



A Guide to Grown-ups

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Introduction

A Guide to Grown-ups is an infotainment book and online community that helps children make sense of grown-ups, while empowering them to navigate and question frequent contradictory messages from adults and a polarised media, on how to live a happy, healthy and sustainable life.

With individual health and well-being considered a central pillar for the sustainable advancement of humanity, the desired outcome of this design output is to provide comic relief on the confusing world of adults, and make it easier to talk about issues such as climate change.

The book is also intended as a source of emotional support for children who live with adults unable, for whatever reason, to provide a supportive and sustainable home life.

Besides reaching out to children directly, the ultimate goal for this MA project is for a proposed new SDG target, focusing on early years' mental health and well-being, to be accepted and implemented by the United Nations.



Design Output

- Book proposal
- Online community
- App
- Brand identity
- SDG target proposal



Desired Design Outcome

- Encourage, support and entertain children
- Improve children's mental health and well-being
- Create sustainable living awareness and enjoyment
- Facilitate long-term planet-friendly behavior change
- Influence relevant policy developments and amendments

Design Output Diagram



Online community



Book proposal



App



Target proposal



Brand identity

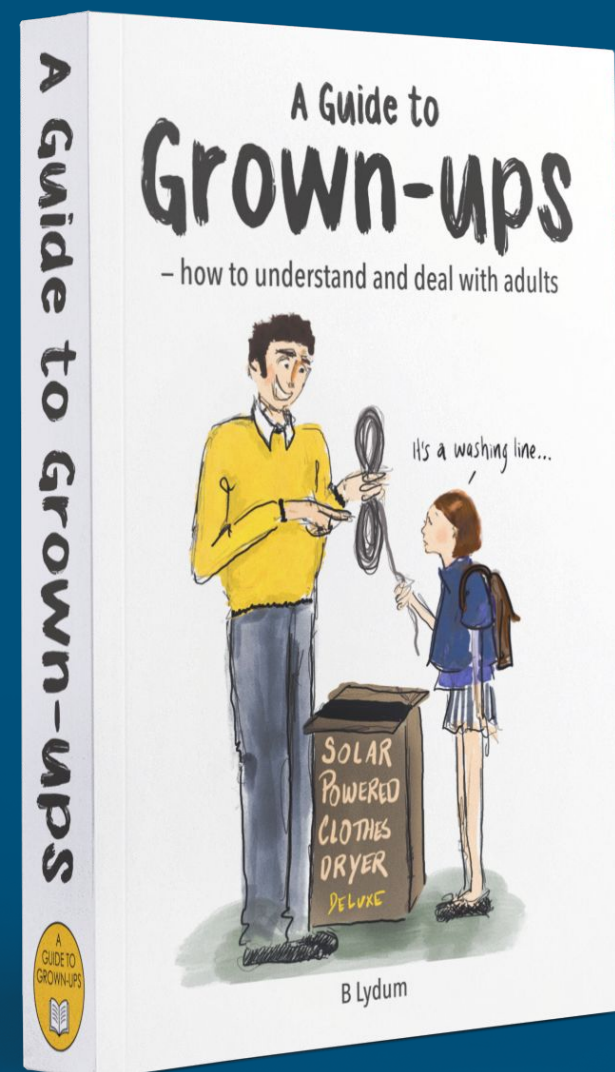
Design Output Aimed at target audience



Design Output **Aimed at target audience**

"This is not a book about how to be sustainable in the practical sense; it's a book that's designed to put you in a state of mind that leads you to naturally seek out sustainable ways of living. There are already many great books, magazines, TV shows, YouTube channels and social media accounts that will give you up-to-date information on how best to contribute to a more sustainable world if you are already motivated, but very few, it seems, for those not already interested. The human mind adapts quickly to predictable external influence and manipulation, so the ways in which we attempt to create positive behavioural change must be flexible, fluid and adaptive too.

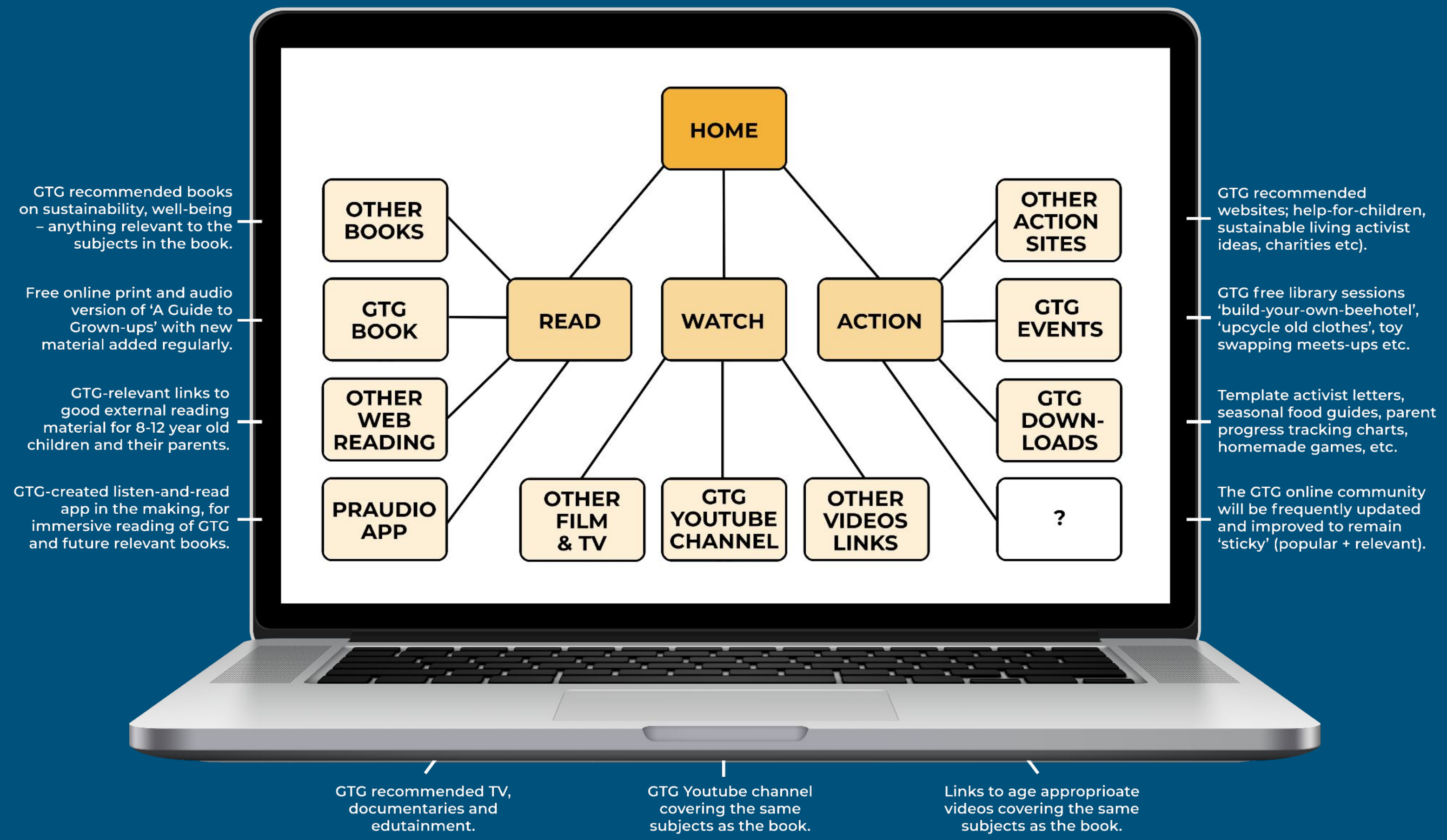
The idea is that sustainability should be included in all aspects of life, without the need to mention it directly, in the same way that we don't go around reminding ourselves and each other to breathe. It should go without saying;



Sustainability should be a given prerequisite in any project, relationship, education, childhood, job and life. Earth Day should be every day, but without having to call it that. The subject of sustainability in all its forms needs to be actively taught in school and in workplaces, until such a state of mind becomes the norm.

Children don't like to feel educated or spoken down to, but they love the feeling of discovering things for themselves. Let's speak to them via channels that are fun and exhibiting to them at their particular point of development, and help them help their parents become better role models"

Website Structure



Website Homepage



Website and tablet - click for live view



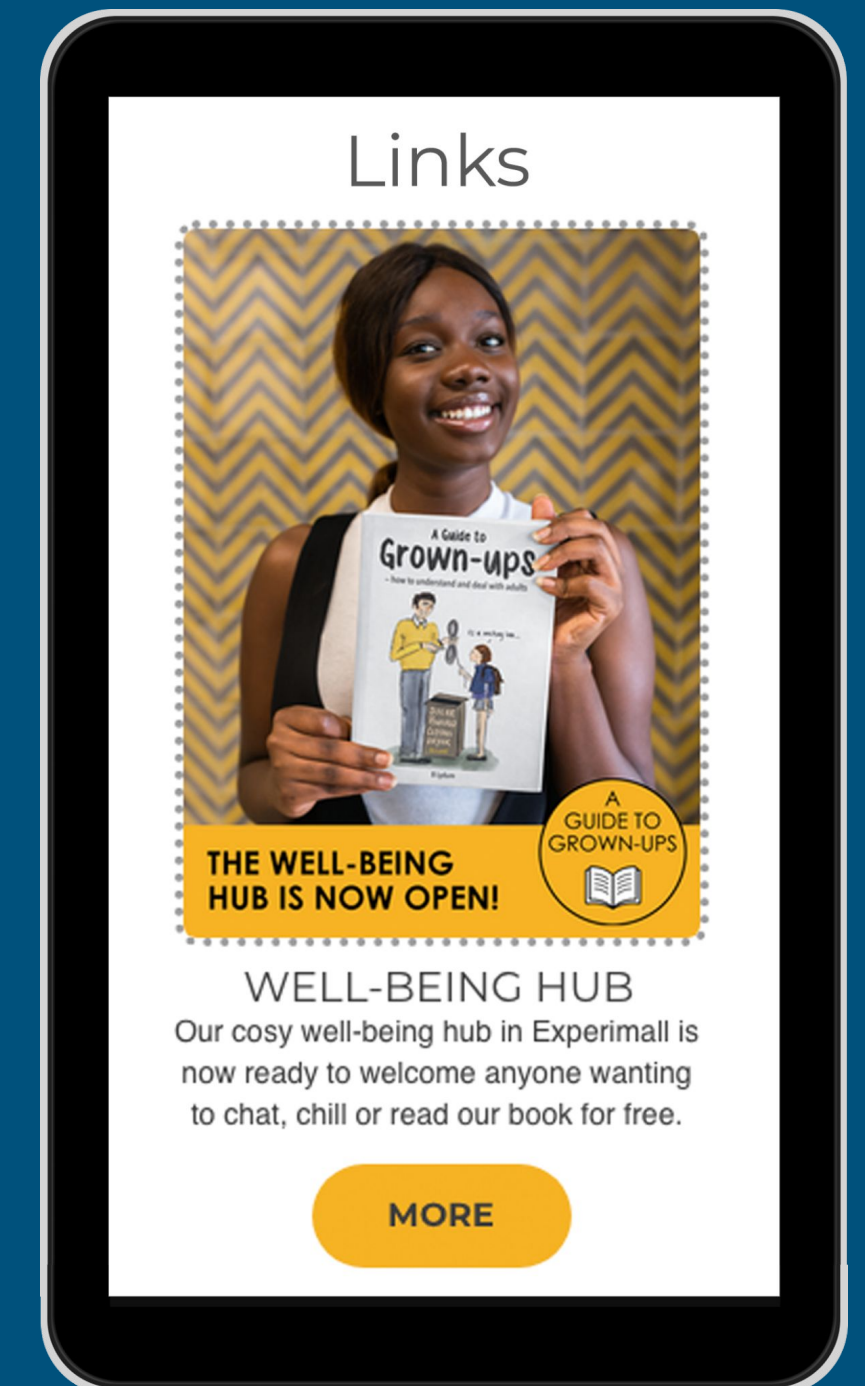
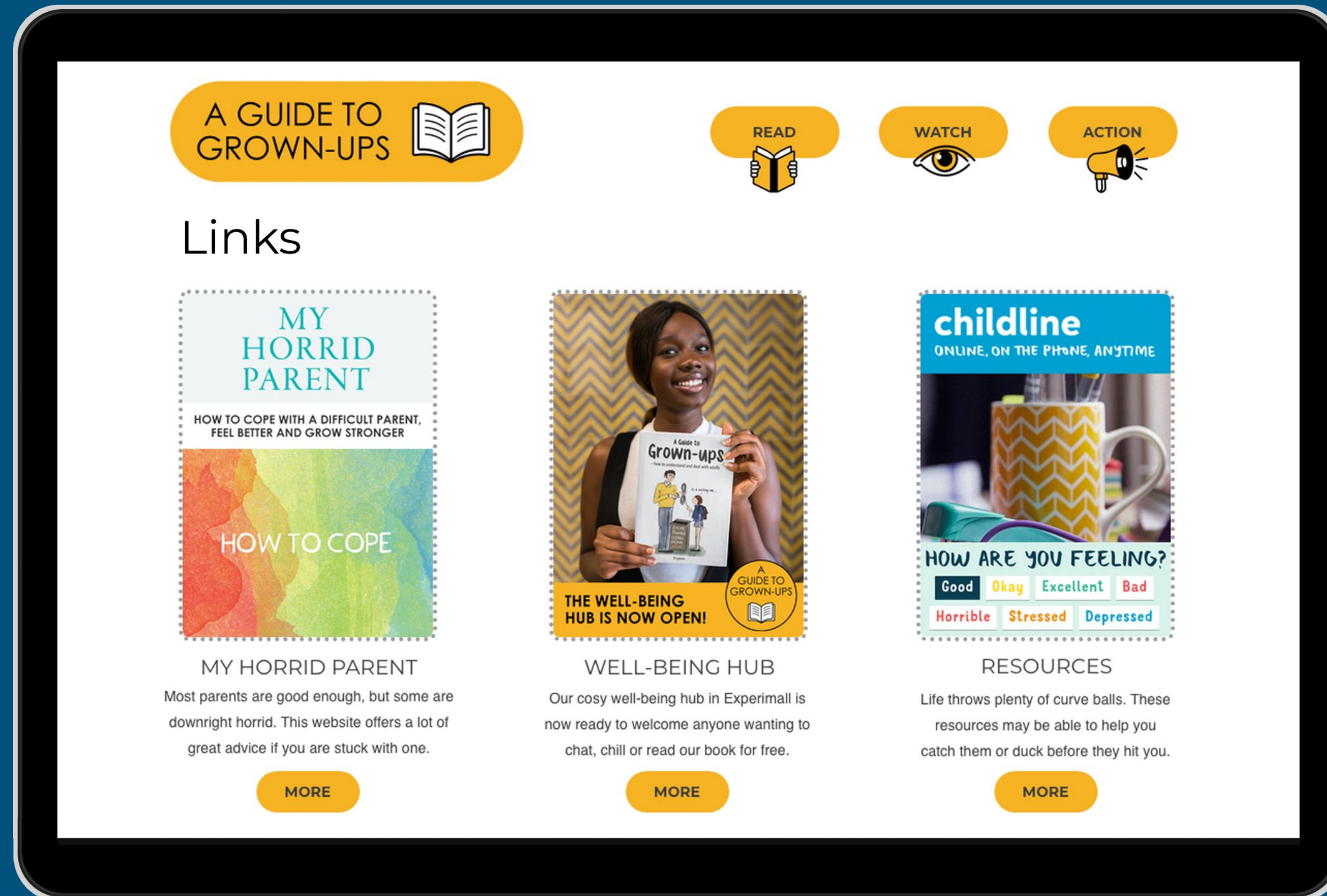
Phone - click for live view



Phone - click for live view

Website and tablet - click for live view


Website [Homepage > Read > Links](#)




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[Website and tablet - click for live view](#)


A GUIDE TO GROWN-UPS




READ



WATCH




ACTION



Read A Guide to Grown-ups

A Guide to Grown-ups

How to understand and deal with adults



A Guide to Grown-ups

Introduction

WARNING! Do not under any circumstances let a grown-up read this book. It is, you see, not the kind of book they would want you to read, because it is full of information that adults do not necessarily want children to have. If you let one of them read it, they will warn each other, and this important material will not reach all the children who need it.

Most grown-ups do not remember what it is like to be a child, and although they are always going on about the good old days when apparently children played outside all day with sticks and rocks, most of them do not want to remember what it was really like. Deep down they know that being a child in a grown-up world can be quite tricky, so they prefer not to think about it too much.


Some of you will not understand what I mean by this, and to you I want to say a big congratulations, because your parents are probably kidults (I will explain what a kidult is later). You can show the book to that kind of adult, that's fine. Please make sure however that no real grown-ups get their hands on it.

With that important warning out of the way, let me tell you why I have decided to come out as a kidult (despite the fact that real grown-ups are likely to shake their heads at me when they eventually find out) and do my best to teach children how to deal with adults. Adults can learn so much from children, but they need reminding. We will do it together, step by step, and in the process you may even become a guide to grown-ups.

I had a child of my own 13 years ago. Her name is Esther. This book is dedicated to her (book dedications are usually for the people who have had to suffer through living with someone writing a book. Most grown-ups do not

A Guide to Grown-ups

How to understand and deal with adults



B Lydum

grown-ups have put all sorts of waste for almost a hundred years) and also when poo is left to rot, which most of it is, methane gas is produced. When food waste is dealt with properly however it is put into something called an anaerobic digester where micro-organisms break down the food. This process produces biogas, which can then be used to produce heat, electricity and transport fuels - also referred to as renewable energy. Renewable energy like windmills, solar panels, hydro power (water) and biofuels (from crops).

Phone - click for live view

Website and tablet - click for live view

12

A GUIDE TO GROWN-UPS

WATCH

READ

ACTION

A Guide to Grown-ups

How to understand and deal with adults

YouTube

GTG YOUTUBE

You can find everything and anything GTG related on our YouTube channel which is updated regularly with new videos.

MORE

FILM & TV

News, documentaries and TV shows that will make you the first to know everything worth knowing.

MORE

VIDEOS +

All the best videos, talks and projects that other kidults have made to help us understand adults.

MORE

Watch

A Guide to Grown-ups

How to understand and deal with adults

YouTube

GTG YOUTUBE

You can find everything and anything GTG related on our YouTube channel which is updated regularly with new videos.

MORE

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Website and tablet - click for live view

13

A GUIDE TO GROWN-UPS

READ

WATCH

ACTION

A Guide to Grown-ups on YouTube

INTERVIEWS

From time to time we interview some of our most dedicated GTG ambassadors about their most recent achievements.

MORE

KIDULT CONFESSIONS

Our otherwise shy resident kidult shares her thoughts. Adults call her opinionated but she takes that as a compliment.

MORE

STORY TIME

We have asked some famous kidults to pick their favourite part of the book and tell us what they thought about growing up.

MORE

on YouTube

INTERVIEWS

From time to time we interview some of our most dedicated GTG ambassadors about their most recent achievements.

MORE

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Website and tablet - click for live view

14

A GUIDE TO GROWN-UPS

READ

WATCH

ACTION

Story Time

AMELIA EDWARDS

Watch the video to hear which chapter of A Guide to Grown-ups is Amelia's favourite, and her explanation as to why.

MORE

FRED MAYER

Watch the video to hear which chapter of A Guide to Grown-ups is Fred's favourite, and her explanation as to why.

MORE

ADA WARRINGTON

Watch the video to hear which chapter of A Guide to Grown-ups is Ada's favourite, and her explanation as to why.

MORE

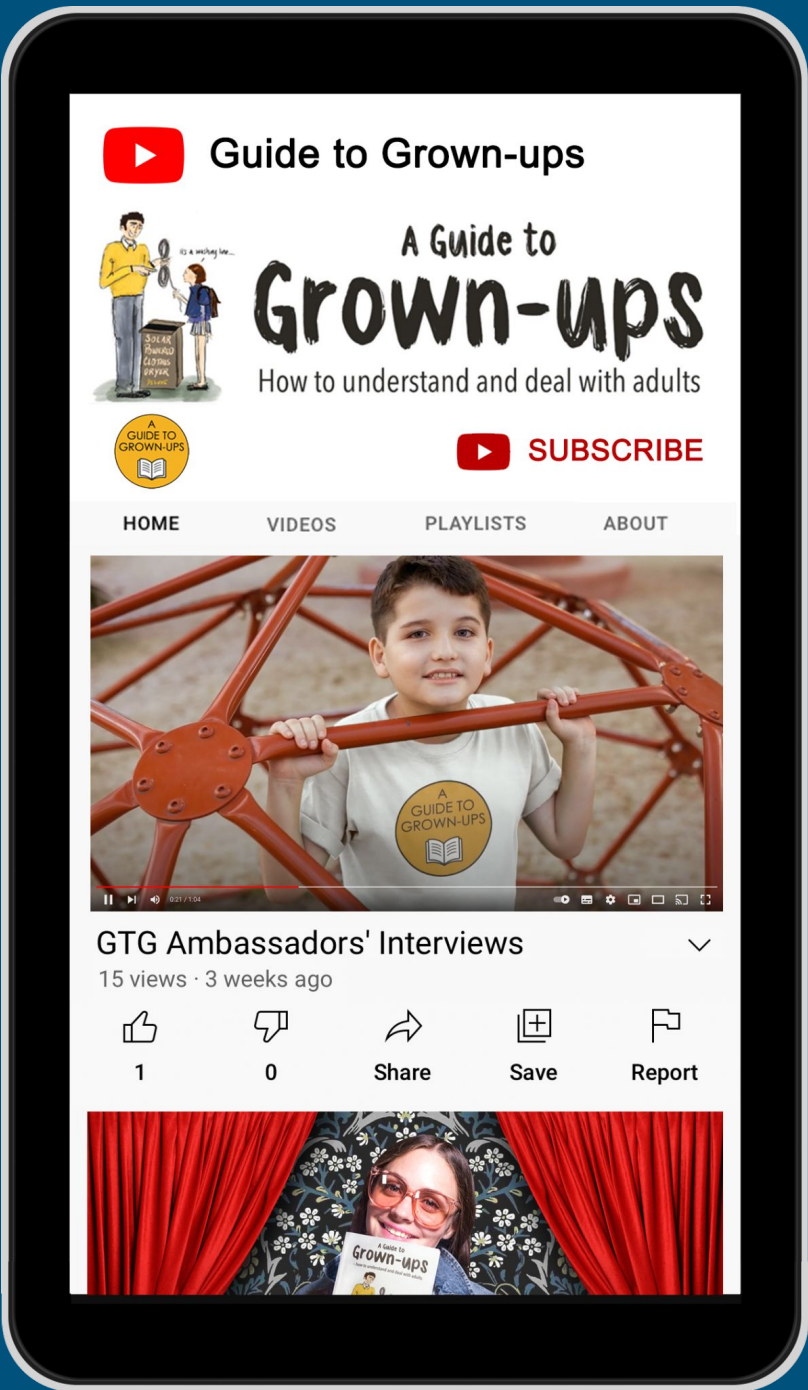
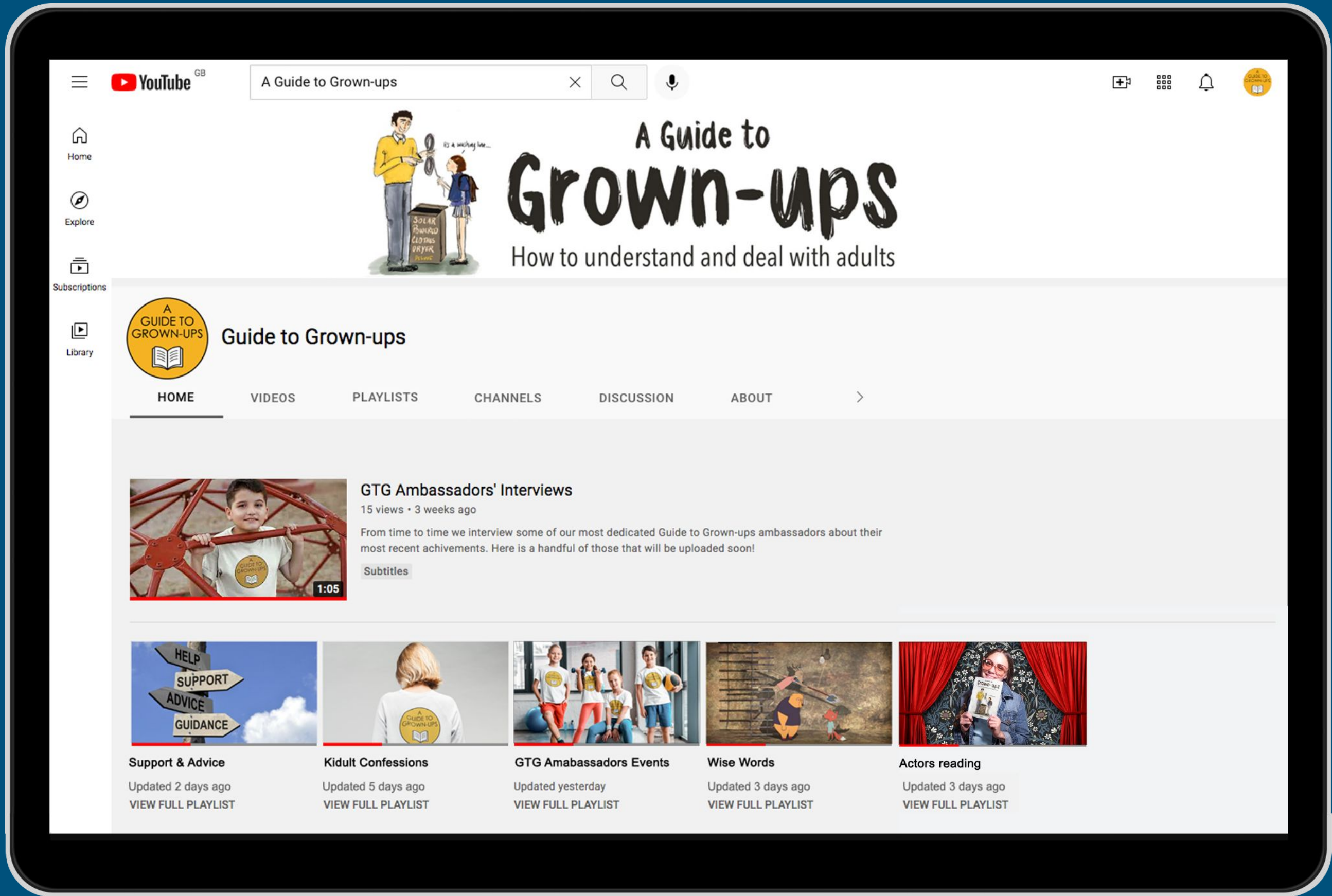
FRED MAYER

Watch the video to hear which chapter of A Guide to Grown-ups is Fred's favourite, and her explanation as to why.

MORE

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Website [Homepage](#) > [Watch](#) > [A Guide to Grown-ups on YouTube](#) > [YouTube](#)




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A GUIDE TO GROWN-UPS




READ




WATCH



ACTION



Action




FIND OUT WHAT'S IN SEASON NEAR YOU
- interactive map -

DOWNLOADS

Template letters, games, seasonal food guides, love language chart, parental progress tracking charts etc.

MORE




EXPERIMALL
presents
A Guide to Grown-ups

EVENTS

Events, workshops and happenings, some of which you can even bring grown-ups to. Adult-sitters are available at some.

MORE



KISS MY KSSI!

ACTIVISM

We have teamed up with several other organisations that promote everyday, peaceful activism in ways we think you'll love.

MORE

Action



FIND OUT WHAT'S IN SEASON NEAR YOU
- interactive map -

DOWNLOADS

Template letters, games, seasonal food guides, love language chart, parental progress tracking charts etc.

MORE

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A GUIDE TO GROWN-UPS 

READ 

WATCH 

ACTION 

Events



Teach an adult how to play



GTG talks at Experimall



GTG club at Experimall



Monthly GTG Pledge Day



Exercise like a pro at Experimall



Get creative at our Experimall Hub



Become a GTG Ambassador



Volunpeers Talk & Play

Events



Monthly GTG Pledge Day



Volunpeers Talk & Play

[Phone - click for live view](#)

[Website and tablet - click for live view](#)

A GUIDE TO GROWN-UPS



Downloads



Interactive seasonal food map and downloadable results chart.



Teach grown-ups which foods are best to buy with the Eatable game.



Teach adults how to improve well-being in your house, class or club.



Adults find it easier to remember things if they see them every day.



Template letters - the only way to get through to some adults.



Encourage positive grown-up behaviour with this fridge chart.



Remind yourself which of the global goals is most important to you.



Calm-down-colouring-in-sheets for stressed-out grown-ups.



Downloads



Interactive seasonal food map and downloadable results chart.



Teach grown-ups which foods are best to buy with the Eatable game.

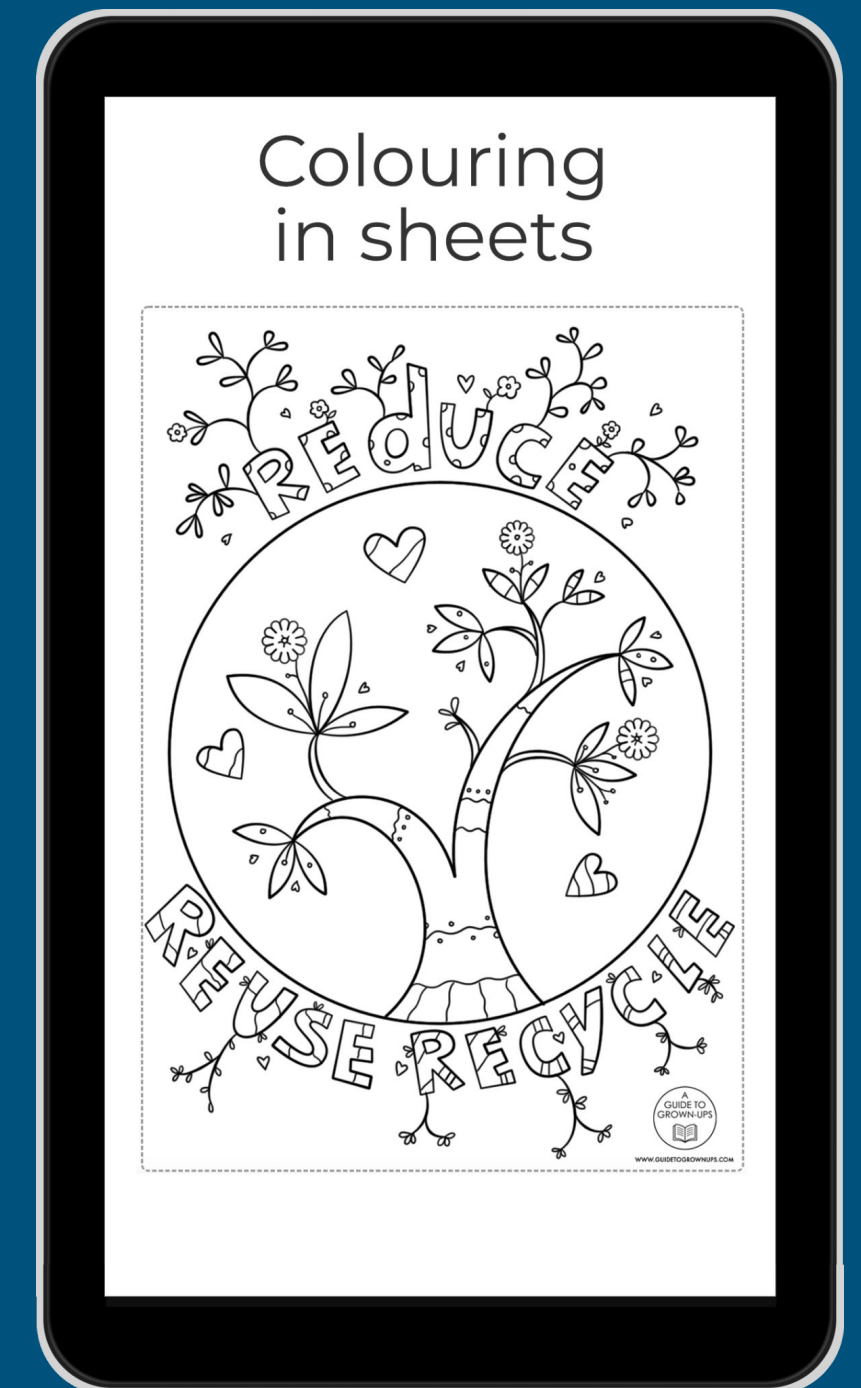
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[Phone - click for live view](#)

[Website and tablet - click for live view](#)

Website [Homepage > Action > Downloads > Colouring in sheets](#)



[Phone - click for live view](#)

[Website and tablet - click for live view](#)

A GUIDE TO GROWN-UPS



Proposal for new global goal target

Out of the current 169 UN SDG targets, the only one to acknowledge mental health is Target 3.4, but even here the mention seems like an after-thought, with the reduction of deaths from chronic illnesses being the main focus. Considering how important mental health is to human well-being and performance, and seeing how big of a percentage of the world's population suffer from poor mental health, and how much money this in turn costs to deal with and compensate for, it is surprising that not more emphasis has been put on the matter when developing these goals

and their targets. The proposed new target 3-E would be a good place to start, and could even be considered more important than many other targets, in terms of being a precursor to several of them. I.e. if good mental health has been established in early childhood, many of the other problems, e.g. abuse, violence, depression, obesity, substance abuse and addiction would be less likely to occur in the first place. In other words; target 3.E could be considered a main artery in the heart of human workings.

GOAL 3	TARGET 3-1	TARGET 3-2	TARGET 3-3	TARGET 3-4
3 GOOD HEALTH AND WELL-BEING				
	REDUCE MATERNAL MORTALITY	END ALL PREVENTABLE DEATHS UNDER 5 YEARS OF AGE	FIGHT COMMUNICABLE DISEASES	REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH
TARGET 3-5	TARGET 3-6	TARGET 3-7	TARGET 3-8	TARGET 3-9

TARGET 3-E

TARGET 3-E

IMPROVE EARLY YEARS' MENTAL HEALTH, SUPPORT AND WELL-BEING

Phone - click for live view

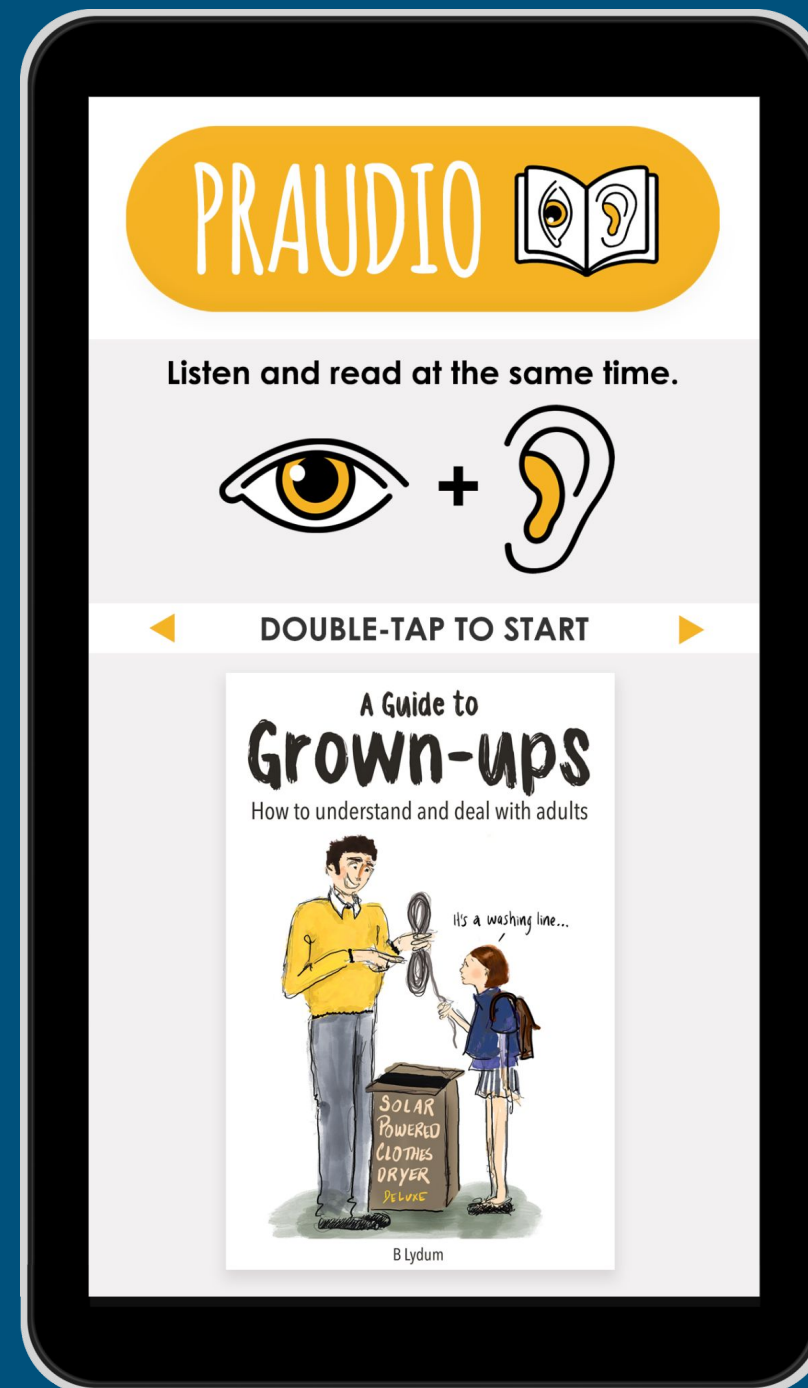
App Praudio

Praudio (print + audio) is a prototype for an immersive reading app which connects the reading experience with that of listening.

Despite not being developed to the same degree as other GTG project objectives, the idea, represented here showing the basic functionality, has been included in the design output as an indication of a useful tool for further inclusiveness.

Reading while listening to the same text can promote word learning and vocabulary in general (Valentini, 2018).

Children have not had easy access to immersive reading since the use of the *Ladybird* book series, with cassette tapes included in the purchase, was discontinued in the 1980s. The use of CDs in books took over, but was less popular - probably because less children had access to a personal CD player.



Valentini, A., et al. (2018). Listening while reading promotes word learning from stories. *Journal of Experimental Child Psychology*, 167, 10–31. Available at: <https://doi.org/10.1016/j.jecp.2017.09.022>.

A discman was considerably more expensive than a walkman, which is the likely reason for the concept's decline and retirement.

Investing in both the hardcopy and the audio version of a book makes for an expensive product today, and many parents are unable to pay £30+ for their child to have that experience. Praudio could change this and allow readers to switch when necessary; for example, listening while in the car to avoid travel sickness, and reading in school to overcome noisy environments. The app also remembers whether they were reading or listening or both, so that readers don't have to worry about bookmarking the text.

The structure and functionality of the app will be developed in collaboration with an app developer specialist.

Community Beyond the screen



A safety regulated well-being hub for children to visit after school, where they have the opportunity to speak with trained mental health professionals or just relax and read before going home.



Community Beyond the screen



EXPERIMALL

presents

A Guide to Grown-ups



Reading session in the cinema
Tuesday 28th Sept 4-5pm
Scan QR code to book
www.guidetogrownups.com/experimall

A safety regulated well-being hub, such as suggested by Stephen Fry (Guardian, 2021), for children to visit after school, where they have the opportunity to speak with trained mental health professionals or take part in organised activities such as film club, reading sessions and creative workshops.

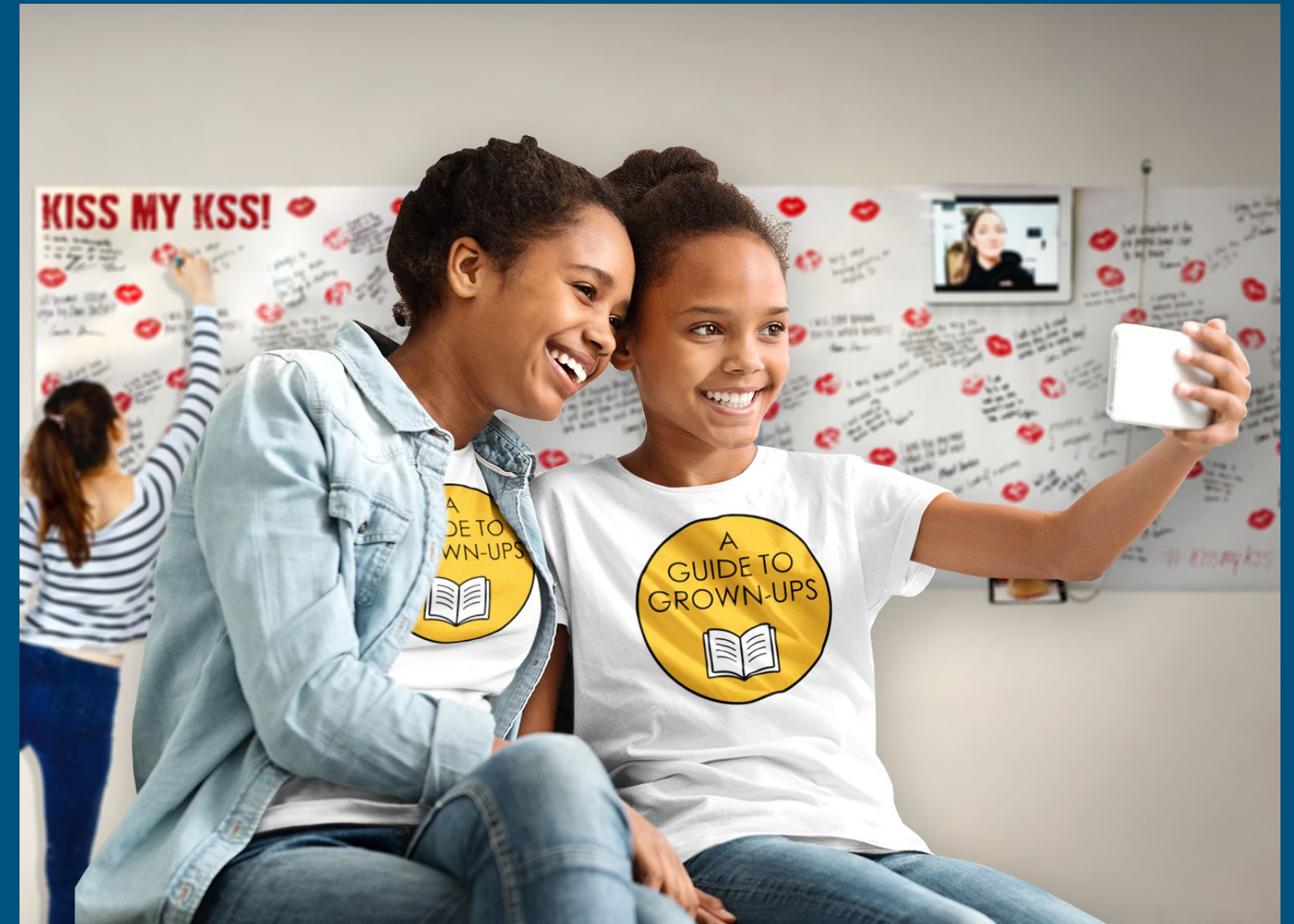
A previous project; Experimall, which was focused around utilising increasingly empty and financially struggling malls for sustainable community purposes, has been used as an example of where such a hub could be situated.

https://www.theguardian.com/society/2021/aug/31/stephen-fry-i-n-plea-for-walk-in-mental-health-hubs-for-youths-hit-by-pandemic?CMP=Share_iOSApp_Other

Community Beyond the screen



Other previous projects have been used as examples of how everything we do as designers for sustainability is connected if there is a common thread running through our thinking. Here, a local VolunPeers volunteer teaches GTG ambassadors how to play baseball, while Kingston School of Sustainability invites a group in to take part in their sustainable living pledge initiative.



Community Beyond the screen

Ongoing research as an tool to connect with the target audience, and not just a means to an end, for ongoing progress.



Design Output

Aimed at potential stakeholders

PROPOSAL FOR NEW SDG TARGET 3-E: IMPROVE CHILDREN’S WELL-BEING

Out of the current 169 United Nations' Sustainable Design Goals' targets, the only one to acknowledge mental health is Target 3.4, with physical health still being the main focus. Considering how important mental health is to human well-being and behavior, it is surprising that not more emphasis has been put on the matter when developing these goals and their targets. Keeping in mind how big a percentage of the world's population suffer from poor mental health, and how many resources this costs to deal with and compensate for, we would like to suggest an additional objective added to the existing thirteen Goal 3 targets.

The proposed target 3-E would be an ideal place to start in terms of improving mental health and well-being for all, and could even be considered vital seeing that poor mental health is a precursor to several of the other target issues. I.e. If good mental health has been established in early childhood, several of the other problems, e.g. abuse, violence, depression and addiction would be less likely to occur in the first place. In other words; target 3-E could be considered a main artery in the heart of human workings.

Proposal petitioner: Birgitte Lydum, MA Sustainable Design, September 15th 2021.

GOAL 3	TARGET 3-1	TARGET 3-2	TARGET 3-3	TARGET 3-4
3 GOOD HEALTH AND WELL-BEING				
	REDUCE MATERNAL MORTALITY	END ALL PREVENTABLE DEATHS UNDER 5 YEARS OF AGE	FIGHT COMMUNICABLE DISEASES	REDUCE MORTALITY FROM NON-COMMUNICABLE DISEASES AND PROMOTE MENTAL HEALTH
TARGET 3-5	TARGET 3-6	TARGET 3-7	TARGET 3-8	TARGET 3-9
PREVENT AND TREAT SUBSTANCE ABUSE	REDUCE ROAD INJURIES AND DEATHS	UNIVERSAL ACCESS TO SEXUAL AND REPRODUCTIVE CARE, FAMILY PLANNING AND EDUCATION	ACHIEVE UNIVERSAL HEALTH COVERAGE	REDUCE ILLNESSES AND DEATH FROM HAZARDOUS CHEMICALS AND POLLUTION
TARGET 3-A	TARGET 3-B	TARGET 3-C	TARGET 3-D	TARGET 3-E
IMPLEMENT THE WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL	SUPPORT RESEARCH, DEVELOPMENT AND UNIVERSAL ACCESS TO AFFORDABLE VACCINES AND MEDICINES	INCREASE HEALTH FINANCING AND SUPPORT HEALTH WORKFORCE IN DEVELOPING COUNTRIES	IMPROVE EARLY WARNING SYSTEMS FOR GLOBAL HEALTH RISKS	IMPROVE EARLY YEARS' MENTAL HEALTH, SUPPORT AND WELL-BEING

TARGET 3-E

IMPROVE EARLY YEARS' MENTAL HEALTH, SUPPORT AND WELL-BEING

Book Proposal

A GUIDE TO GROWN-UPS

How to understand and deal with adults

By Birgitte Lydum

Birgitte Lydum | 6 Dorien Road | London | SW20 8EJ | United Kingdom
+44 7939 123 218 | uk.linkedin.com/in/birgittelydum

Click for high resolution version

Click for full high resolution proposal

Design Output

Target 3-E proposal

The theoretical framework for and thesis of this design output is that only people who feel well in themselves can care about sustainability enough for it to matter, and are only then able to take the steps needed to contribute to a better world.

If a focus on improving mental health and well-being for children is implemented at a higher level, such as in the UN's SDGs, it may be possible to start fostering fundamental behavior change throughout the world.

The proposed new Target 3-E could even be considered vital to the general advancement of humanity's sustainable development, because poor mental health is a precursor to several of the other issues targeted by the Global Goals.



For instance, if good mental health has been established in early childhood then other problems, such as abuse, violence, depression and addiction would be less likely to occur in the first place. In other words, a United Nations approved target 3-E could be considered a potential integral artery to the workings of the human heart, and mind.

The intention is to carry on collecting signatures for the Change.org petition that was set up on 15th September 2021, which at the time of writing has been signed by 70 people. Regardless of the number of people having signed it, the proposal will be sent to Abdullah Shahid; the head of the United Nations General Assembly and Achim Steiner; the United Nations Development Program Administrator in early 2022.

Design Output

Book proposal

Summary

A humorous book – supported by an online community – to help 8–12 year olds make sense of the adults in their lives.

A Guide to Grown-ups

How to understand and deal with adults



Description

A Guide to Grown-ups (or GTG as it is occasionally referred to in this proposal) aims at encouraging children to live their best lives. This humorous, infotainment handbook, which makes lighthearted fun of adults and does not sell itself as educational – even though it teaches valuable lessons – empowers children to navigate and question frequent contradictory messages from adults and a polarised media, on how to live a happy, healthy and sustainable life, while simultaneously giving them a window into the secret lives of adults.

From personal experience with her own daughter, the author has observed that children often dislike any content that is presented as 'educational' – such as books, apps or websites. Regardless of the quality of the material, many children will avoid learning if they feel pushed to do so. *A Guide to Grown-ups* focuses on genuinely helping children to deal with the adults in their lives, and on raising awareness of their personal well-being and human rights, with sustainable living running through the book like a red thread and undercurrent. Enlightening children to the fact that they have the ability to positively influence their parents, will emotionally empower them even further.

A Guide to Grown-ups was created as part of a Master's Degree in Sustainable Design. At its heart, the book is based on the pressing need for behavioural change in a world struggling to preserve the likelihood of long-term human welfare. The author considers individual health and well-being one of the central pillars for the sustainable advancement of humanity. She not only regards children as invaluable assets in establishing and maintaining awareness of sustainable living in adults, but also believes that fostering positive mental health in early childhood makes a crucial contribution to becoming an adult capable of building a better world.

Based on conversations with the target audience, GTG presents sustainable living as seen by many children as a natural, inevitable and even pleasant part of life, rather than as a separate, detached and laborious chore as viewed by many adults. The book aims to unburden children from the popular idea that children are responsible for saving the planet. GTG wishes to reassure children that the task of tackling issues such as global warming lies not with them but with adults.

A Guide to Grown-ups will provide comic relief on the confusing world of adults and make it easier for children, and their adults, to talk about issues such as climate change. This book will also become a source of emotional support for children who live with adults unable, for whatever reason, to provide a supportive and sustainable home life. The notion of sustainable living, on both a practical and an emotional level, may be alien to many family units. Influencing parents through their children, using more familiar language, inviting them to become better role models, could be a gentle yet effective way to reach them, resulting in both children and their parents having a better and more integrated understanding of what sustainability entails. GTG will help all children, whatever their circumstances, to build upon their confidence, assertiveness and resilience.

Main drive: "It's easier to build strong children than to fix broken adults."

Design Output

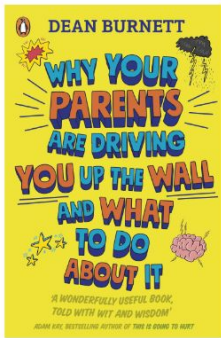
Book proposal

Comparative Analysis

Genre: Children's non-fiction

Sub-genres: Personal Development, Infotainment, Parents, Humour, Sustainability, Well-being, Mental Health, Self-esteem

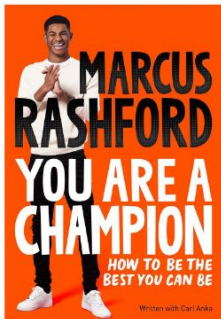
Similar and supplementary titles:



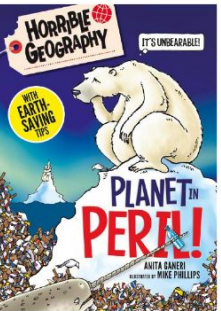
Title: *Why Your Parents are Driving you up the Wall and What to do About it* | Author: Adam Kay | Publisher: Penguin | Year of Publication: 2019 | ISBN: 0241403146 | Number of Pages: 352 | Price: £8.99 | Reading Age: 12–18 | Sales Ranking: 5,251 in Books, 1 in Books About Parents for Young Adults, 27 in Books on Self-Esteem & Self-Reliance for Young Adults | **GTG Comparison:** Like GTG, this book is humorous, informal and informative. it's an ideal complimentary title for the upper age group of the GTG audience. **GTG Advantage:** Introduces a younger audience to similar subjects.



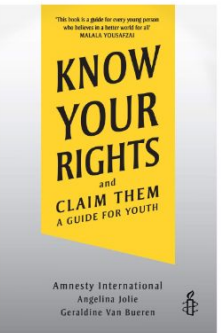
Title: *Little Book for Big Changes – Activities and tips to make the world a better place* | Author: Kirsten Liebmann | Publisher: Studio Press | Year of Publication: 2018 | ISBN: 1787414809 | Number of Pages: 64 | Price: £8.99 | Reading Age: 7 and up | Sales Ranking: 93 in Children's Books on the Environment & Ecology, 2,783 in Children's Books on Growing Up & the Facts of Life | **GTG Comparison:** More practical and introduces the UN's Global Goals in a clearer way than GTG. **GTG Advantage:** Non-educational tone of voice and with a more indirect and holistic approach to change.



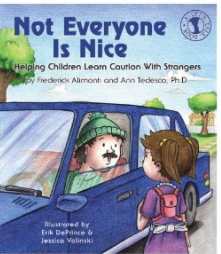
Title: *You Are a Champion – How to Be the Best You Can Be* | Author: Marcus Rashford | Publisher: Macmillan Children's Books | Year of Publication: 2021 | ISBN: 1529068177 | Number of Pages: 224 | Price: £9.99 | Reading Age: 10–14 | Sales Ranking: 1 in Children's Books on Emotions & Feelings, 1 in Children's Books on Self-Esteem & Self-Respect | **GTG Comparison:** Like GTG, this book concerns itself with the emotional well-being of children in a fun, supportive and upbeat way, as well as questioning ways of parenting. **GTG Advantage:** The football focus may deter some children from picking up Marcus' book. GTG will appeal to non-football fans to a higher degree.



Title: *Planet in Peril* | Author: Amita Ganeri | Publisher: Scholastic | Year of Publication: 2019 | ISBN: 1407195654 | Number of Pages: 96 | Price: £6.99 | Reading Age: 8–12 | Sales Ranking: 162 in Extinction & Endangered Species, 633 in Ecological Pollution | **GTG Comparison:** Like GTG, this book wants to influence children to help change behavior causing global warming. Their voice of doom supports an unfortunate trend, however; hoping for climate action by instilling fear and thereby risking inducing eco-anxiety in children, who should not feel responsible for the changes needed. **GTG Advantage:** Does not scaremonger and aims for a positive approach.



Title: *Know Your Rights and Claim Them – A Guide for Youth* | Author: Angelina Jolie | Publisher: Andersen Press | Year of Publication: 2021 | ISBN: 1839131195 | Number of Pages: 288 | Price: £7.99 | Reading Age: 12–18 | Sales Ranking: 4,506 in Books, 1 in Books on Civil & Human Rights for Young Adults | **GTG Comparison:** Like GTG, this book encourages young people to be aware of and claim their basic human rights, and speak up and express their opinions. it's an ideal follow-up for the upper age group of the GTG audience. **GTG Advantage:** Gently introduces a younger audience to their rights.



Title: *Not Everyone is Nice – Helping Children Learn Caution with Strangers* | Author: Frederick Alimonti | Publisher: Penguin | Year of Publication: 2003 | ISBN: 0882822330 | Number of Pages: 48 | Price: £8.99 | Reading Age: 4-8 | Sales Ranking: 8 in Children's Books on Safety, 330 in Children's Books on Self-Esteem | **GTG Comparison:** Like GTG, this book wants to protect children. It fails however to protect them against potentially harmful family and community members. **GTG Advantage:** Introduces an older audience to all-round self-protection, self-reliance and self-confidence.

Organisation, curation and monetisation Who, how, what?

A potential publishing house would want and need to make money from any involvement with the project. If they did get involved, which would be preferred to self-publishing, I imagine they would redesign and relaunch everything according to their tried and tested industry practices, and have their inhouse design department or agency be responsible for the regular editing and maintenance of the online community.

They may not be interested in offering the book for free in the shape of chapters being published regularly on the website, but I would certainly encourage it, and think it may lead to further sales of the physical and digital book, not less.

A publishing house could benefit greatly from becoming more involved and visible in their readers' lives. Their sponsoring of GTG events could be a win-win for everyone involved, including potential partners such as Cartoon Network, The Museum of Childhood and NSPCC. There are no limits to the possibilities.

As for now, in the reality of circumstances, I plan to carry on writing the book and building the online community in my spare time, and hope to see GTG become a real brand.

