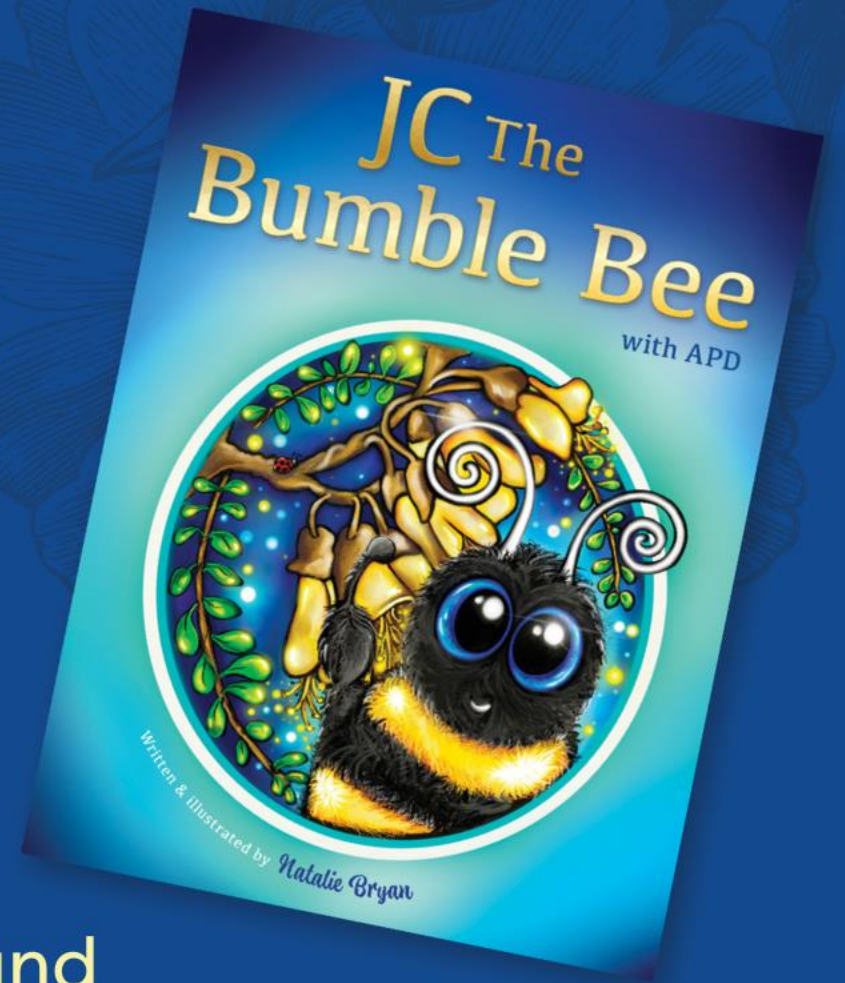


# JC The Bumble Bee

with APD

Natalie Bryan

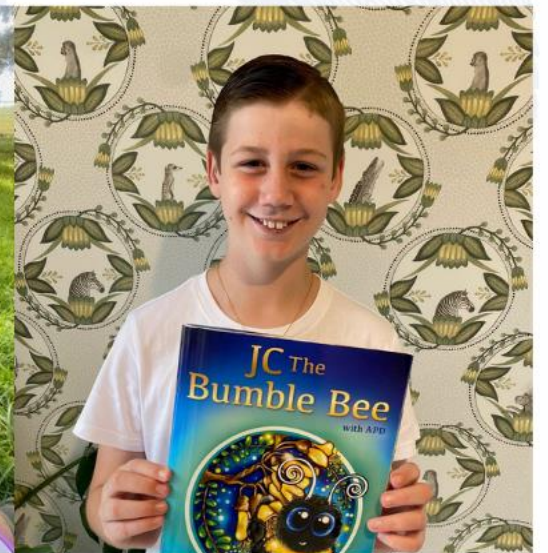
Author and Illustrator of this fun, relatable and  
educational Children's book





# Introducing my inspiration

Jackson Cooper Bryan (JC)





# APD Audio Simulation

'Created by Sounds Skills and Media Works'



Original sketch idea of JC





# Mum pens children's book to help raise awareness of son's little known condition

Gianina Schwanecke · 05:00, Dec 10 2022



JUAN ZAFAMA PERINI

From left: Porirua's Natalie Bryan has written a children's book to raise awareness about an auditory processing disorder experienced by her son, Jackson Cooper Bryan, 10, for teachers like Eryn Street and her students.



Breakfast Interview in the Studio

**Real life**

The opinions and the mum's book cheer Jackson up no end.

**PORIRUA MUM'S PRIDE 'I WANT MY SON TO KNOW HE'S NOT ALONE'**

Inspired by her boy, life coach Natalie Bryan has written a book to support isolated kids

Porirua's Natalie Bryan has written a children's book to raise awareness about an auditory processing disorder experienced by her son, Jackson Cooper Bryan, 10, for teachers like Eryn Street and her students.

When people just stared at him blankly, not knowing what he was saying. People are always in a rush and expect answers instantly, so this poor kid was just left for dust.

Natalie hired a speech therapist, who visited Jackson each week to work on differentiating sounds, noise concepts and phonics. But it wasn't until he was seven, the age at which children can be tested for APD, that he was formally diagnosed.

"APD is a hearing disorder that has less to do with the ears and more with the brain," explains Natalie, who also owns a filing business with her husband Phil, 39.

"Jackson's ears process sounds normally, but the hearing centres and circuits of his brain don't process incoming noise correctly. Pitch and noises competing in a busy environment aren't processed properly by the brain, and living with the condition makes daily activities and communication extremely hard."

Jackson, who is now 10, often feels tired at the end of the day and likes to unwind on the banks of the family's quiet Porirua farm, where they have six alpacas, two lambs, sheep, chickens, a rooster, three cats, Teddy the Labrador and even a guinea fowl.

"Jackson loves animals, and they love him," enthuses Natalie. "Being around them is therapeutic for him."

As a family, they've mastered ways around APD, including teaching Jackson it's OK to tell people when he hasn't heard something or to ask a peer if he hasn't retained information in the classroom. At home, it's little things like speaking to Jackson face to face, rather than calling from another room. His parents also keep instructions to a minimum. "APD affects his working memory and so, short-term

It's hard for him to retain information," explains Natalie. "Also, when there are lots of people talking loudly in the classroom, Jack feels overwhelmed because all the noise goes through his hearing aids and is made louder. But if they're too loud, he tells his teacher he needs time out and goes outside."

Now, inspired by her son's journey, Natalie has self-published a children's book about the auditory condition, titled *IC: The Humble Bee With APD*. The rhyming tale follows the daily journey of a young bee and how his life can be different or challenging with APD. It also highlights what makes the fuzzy creature so special.

"It's such a tricky diagnosis and the world of sensory diversity isn't straightforward, so I broke it down and kept it simple," says Natalie, wiping away tears. "I've done it for my son and the kids who feel

Helen and Phil's farm is the best playground for their son and Mia.

isolated. We want kids with APD to see that, like them, IC can't hear. While a child's friends can do a hundred activities after school and they can't, that little bee can't either."

The devoted mum - who illustrated the book, including images of the rolling hills of Paikāiaia and the dirt-billed animals - hopes the story will draw awareness in APD and show children they're not alone.

"Working on this book with Jackson has made him so much more confident and proud of who he is," Natalie smiles. "I needed to show Jackson and other children with APD they can truly rock who they are."

To purchase the book, visit [jacobmumsthebook.com](http://jacobmumsthebook.com).

**DOES YOUR CHILD HAVE APD?**

Signs include:

- Not knowing what they've done during the day
- Physical and emotional breakdowns because they're overwhelmed
- Not hearing everything people say
- Misunderstanding questions or instructions

More on p. 41



# What can you do?

*I am looking to connect with people of influence*



Talk about APD and JC The Bumble Bee Story to Friends and Family.



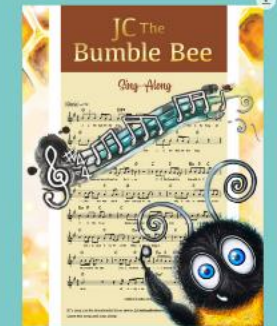
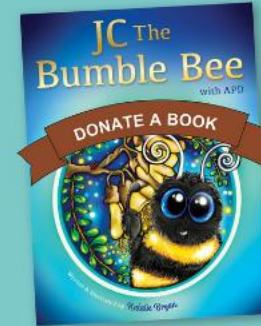
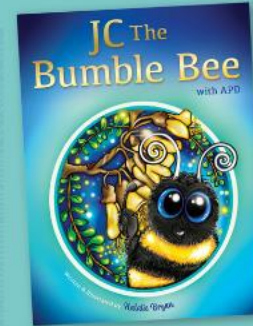
Discuss APD and JC The Bumble Bee Story to your Networks, Academics and those in the Education sector.



Refer people that you know may benefit from my 6 Step Personalised Coaching Process.



Buy and or Donate a Book to a Family in need or school.



*I am at the start and have a huge mountain to climb!*  
*I need your help*



# Private Coaching Service

*I provide a Six step programme that helps address what Parents need in their APD journey*

1. BEE You - Understanding Your Situation
2. A Humm Dinger- Goals and Expectations
3. The Bees Knees- Quick wins, acute issues and Managing Stressful Situations
4. The Sting in the tail- Your Limiting Beliefs. Navigating how you deal with other peoples reactions and expectations
5. Buzz Worthy- Communication with yourself, family, teachers, friends and the community
6. Take Flight-Bee-ing fully immersed, implementation, Advocacy and Role modeling





# Questions ..?



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