



TOWERSTONE
HEARTSTART FOUNDATION

Inspiring a culture of Brand Ambassadors



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What we are addressing – purpose of HeartStart

The HeartStart Lion Cub Programme is a structured curriculum serving as a tool for interaction between a facilitator from the corporate environment, and less privileged children who are in their formative years (age 4-9 years). The programme aims at developing emotional and social skills, as well as the teaching of values. Social and emotional skills involve developing the ability to recognise and manage emotions, display caring and concern for others, make responsible decisions, solve problems, establish positive relationships and handle challenging situations effectively. Values such as trust, honesty and respect support these behaviours.

What can/will we achieve?

The HeartStart Lion Cub Programme will run over a two-year period with interaction between the facilitator and the children on one day per week. Children taking part in this initiative will have the opportunity to develop essential emotional and social skills:

- Through consistent weekly interaction over a two-year period, the children will have the opportunity to restore their sense of trust through experiencing positive interaction with an adult figure (the facilitator).
- Obi, the lion cub, will become a trusted friend and role model.
- Specific skills and values will be learned through stories, drama and facilitation.
- Learned skills will be internalised through the children's involvement in various activities such as drawing, acting and constructing.
- Regular care-giver workshops will promote the learned skills within their home environment. This can lead to more positive experiences of control and success when overcoming overwhelming emotions, and children will, as a result, experience more satisfying social interactions.

All of the above experiences provide the children with an alternative to the destructive experiences of their past. These positive and constructive experiences will be engrained in their memory and can provide, on a conscious as well as a sub-conscious level, resources to deal with life. This culmination of positive experiences can guide and lead them to reach their fullest potential.

What if they are not exposed to this opportunity?

Without intervention, emotional and behavioral problems in young children (e.g. aggression and anti-social behaviour patterns) may be less amenable to intervention after age 9, resulting in an escalation of academic problems and anti-social behaviour and eventual school dropout in later years. A lack of emotional and social skills can also contribute to the development of mental health problems such as depression and anxiety disorder.

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I support learning and development of children and young people within their home and school context with the main objective of facilitating the process of children in reaching their potential.

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