

# MIND YOUR MIND: A Mental Health Awareness Coloring Book

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## Meet the Creators



**Megan Larson**  
Biology B.S.

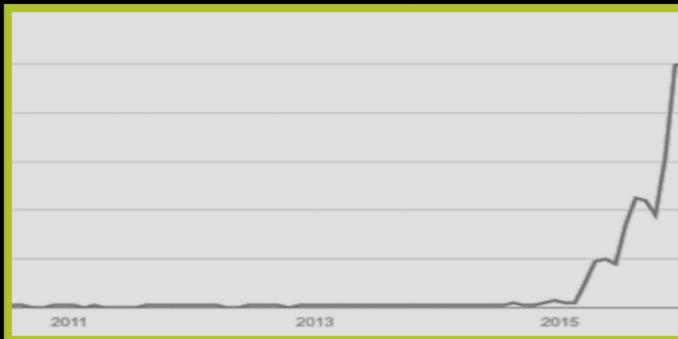
Megan is a national archery champion, enjoys wearing socks with her faux Birkenstocks, and follows more dog Instagram accounts than people.



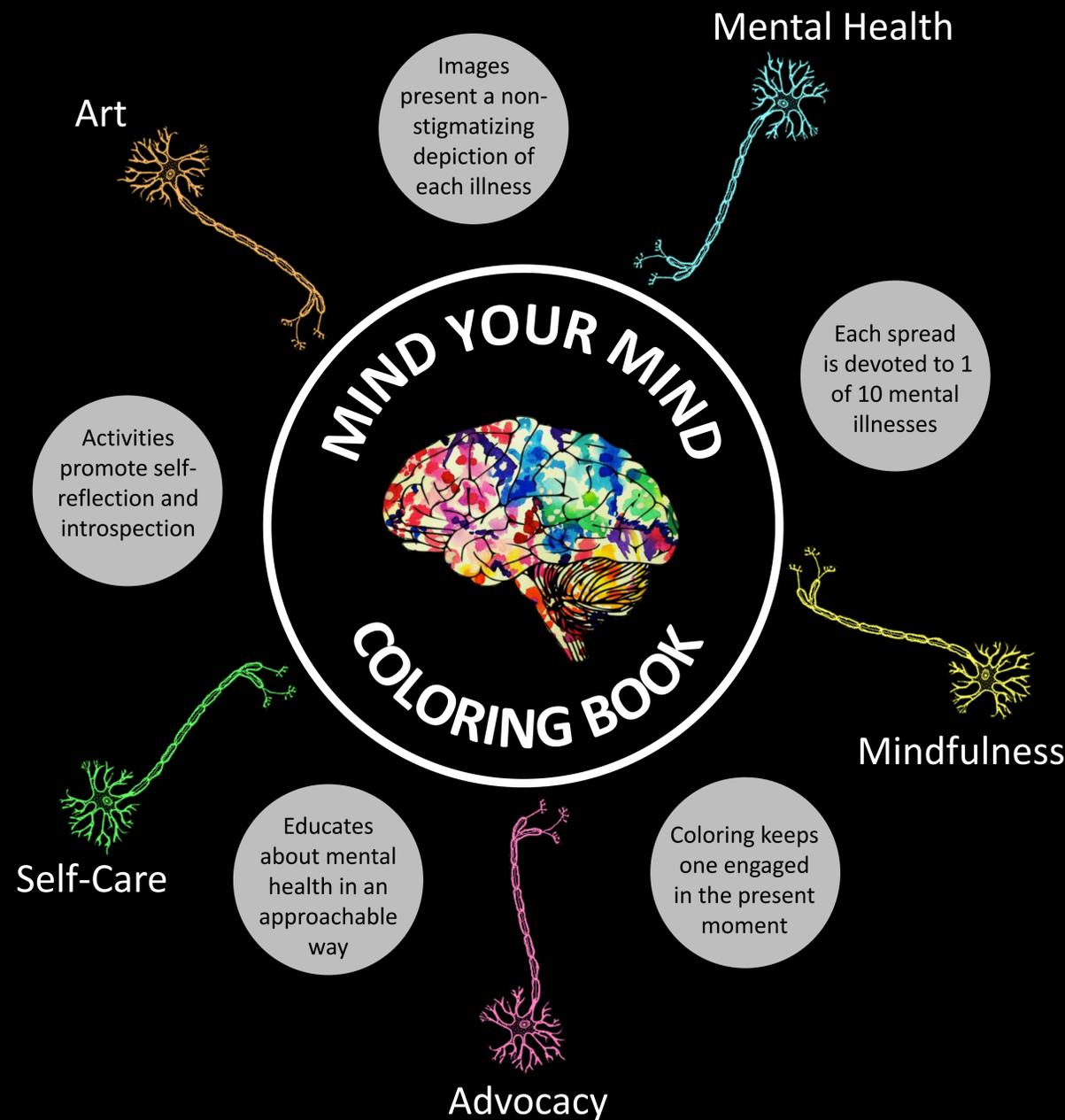
**Juliette Virzi**  
English B.A.

Juliette is passionate about Jesus, mental health, and puppies. She hopes to work in the field of mental health advocacy following graduation.

## Conception

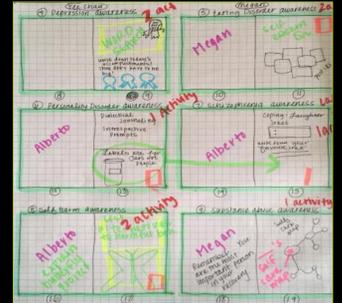


The idea for this coloring book was born from the adult coloring book craze. As seen in the Google trend graph, the search term “adult coloring book” skyrocketed in 2015. We wanted to expand on this trend by making an affordable coloring book for students that also raises mental health awareness! Each coloring page was drawn by a talented UCLA artist, and depicts a non-stigmatizing image representing each mental illness. Additionally, we created accompanying activity pages to encourage self-reflection and self-care.

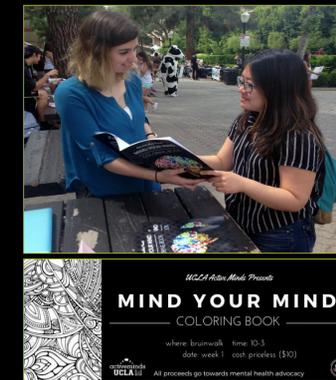


## Process

In order to realize this project, we first had to plan the contents of the book. We planned each page spread to have one coloring page and one activity page for each mental illness, totaling 20 pages. Once we had casted vision for each page, we started recruiting UCLA artists.



We then got into contact with Impress Communications, Inc., and began the process of digitally designing the book. We were able to reach an agreement of \$3 per unit.



We created a cohesive marketing campaign that echoed the style of the coloring book. We then created a Facebook event, and contacted various student groups to advertise the product.

Additionally we set up an Etsy store, and reached out to local businesses to sell it in their stores. The Facebook group has created attention even outside of California, and we have begun shipping the books nationwide.

Preliminary data shows that we have reached a diverse audience, including people of many ethnicities, ages, careers, sexual orientations, and gender identities.

## Acknowledgements

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