

# URSTRONG



[www.urstrong.com](http://www.urstrong.com)

# What is URSTRONG?

- ➔ A whole school strategy that empowers children with **friendship skills** to create **cultures of kindness** in schools
- ➔ Provides parents and teachers with the **language and skills** to better support their kids



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# Why is it important?

- ➔ Children with healthy friendships perform **better academically**, have **higher self-esteem**, get involved in more **leadership roles**, and make smarter decisions in **future relationships**.
- ➔ URSTRONG has **improved the social climate** in hundreds of schools around the world and worked with **over 100,000 students, parents and teachers**.



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# Why does it work?

- ➔ URSTRONG uses **kids' language for kids' problems** ensuring a high rate of knowledge retention
- ➔ **Skills-based programming** to ensure students learn practical, kid-friendly concepts, language and skills reinforced through **role-playing**
- ➔ **98.9%** of workshop participants have rated the experience **Awesome** (77.2%) or **Good** (21.7%)

# What does URSTRONG teach?

- ➔ Students learn how to put a voice to their feelings, what's normal in a friendship, the difference between healthy and unhealthy friendships, and how to put out Friendship Fires®.
- ➔ Students learn the difference between normal conflict (i.e. Friendship Fires) and mean-on-purpose behavior (e.g. bullying).



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# What are the core concepts?

- ➔ The **4 Friendship Facts** (helping them understand what's normal in a friendship)
- ➔ The **Friend-o-meter** (a visual tool that helps them understand the difference between healthy and unhealthy friendships)



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# What are the core concepts?

- ➔ The **Friend-o-cycle** (the normal cycle of a healthy friendship)
- ➔ Steps for **putting out Friendship Fires®**
- ➔ **Quick Comebacks** for combating mean-on-purpose behavior (a short statement said **like a ninja**)



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