

BLOOM

Helping school communities
GROW, THRIVE, AND FLOURISH



Why alkalma Brings “**BLOOM**” to Schools

At alkalma, we believe that true transformation begins long before adulthood — it begins in the classroom, in the schoolyard, in the conversations and emotions that shape young minds every day. alkalma is committed to advancing mental health and wellbeing across societies, drawing on deep clinical expertise, global innovation, and a profound understanding of human potential.

That same vision now extends into the heart of schools with **BLOOM**, our flagship wellbeing ecosystem designed for students, teachers, and families.



Education today faces a silent but urgent challenge. Students around the world are struggling with rising levels of anxiety, distraction, loneliness, and emotional dysregulation. Teachers face burnout and complex emotional dynamics in their classrooms. Families are often left without the tools to support their children through these challenges. Academic success alone is no longer enough. Schools must now become environments where emotional intelligence, resilience, compassion, and healthy habits are not just taught — they are lived.



Bloom was created precisely to meet this moment. It brings alkalma's science-based expertise, clinical rigor, and human-centered philosophy into the school environment, translating them into practical tools and transformative experiences. By weaving wellbeing into the daily rhythm of school life, **BLOOM** doesn't add "something extra" — it redefines what education means in the 21st century. It aligns perfectly with alkalma's broader mission: to build societies that thrive emotionally, mentally, and physically, and to accompany individuals across all stages of life.

With **BLOOM**, schools evolve from being places that prepare students for exams into places that prepare them for life. They become nurturing ecosystems where students learn to regulate emotions, build meaningful relationships, lead with purpose, and develop healthy daily habits. Teachers gain strategies to support mental health and manage challenges in the classroom. Families become active allies in their children's growth.

And together, they form a living community — one where wellbeing is not an initiative, but a shared culture.

BLOOM:

alkalma's school wellbeing program designed to help children, educators, and entire school communities grow, thrive, and flourish.

Grounded in scientific evidence and guided by a deeply human approach, **BLOOM** supports schools in creating environments where emotional wellbeing, resilience, and healthy development can naturally emerge. Rather than adding another initiative to the school agenda, **BLOOM** works with the identity and culture of each school, strengthening the conditions that allow students and educators to flourish.

At its core, **BLOOM** aims to help schools build the foundations for lifelong wellbeing.



The program strengthens students' emotional development and resilience, empowers teachers as cultivators of healthy learning environments, and engages families as the roots that sustain children's growth. In doing so, **BLOOM** helps schools create a coherent ecosystem where wellbeing becomes part of everyday school life.

The vision behind **BLOOM** is simple yet transformative: schools where wellbeing becomes the foundation for learning, development, and human flourishing. In this model, wellbeing is not an additional activity but a core dimension of education itself, supporting both academic success and healthy personal growth.

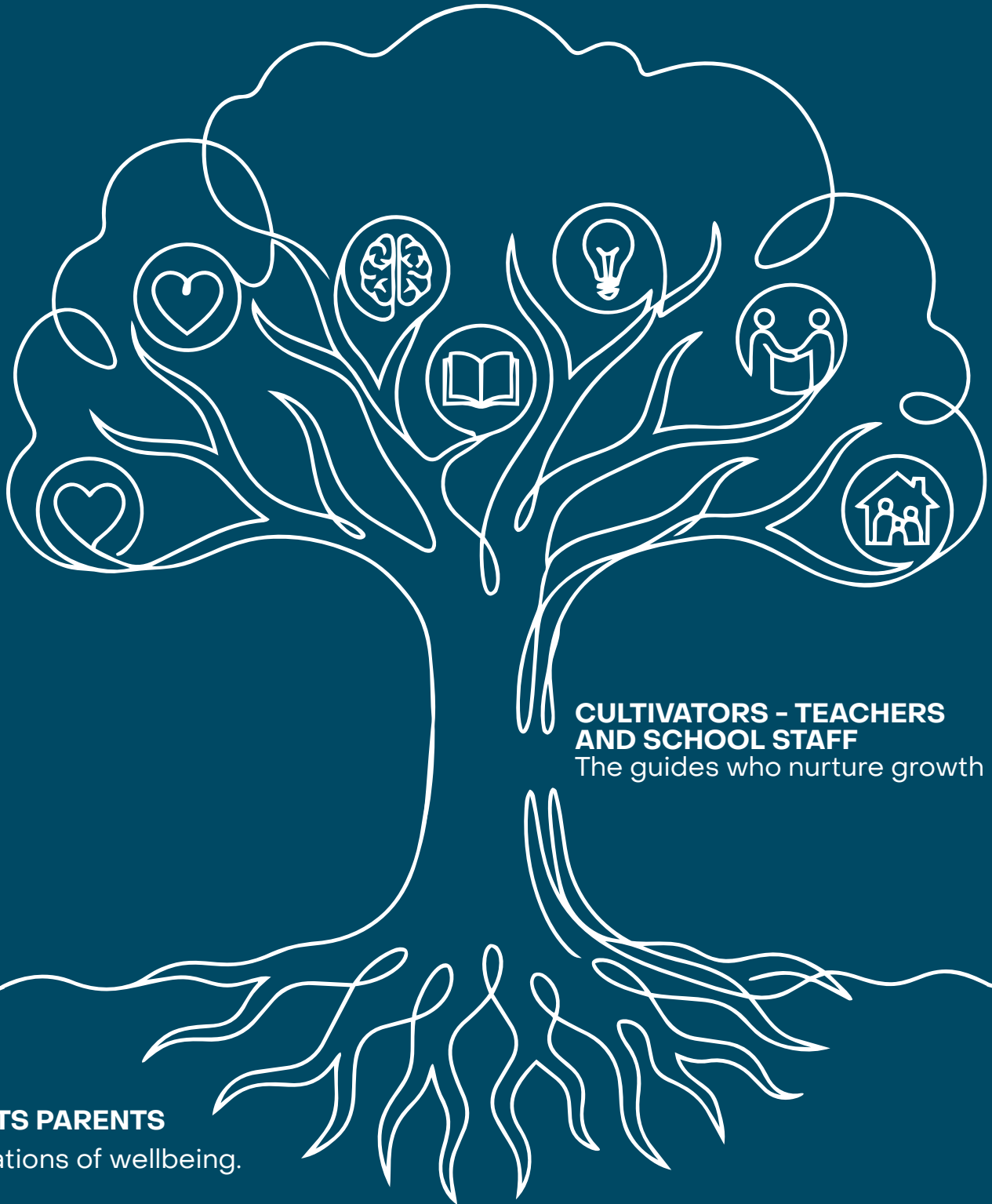
BLOOM is built on three guiding principles:

- scientific evidence, drawing on psychology, neuroscience, and
- evidence-based wellbeing practices;
- a human-centered approach, recognizing that wellbeing grows through relationships, empathy, and meaningful human connection;
- whole-school culture, where students, educators, and families work together to create the conditions that allow every child to grow, thrive, and **BLOOM**.

BLOOM

STUDENTS

CHILDREN GROWING, THRIVING, AND FLOURISHING



CULTIVATORS - TEACHERS AND SCHOOL STAFF

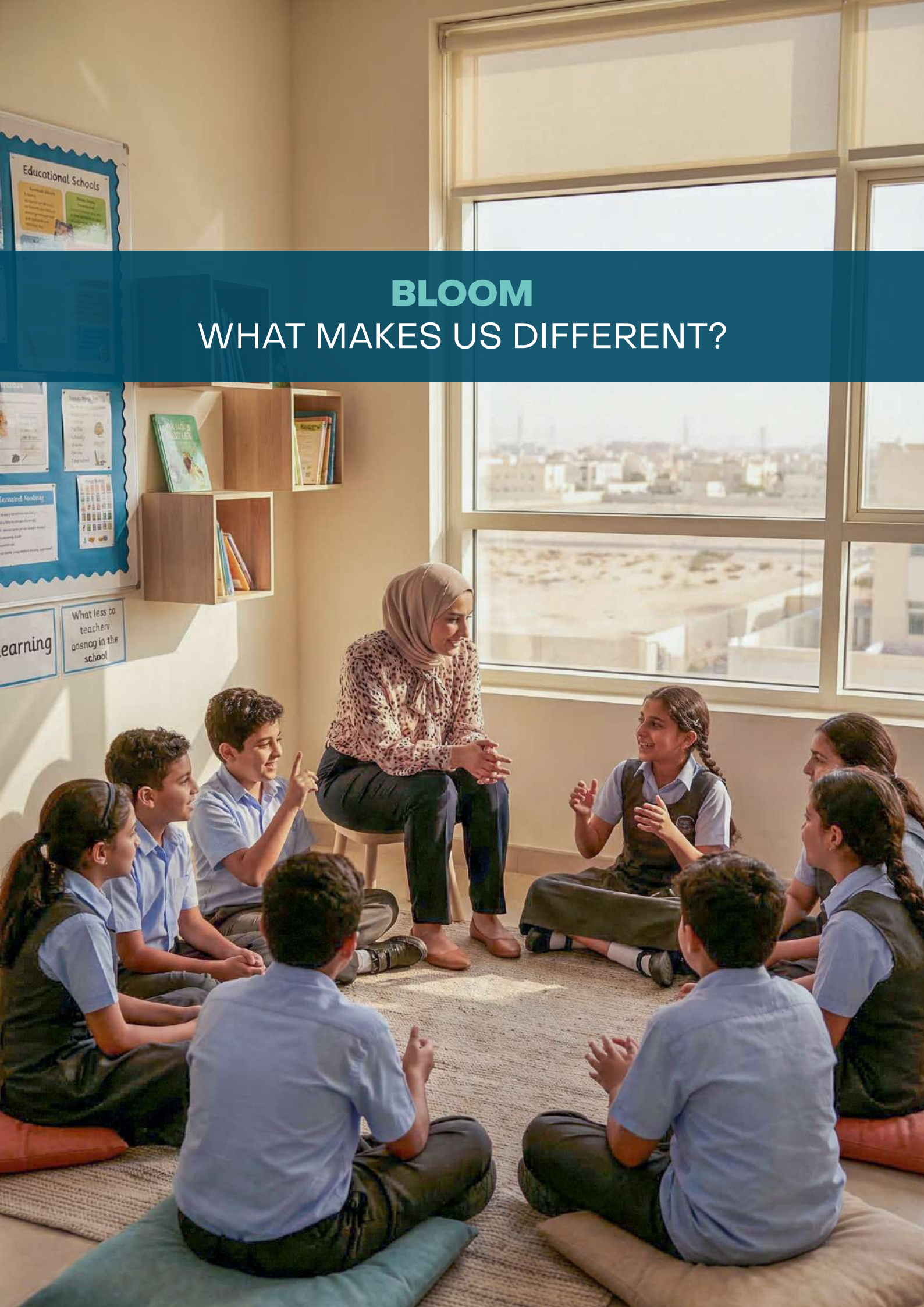
The guides who nurture growth

ROOTS PARENTS

The foundations of wellbeing.

NUTRIENTS - PROGRAM COMPONENTS

The elements that nourish development,



BLOOM

WHAT MAKES US DIFFERENT?

Fully Aligned with the UAE Vision for Wellbeing

BLOOM directly supports the UAE's national priorities for wellbeing and healthy school environments. The program aligns with the country's key policy frameworks, including the UAE National Strategy for Wellbeing 2031, the KHDA Wellbeing Framework, the ADEK Student Wellbeing Policy, and the Ministry of Education Healthy Schools initiatives, helping schools translate these priorities into structured, measurable practice.

Grounded in internationally research on school wellbeing and child development

At the same time, **BLOOM** is grounded in internationally recognized research on school wellbeing and child development. The program draws on the work of organizations such as the OECD, UNESCO, and the World Health Organization, which consistently highlight the role of whole-school wellbeing approaches in improving both learning outcomes and healthy development.

Evidence-based frameworks in wellbeing education

The model also builds on leading evidence-based frameworks in wellbeing education, including Whole-School Wellbeing models, Social and Emotional Learning (SEL), Positive Education, and mental health literacy approaches supported by contemporary neuroscience and developmental psychology. This allows **BLOOM** to integrate policy alignment, scientific evidence, and practical implementation within a single coherent framework.

What Makes “BLOOM” method unique

Whole-School Ecosystem – Engages students, teachers, and parents in a coordinated approach, ensuring continuity and reinforcement of wellbeing skills across school and home environments.

Train the Trainer Model – Builds long-term institutional capacity by equipping teachers, counselors, and student leaders to deliver and sustain wellbeing practices, embedding a lasting “wellbeing DNA” in the school.

Youth Empowerment & Leadership – Creates peer-led “Tribes” and wellbeing communities that place students at the center as active leaders, not passive recipients.

Daily Practice Integration – Embeds short, science-based routines like breathing, stretching, and mindfulness into the school day, turning wellbeing into a habit rather than an occasional activity.

Innovative Digital Tools – Includes features like a student co-created AR nutrition app, e-learning platforms, and Joyful audiovisual content to make wellbeing engaging, modern, and accessible.

Celebration & Recognition Culture – Highlights growth and achievements through annual events such as the Bloom Festival, reinforcing motivation and building a collective culture of wellbeing.

Evidence-Based and Adaptable – Designed on psychological and educational science, Bloom adapts to different age groups, cultural contexts, and school needs for maximum impact.

Sustainable, Measurable Impact – Moves beyond short-term interventions to measurable long-term outcomes in emotional health, engagement, behavior, and academic performance.

SOLID FOUNDATION:

Clinically Informed, Data-Driven, and Whole-School Culture Change

Clinically Informed, Education-Focused

alkalma brings mental health expertise while fully respecting:

- School safeguarding frameworks
- Regulatory requirements
- Cultural values of the UAE
- Data privacy standards

We do not replace clinical services, we strengthen early identification, prevention, and structured escalation pathways.

Data Driven approach. Wellness Management.

By collecting and analyzing real-time insights on student wellbeing, engagement, and risk factors, we can tailor interventions to each school's unique needs. This allows administrators, teachers, and parents to make informed decisions, track progress, and continuously improve outcomes, ensuring that support is both precise and impactful.

Whole-School Culture Change

We go beyond workshops:

- Leadership engagement
- Wellbeing committees
- Policy integration
- Measurement and maturity tracking
- Staff empowerment
- Community activation

Our approach transforms wellbeing efforts from isolated activities into fully integrated, sustainable systems embedded across the entire school culture.

Designed for public schools, private and international schools, and special education settings, **BLOOM**, our School Wellness Program adapts to each institution's unique structure, culture, and regulatory environment. Whether strengthening capacity in public systems or enhancing inspection readiness in private institutions, the program is scalable to different school sizes, customizable to specific needs, and built for long-term sustainability to ensure lasting wellbeing impact.



METHOD

ADAPTING THE METHOD TO EACH SCHOOL'S IDENTITY



OUR MODEL

WHOLE-SCHOOL APPROACH

A Systemic Model for Sustainable Impact
We work across six core wellbeing dimensions:

1. Emotional

Resilience, self-regulation, stress management

2. Social

Belonging, anti-bullying, positive relationships

3. Physical

Healthy habits, sleep, nutrition, movement

4. Intellectual

Growth mindset, curiosity, future readiness

5. Digital

Healthy screen habits, digital balance

6. Environmental

Safe, inclusive, supportive school climate

It is fully aligned with the requirements of the official ADEK Wellbeing framework SPIRE, 2024

Dimension	Elements	overview
Self-Empowerment	Self-management	Mindfulness skills, Task management Navigating challenges
	Meaning and Purpose	Self-worth value and impact Alignment with student aspirations, motivation & beliefs
	Strengths	Individual energizing and genuine characteristics that foster academic excellence and personal growth
Physical	Exercise	Sport enrichment beyond mandatory physical education Active lifestyle promotion and education
	Nutrition	Access to balanced meals Promotion of healthy eating habits
	Recovery	Rest and recharge Restorative physical spaces
Intellectual	Curiosity and Openness	Love for learning and discovery Openness to diverse ideas & perspectives
	Future readiness	Apply real-world knowledge (i.e. financial literacy, responsible decision-making). Building a strong foundation for life & prepare for the future.
	Self-challenge	Take on thinking challenges Develop focus, confidence and deeper understanding through logic, effort & practice
Relational	Communication	Constructive dialogue skills Meaningful connections through exchange of ideas
	Supportive Culture	Actively promoting respect, inclusivity and peer support Safe environment that fosters trust and strong interpersonal relationships
	Kindness	Generosity acer and consideration for others Compassionate and supportive community
Emotional	Self-Regulation	Skills to recognize, understand and manage difficult emotions Foster resilience and emotional balance
	Cultivating Happiness	Increase the frequency of joyful emotions
	Perspective shifting	View situations from different angles Fostering empathy and understanding diverse viewpoints

Adapting the Method to Each School's Identity

Every school has its own culture, values, and rhythm.

BLOOM is designed to adapt to the identity of each school, ensuring that the program strengthens what already exists while introducing new tools and practices in a natural and sustainable way.



With a Customized Implementation Framework for Each School

Our Customized Implementation Framework (CIF) guides schools from assessment to continuous improvement.

We design and deliver tailored programs for students, teachers, and parents, supported by workshops and digital tools. Progress is tracked with KPIs and impact reports, ensuring every step drives meaningful

1

Assess

Baseline wellbeing surveys (students, staff, parents)

School readiness and maturity assessment

Environmental scan

Design

Customized annual wellbeing action plan

Targeted workshops and staff

2

3

Deliver

Student workshops

Teacher training (“Train the Trainer”)

Parent engagement sessions

Digital tools and resources

Measure and Improve

Quarterly KPI tracking

Dashboard reporting

Annual impact report

Continuous improvement cycle

4

THE BLOOM PATHWAY:
A JOURNEY OF GROWTH



Journey of Growth

adapted to every school

The **BLOOM** Pathway will provide to every school with a clear, step-by-step approach to fostering student, staff, and parent wellbeing.

This structured pathways turn wellbeing initiatives into a coordinated, sustainable journey that ensures every member of the school community receives the right support at the right time.

The program unfolds as a structured journey that gradually strengthens wellbeing within the school community through progressive stages:

understanding wellbeing

building awareness

developing skills

strengthening relationships

embedding a culture of flourishing

School Journey

- . Discovery & Assessment – baseline wellbeing audit
- . Capacity Building – staff training, policy integration
- . Implementation – rollout of programs & digital tools
- . Evaluation – measure outcomes via dashboard
- . Sustainability – train internal champions & yearly re-assessment
- . Outputs
- . Wellbeing maturity index
- . Quarterly impact report
- . Annual award / accreditation review

Student Journey

- . Awareness – introduction to wellbeing concepts
- . Learning – classroom & digital activities (20 x 2 min per week)
- . Practice – peer groups (Tribes) & daily reflection
- . Leadership – student ambassadors & service projects
- . Recognition – Wellness Awards participation

Staff Journey

- . Training – LMS modules + workshops
- . Application – embed SEL & mental-health literacy
- . Support – peer circles & coaching
- . Reflection – quarterly pulse surveys
- . Growth – retreats & certification

BLOOM PROGRAM CONTENT



THE SEVEN NUTRIENTS FOR FLOURISHING

“EMPOWERING YOUTH TO GROW FROM WITHIN”. (STUDENTS)

Component	Pillar Name	Format	Purpose & Description
Emotional Development Program	Training	Weekly Sessions (group-based)	Structured curriculum to enhance self-awareness, emotional regulation, constructive relationships, and help-seeking behavior.
Daily Mindfulness Practice	Training	8 min/day in-class routine (student-led)	2 x 4-minute guided sessions focused on breathing, body activation, and mindfulness. Builds emotional regulation, focus and leadership.
Nutrition & Health Journey	Training	Year-long Nutrition Project + AR App	Students explore nutrition literacy and develop an AR app tailored to their cultural context and school needs. Collaborative and creative.
Topical Workshops	Education	5 Thematic Workshops	Awareness and practical tools on: digital disconnection, bullying, eating disorders, suicide prevention, and substance use. Delivered interactively.
Student Tribes	Community	Peer-led Micro-communities	Students create and lead themed groups that promote purpose, belonging, and collective responsibility. A laboratory for youth leadership.
Wellbeing Festival	Discovery	Annual School Event	Celebration of wellbeing milestones, creativity, and social impact-led by students. Includes performances, stands, and recognitions.

The Cultivators Program

Programs designed to strengthen the capacity of teachers to cultivate healthy learning environments

“Because empowered teachers cultivate thriving classrooms.”

- Mental health literacy for educators
- Burnout prevention and wellbeing skills
- Emotional climate management in the classroom
- Early identification of students in need of support
- Safeguarding and wellbeing protocols
- Ongoing supervision and professional support

Component

Pillar Name

Format

Purpose & Description

Student Mental Health Tools

Training

6 Expert Workshops

Structured curriculum to enhance self-awareness, emotional regulation, constructive relationships, and help-seeking behavior.

Educator Resilience Tools

Education

elearning Capsules

2 x 4-minute guided sessions focused on breathing, body activation, and mindfulness. Builds emotional regulation, focus and leadership.

Wellbeing Inspiration

Education (Optional)

Joyful Platform

Students explore nutrition literacy and develop an AR app tailored to their cultural context and school needs. Collaborative and creative.

The Roots Program

Programs that strengthen the foundations of wellbeing within the family environment.

“Supporting families to nurture emotional safety and growth at home. Because Strong family roots support lifelong growth.

- Practical parenting workshops
- Communication and emotional support tools
- Digital wellbeing guidance for families
- Resilience-building strategies at home
- Reinforcing healthy habits beyond the classroom

Component

Pillar Name

Format

Purpose & Description

Parenting in the Digital Era

Training

6 Expert Workshops

Topics: emotional support, screen time, bullying, eating disorders, suicide prevention, substance use. Empowers parents with tools & empathy.

Emotional Support at Home

Education

elearning Capsules

Guidance for parents on managing conflict, building emotional trust, and supporting school-age mental health.

Wellbeing at Home

Education (Optional)

Joyful Platform

Access to a Netflix-style wellbeing platform featuring global experts, covering mental health, fitness, mindfulness, nutrition, and emotional growth.

BLOOM: TOOLS AND TECHNOLOGICAL INNOVATION



INNOVATIVE DIGITAL TOOLS:

Our system, grounded in scientific evidence and a human-centered approach, is complemented by simple yet innovative tools designed to support truly personalized follow-up within the school.

Our digital tools make wellbeing easy to track, access, and act on.

With emotional tracking dashboards through *alkalmaUp*, on-demand content via *Joyful*, a structured learning management system, and KPI and compliance reporting, schools gain real-time, actionable insights.

All data is confidential, empowering educators to make informed decisions that truly support student, staff, and parent wellbeing.

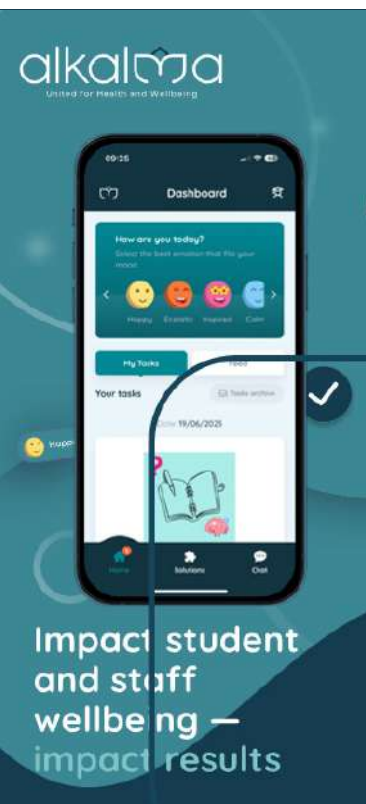
- Emotional tracking. *alkalmaUp*· On-demand wellbeing content. *Joyful*· LMS for structured learning· KPI and compliance reporting



alkalmaUp

alkalmaUp is a digital wellbeing solution to help schools monitor and strengthen student emotional health. The app enables safe mood tracking, wellbeing assessments, and real-time insights for educators, supporting early identification of concerns and data-informed decision-making. Designed with confidentiality and safeguarding in mind, it empowers schools to proactively promote resilience, engagement, and a positive school climate.

OUR PLATFORM SUPPORTS THE JOURNEY FROM STUDENT WELLBEING TO ACADEMIC SUCCESS:



HOW alkalmaUp HELPS YOU:

- ✔ Quick students/staff check-ins
- ✔ Track group wellbeing trends
- ✔ Identify student needing support
- ✔ Leaders make data-driven decisions
- ✔ Measure workshop impact



 Engagement

 Knowledge & Skills

 Performance

 Wellbeing

 Results & Success



Joyful Care App is a digital wellbeing platform designed to make mental health and wellness support accessible, engaging, and easy to integrate into daily life. The app provides on-demand educational content, guided wellbeing resources, and practical tools to strengthen emotional resilience, stress management, and healthy habits. Through evidence-based content delivered in an interactive and user-friendly format, Joyful Care empowers individuals, families, and organizations to proactively manage their wellbeing anytime, anywhere.



Coming Soon

Explore what's coming next



new

Breathe

[▶ Play](#)
[♥](#)
[↻](#)

2025

A series guided by psychologist Constanza González that blends theory and practice to cultivate mindfulness, emotional regulation, and compassion as tools for well-being. Each theoretical chapter introduces a mindfulness topic from a scientific, psychological, and human perspective, supported by everyday examples and practical resources. The guided meditations invite you to put what you've learned into practice and can be repeated as often as you like. An invitation to reconnect with the present moment, understand the mind, and live life with greater clarity, kindness, and balance. An invitation to reconnect with the present moment, understand the mind, and inhabit life with greater clarity, kindness, and balance.

Production year	Topic	Format	Executive Production
2025	Take Care Purpose	Series Educational	Constanza González Emilio Herrera

[+ Learn more](#)





THE LARGEST WELLNESS
COMMUNITY IN THE WORLD

JOYFUL'S 7 CATEGORIES

SELFCARE AWARENESS: Care for Yourself

PHYSICAL EXERCISE: Move

INSPIRATION: Get Inspired

KNOWLEDGE: Health & Science

SLEEP: Sleep well by Estivill

NUTRITION: Gipsy Chef

International Documentaries

BLOOM

EXPECTED BENEFITS



WHAT BENEFITS CAN YOU EXPECT FROM OUR SYSTEMATIC APPROACH AND PROGRAMS?

FOR STUDENTS

- Social-emotional learning and life skills development
- Stress and exam anxiety management
- Healthy digital habits and balance
- Support during key school transitions (Primary–Secondary–High School)
- Identity, belonging, and personal growth programs
- A culture of psychological safety and trusted spaces
- Greater emotional readiness for learning

FOR TEACHERS & STAFF

- Mental health literacy and wellbeing awareness
- Burnout prevention and personal wellbeing skills
- Managing the emotional climate of the classroom
- Early identification of students in need of support
- Alignment with safeguarding and wellbeing protocols
- Ongoing professional supervision and support

Empowered teachers create healthier classrooms.

FOR PARENTS

- Practical parenting workshops
- Tools for communication and emotional support
- Guidance on digital wellbeing at home
- Strategies to strengthen resilience in children
- Reinforcing healthy habits beyond the classroom

Strengthening the school–home partnership.

Thank you for taking the time to review our services, we look forward to supporting flourishing within your school community.

Please reach out if you have any queries

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