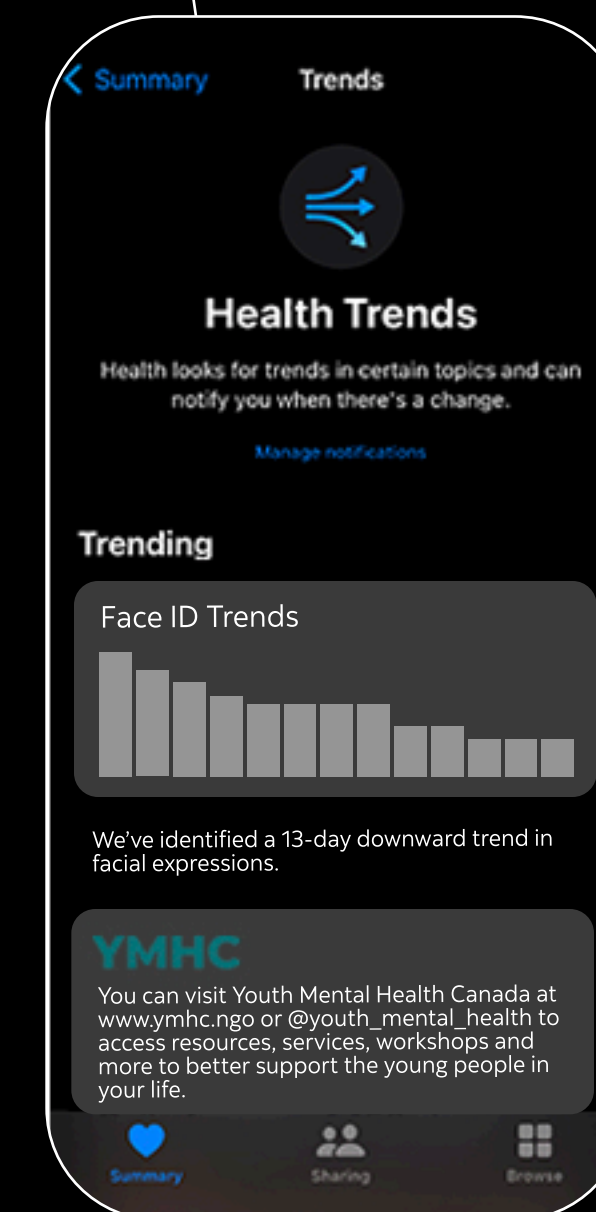
2. Notify Parent

Health Sharing will notify you of those negative facial trends through securely shared Health data.



3. Seek Help

You can access Youth Mental Wellness Resources and a People-First Language Guide by visiting Youth Mental Health Canada to better support your child.



Instagram Wallpapers

We'll create lock-screen wallpapers for young people and their loved ones to remind themselves of the support they have available. We'll save the wallpapers as a Highlight on our Instagram page that you can screenshot to save.