



FOR IMMEDIATE RELEASE

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Strong Minds Strong Kids sets ambitious goal to reach 1,000,000 children with resiliency-building programs in 2021

Accessible psychology-based programs for Canadian families will help children cope with the challenging, long-term psychological impacts of the COVID-19 pandemic

Toronto, ON – Today, “Strong Minds Strong Kids Psychology Canada” (SMSK) unveiled its refreshed brand identity and purpose to nurture resilience in children. The charity, supported by leading Canadian psychologists, will deliver psychological knowledge, expertise, tools and resources to 1,000,000 children in Canada in 2021.

“If 2020 has taught us anything, it is that parents, teachers and caregivers understand the power – and necessity – of building resiliency in children more than ever before,” said Anne Lovegrove, Executive Director, Strong Minds Strong Kids, Psychology Canada. “Our proven programs will make a difference to Canadian families and our team of dedicated volunteers and community champions will not let up until we’ve reached our goal.”

Strong Minds Strong Kids offers programming to support the key pillars of healthy child development, starting with a focus on attachment for parents to support building a strong emotional connection with their newborn. They also offer stress management programming for children, youth and teens to help them develop essential coping skills. Thanks to generous donors like the Jackman Foundation, RBC Future Launch, and Bell Let’s Talk Community Fund, Strong Minds Strong Kids will push forward to deliver more digital training sessions to child-caring professionals and parents to support and promote resilience with children and youth.

“Children are our most vulnerable to recover from this pandemic and these challenges could negatively change developmental trajectories as they grow into adults,” said Dr. Rebecca Pillai Riddell, Trustee of Strong Minds Strong Kids and registered Clinical and Health Psychologist. “This unpredictable time can be used as an opportunity to help our youth manage, learn, and grow from the many challenges they will face in their lives over the long-term.”

Founded in 1974 what became “The Psychology Foundation of Canada”, has focused on leveraging psychology to benefit all Canadians. That vision has evolved to become a high-functioning national organization that today supports more than 250,000 families in Canada each year.

STRONG MIND STRONG KIDS
4773 YONGE STREET, SUITE 4D, NORTH YORK, ON M2N 0G2
T: 416-644-4944

E INFO@STRONGMINDSSTRONGKIDS.ORG CHARITABLE REGISTRATION NUMBER 88921 2395 RR0001



“I am so pleased the organization has grown to where it is today” said Dr. Eric Jackman, founding Chair. “It is powerful to see this group of leading psychologists come together to support the country at large. Building resiliency in our youth today, will truly make the difference in building a healthier tomorrow.”

“We are embarking on an even bigger journey to ensure that every child in Canada has the opportunity to thrive, “ said Dr. Mark Smith, Chair of Strong Minds Strong Kids, Psychology Canada, “We feel so strongly that our purpose to build resiliency in children and youth has never been more important and that is why we are pushing ourselves to dramatically expand our reach and impact.”

Read more about Strong Minds Strong Kids Psychology Canada at strongmindsstrongkids.org

About Strong Minds Strong Kids Psychology Canada

Strong Minds Strong Kids Canada is a registered charity with the mission to nurture resilience in children by providing infants, children and youth with the psychological well-being to thrive emotionally. A small national staff have built a network of trainers and program facilitators to deliver psychology-based proven programs and resources in local communities across Canada. The organization is led by a volunteer board of prominent psychologists, business and community leaders.

Media Contact

Anne Lovegrove, Executive Director, Strong Minds Strong Kids, Psychology Canada,
anne.lovegrove@strongmindsstrongkids.org, 416-566-6644

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