



## **Reimagine Social and Mental Wellness**

Welcome to TAMMIRA®, a wellness app poised to help youth face the challenges and misinformation spread through other online sources. TAMMIRA® is tailored to the growing needs of Generation Z by directly connecting them to nurses and peers in fun and engaging virtual environments using techniques informed by evidence-based practices. The methods employed by TAMMIRA® increase quality of life, self-efficacy, and resilience, thereby improving the mental health of youth and increasing their long-term productivity.

## **Creating Community**

TAMMIRA® provides a safe and welcoming community for youth by creating a gathering spot for entertainment, questions, and support without judgment. By partnering with medical professionals and engaging in monitored collective wisdom circles with peers, TAMMIRA® is a trusted place to ask questions about changing bodies and minds. Accurate age-appropriate information is readily available to youth through TAMMIRA®.

## **Impact On and Offline**

Nurse personalizers collaborate with learners to build self-advocacy and improve communication skills, which will greatly influence teenagers' decision-making processes and outcomes. This is especially important as youth were not able to practice these skills in classrooms and peer environments during COVID. As youth are used to interacting online, TAMMIRA® provides the best of both worlds—online engagement with real-life skill-building and applicability. This will improve classroom and familial engagement.

Parents and school personnel will also be at ease knowing that their children are interacting in a safe environment for reliable information about everything from skincare to mental health. TAMMIRA® employs “calling on” rather than “calling out,” which fosters a supportive community for communication skills building. TAMMIRA® is an appropriate platform that fosters a secure environment for teens and youth to discuss sensitive topics and make informed, independent self-care decisions rather than in the classroom where it takes away from educational time. This leads to fewer school disruptions or teachers and parents feeling they need to discuss topics for which they are unprepared. Teens will be more confident in navigating relationships with their peers both online and in person.

## **How it Works**

TAMMIRA Wellness Program is a livestream environment for nurses to directly educate and connect with youth aged 10-22 years old about wellness and beauty. Topics such as consent and respectful communication are built into the application and methods. Our trusted nurses model these behaviors while also having a blast with your kids. While there is no direct therapy or diagnosis, the programmatic components are informed by pediatric medical knowledge (dermatology, nutrition, and preventative care), sound sexual education (including up-to-date research), and therapeutic approaches (including CBT, DBT, mindfulness, and others). Multi-week programming is designed by our nurses to help instill and increase resilience and empowerment in our youth members through engaging content, skills building applicable to the real world, and purposeful interaction.