HELPING CHILDREN LEARN TO OVERCOME THEIR BEHAVIOURAL PROBLEMS

The Anna Freud Centre wanted to redevelop an existing website for schools that contained a number of tools to support children showing behavioural problems. The tools were based on paper-based activity sheets that helped 11-14 year olds understand their thoughts and actions – calming their mental state, so they could be returned to class faster.

Our solution?
ReZone – an iOS and Android app that contained a series of highly interactive tools, breathing videos and colouring experiences. By creating the tool as an app rather than website, we made it more mobile and appealing to the age group. Tracking was also enabled to allow teachers to monitor the use and improvement of individual students over time.

Project scope
• Branding
• Interface design
• Clinically supported game creation
• App development
• Database security & management
BEFORE

What: I hit George
Where: School
Who: Chris and George
When: Yesterday lunchtime

THE INCIDENT

What Happened
I got told off
Feelings (you)
Naughty
Feelings (them)
That I was being rude

What could you and the other person/people involved thought, felt or done differently?

What Happened
I got told off
Feelings (you)
Angry
Feelings (them)
Hurt
Differently (you)
TRANSFORMATIVE HEALTH™

Our objective and obsession

We are Create Health, a pure healthcare marketing agency that shares your passion for making things better.

The brands we work with are solving real health problems every day – mending, preventing and even curing life’s trickiest hurdles. But as mind-blowing as their creations are, they’re only truly useful if they’re used.

And that’s where we come in. We turn complex innovations into creative communication by getting to the heart of why they truly matter. Because when stuff matters, people act. And when people act, healthcare continues to transform.

Our services

Show us something new

If you’re working on a product or service that’s going to change lives for the better, we can’t wait to hear about it.

Email: Ed@createmarketing.co.uk
Call: 0845 8120 206
Web: createmarketing.co.uk