



Young Black Psych

Making a Positive Change to Young Minds.

PR MEDIA KIT



4.5K
Followers



8.6K
Followers

Hi, we're Shyaam and Lauren, Co-Founders of Young Black Psych. A social enterprise company specialising in spreading awareness and providing useful, easy-to-use resources for children and young people's mental health within the BME community.



CONTACT:

hello@youngblackpsych.com

SHORT BIO

Young Black Psych is a social enterprise company co-founded by Shyaam Bundy (BSc), NHS Mental Health and Therapeutic Play Worker and Lauren Fernandes (BA Hons) Creative Director.

After becoming increasingly aware of the lack of representation for people of colour within children's mental health services, Shyaam and Lauren wanted to bridge the gap and create an accessible tool to support in challenging the stigma around mental health.

In 2020, they successfully raised over £5000+ through Kickstarter and were able to bring their first mental health resource, the A-Z Coping Strategy cards to life. By pairing coping strategies with affirmations, the cards encourage resilience development and inspire young people of colour to be the best version of themselves.

Their mission is to create a global positive change by spreading awareness through interactive mental health resources in a fun and creative way.



LONG BIO



Young Black Psych is a social enterprise company co-founded by Shyaam Bundy (BSc), NHS Mental Health and Therapeutic Play Worker and Lauren Fernandes (BA Hons) Creative Director.

Mental Health is often stigmatised and at times reluctantly spoken about within communities of colour. This can discourage people within the community from talking about their mental health and may be a barrier to engaging with health services.



After becoming increasingly aware of the lack of representation for people of colour within children's mental health services, Shyaam and Lauren wanted to bridge the gap and create an accessible tool to support in challenging the stigma around mental health.



In 2020, they founded Young Black Psych, a social enterprise company and successfully raised over £5000+ through Kickstarter to bring their first mental health resource, the A-Z Coping Strategy cards to life. By pairing coping strategies with affirmations, the cards encourage resilience development and inspire young people of colour to be the best version of themselves. The cards also address a wide range of common issues including anxiety, stress, low mood, sleep difficulties and emotional dysregulation.

Young Black Psych's mission is to create a global positive change by spreading awareness through interactive mental health resources and online social media platforms in a fun and creative way.

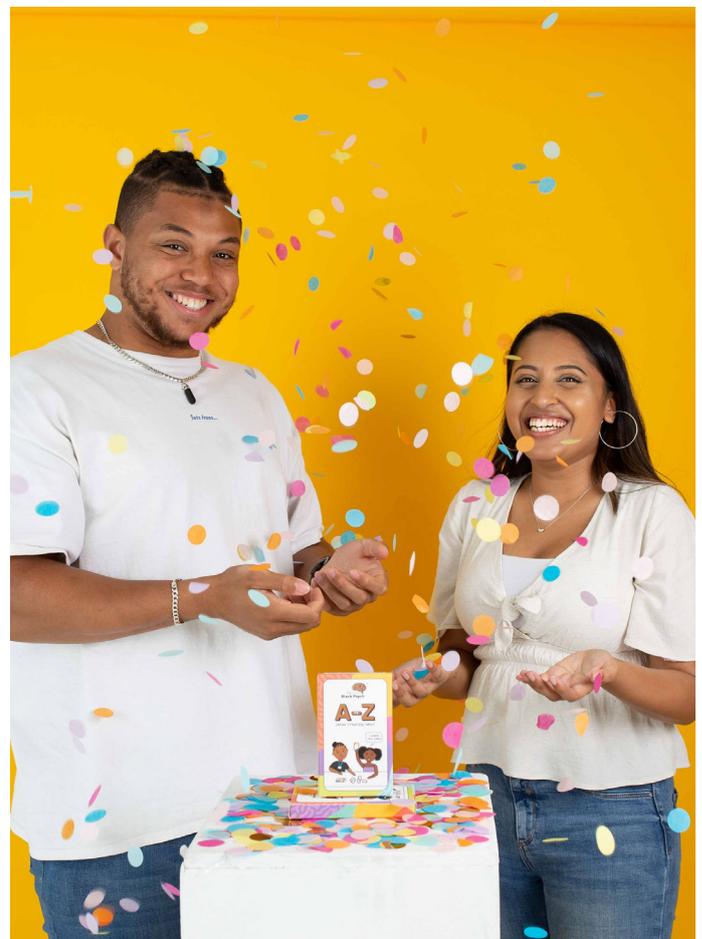
REVIEWS

Here's what our customers think:

"I bought the cards and I cannot recommend them enough. They are absolutely beautiful in every detail, with such an array of useful strategies and warm affirmations! The young person I am using them with felt validated, represented and seen at first sight. ❤️ Special mention to the wonderful packaging! Thank you!" - Irene



"My child likes them, and I'm using it alongside Home Education to help check emotions during this lockdown and to encourage speech. I also like the durability of the cards and stickers. And the presentation box with confetti was such a nice touch it was lovely for us to open. Thanks so much! 😊😊" - Tee



"I absolutely love the coping cards. Quick delivery and thoughtful packaging. Excellent quality cards with a brilliant variety of coping strategies and affirmations. Highly recommend for anyone to purchase! ❤️" - Sarah

SHOP HERE:

www.youngblackpsych.com/shop

LINKS

Website:

www.youngblackpsych.com

PR Photos:

https://drive.google.com/drive/folders/1HS5q9ECs_-59Trd6mpbD_CtHB_OCzGHO?usp=sharing

Contact:

hello@youngblackpsych.com

Instagram:

<https://www.instagram.com/youngblackpsych/>

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Twitter:

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Linkedin:

<https://www.linkedin.com/company/youngblackpsych>

TikTok:

<https://www.tiktok.com/@youngblackpsych?lang=en>

YouTube:

<https://www.youtube.com/channel/UCOMudlrkOGRJl-qQPwBq5g>