

URSTRONG



Friendology 101



Friendship Programs for Tweens

what is URSTRONG?

- A skills-based social-emotional development programme
- Empowers children with skills and language to be better friends and develop healthier relationships
- Provides parents and teachers with the language and skills to better support their kids



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why is it important?

- ➔ Our research shows that 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 50,000 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 also 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 a Friendship Fires®** (through an open, honest conversation)
- ➔ **Quick Comebacks** for combating mean-on-purpose behavior (a short statement said **like a ninja**)



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what is Friendology 101?

- Friendology 101 is URSTRONG's in-school curriculum and it is available for a school to purchase
- Friendology 101 is an 8 session programme for students in Years 3 to 6 and is most often integrated into a school's health and wellness curriculum or as an after-school or lunch club
- Friendology 101 Junior is a 4 session programme for students in Years 1 and 2



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Friendology 101

- ➔ Friendology 101 can be delivered by educators within your school
- ➔ **URSTRONG** offers regular Friendology 101 training to educators via our **Friendology 101 Summit** model which includes a full-day of professional development on the curriculum

“Year after year, my students have absolutely LOVED attending our URSTRONG workshops.

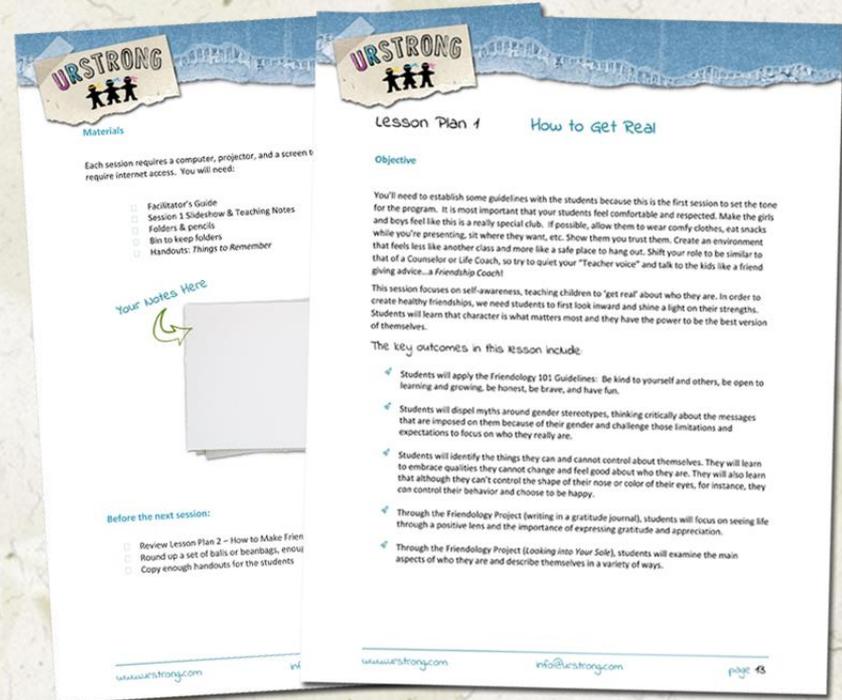
Friendology 101 has given my students the tools, confidence, and ability to solve problems and effectively communicate with their peers. They are definitely life-long skills that every child should use, and a curriculum that every school should have!”

Teacher (Los Angeles, USA)

The logo for URSTRONG, featuring the word in a bold, stylized font with a white outline and a slight shadow effect. The letters are colored in a gradient from purple to blue. The logo is positioned in the bottom right corner of the page, above a decorative border of hand-drawn icons including a heart, a drink, a pumpkin, a pencil, musical notes, a watermelon slice, a car, a lightbulb, and a cupcake.

what does Friendology 101 include?

- Lesson Plans created by a teacher for teachers
- Step-by-step instructions including learning objectives, outcomes and materials needed
- Thoughtful balance between framework and freedom to customize activities



what does Friendology 101 include?

- ➔ Presentation slides include fun and engaging language and visuals to engage students
- ➔ Core concepts are reinforced with **multi-sensory activities** including role-playing , videos and music
- ➔ **Kinesthetic learners** are engaged with a multitude of active exercises



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what does Friendology 101 include?

- ⇒ Teaching Notes provide detailed explanations of each concept with rationale embedded
- ⇒ Examples of common scenarios are presented with examples to prompt student discussion
- ⇒ A variety of teaching tips are included to activate all learning styles



The graphic features the URSTRONG Teaching Notes logo at the top, flanked by decorative swirls and stars. Below the logo is a torn-paper style border. The main text reads: "Healthy, unhealthy, or Mean-on-Purpose?" followed by a scenario about a friend convincing you to watch a YouTube video without parental permission. The scenario concludes with the question: "Healthy, unhealthy, or Mean-on-Purpose?" and a small drawing of a person's hand. At the bottom left is a sun icon, and at the bottom right is the URSTRONG logo.

URSTRONG Teaching Notes

Healthy, unhealthy, or Mean-on-Purpose?

You and your friend are playing at your house. Your friend convinces you to look up a YouTube video without your parents' permission. When your parents catch you in the act, your friend admits it was their idea and it wasn't your fault. You're upset your friend got you in trouble.

Healthy, unhealthy, or Mean-on-Purpose?

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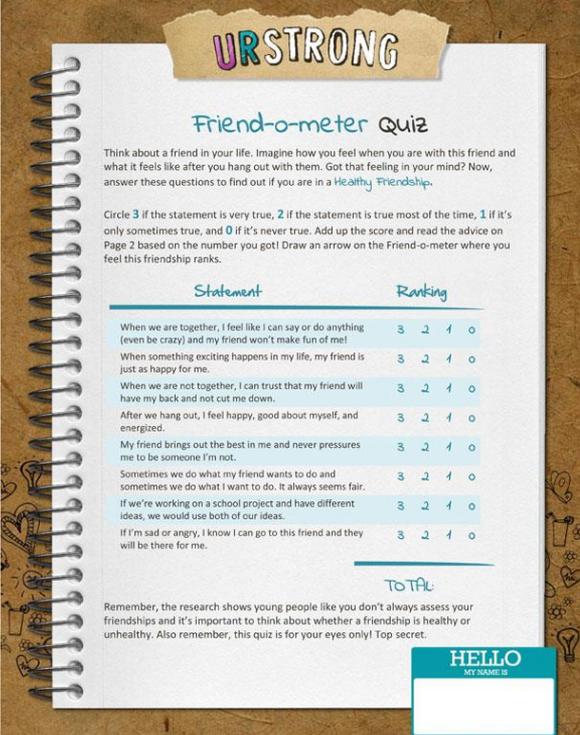
Explain to the students that you're going to read 3 scenarios. After you read them, you want them to analyze the situation and decide whether it's a case of a healthy friendship, unhealthy friendship, or mean-on-purpose? Ask the students to put their hand on their heart if they think it's a healthy friend, blink their fingers in the air (symbolizing 'alert, alert') if it's unhealthy, and stand up if they think it's mean-on-purpose.

Here is the message for this scenario:

Sounds like a normal, **healthy** relationship. Your friend didn't do anything that was meant to be on purpose and the fact that your friend took ownership was big. Of course, you need to stand up for what is right and not get pressured into things you're not supposed to do. So, it's really on you that you went along with your friend's suggestion anyways. Ask the students: "Who's the boss of you?"

what does Friendology 101 include?

- ➔ Fun and engaging handouts are included to supplement learning
- ➔ Ranging from quizzes to art projects to social experiments, activities are designed to **reinforce key concepts** with tangible evidence of results



The image shows a handout titled "URSTRONG Friend-o-meter Quiz" designed to look like a spiral-bound notebook. It contains a quiz with eight statements and a ranking scale from 3 to 0. Below the quiz is a "TOTAL:" section and a "HELLO MY NAME IS" name tag.

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Friend-o-meter Quiz

Think about a friend in your life. Imagine how you feel when you are with this friend and what it feels like after you hang out with them. Got that feeling in your mind? Now, answer these questions to find out if you are in a Healthy Friendship.

Circle **3** if the statement is very true, **2** if the statement is true most of the time, **1** if it's only sometimes true, and **0** if it's never true. Add up the score and read the advice on Page 2 based on the number you got! Draw an arrow on the Friend-o-meter where you feel this friendship ranks.

Statement	Ranking
When we are together, I feel like I can say or do anything (even be crazy) and my friend won't make fun of me!	3 2 1 0
When something exciting happens in my life, my friend is just as happy for me.	3 2 1 0
When we are not together, I can trust that my friend will have my back and not cut me down.	3 2 1 0
After we hang out, I feel happy, good about myself, and energized.	3 2 1 0
My friend brings out the best in me and never pressures me to be someone I'm not.	3 2 1 0
Sometimes we do what my friend wants to do and sometimes we do what I want to do. It always seems fair.	3 2 1 0
If we're working on a school project and have different ideas, we would use both of our ideas.	3 2 1 0
If I'm sad or angry, I know I can go to this friend and they will be there for me.	3 2 1 0

TOTAL:

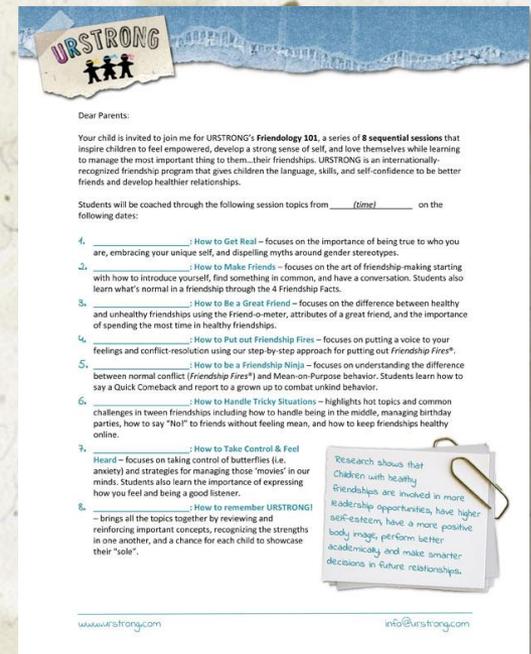
Remember, the research shows young people like you don't always assess your friendships and it's important to think about whether a friendship is healthy or unhealthy. Also remember, this quiz is for your eyes only! Top secret.

HELLO
MY NAME IS

[Name Tag]

what does Friendology 101 include?

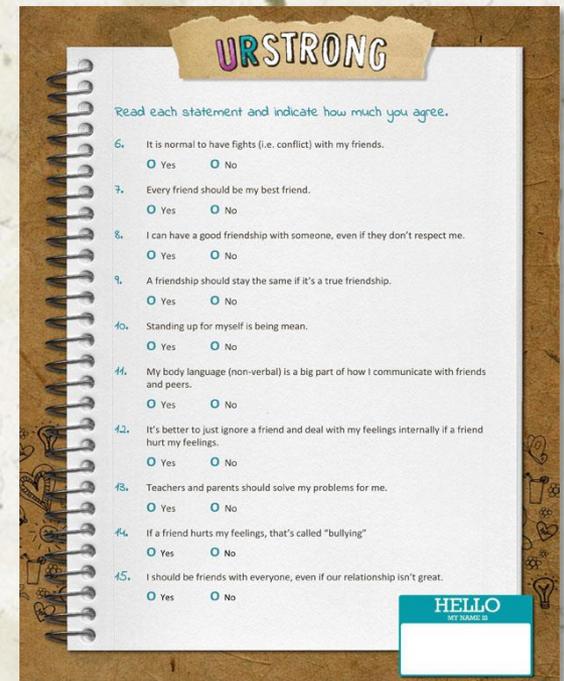
- ➔ Want to keep parents informed? We've create a **variety of customizable letters** that include all the programme details
- ➔ Consent forms, an outline of the programme schedule and an overview letter from the principal are just a few of the templates that can be used to communicate the goals of the programme



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what does Friendology 101 include?

- ➔ A detailed assessment plan, including pre and post surveys and an easy-to-use data collection tool, allowing you to track outcomes and measure the true impact of the programme
- ➔ Contribute to URSTRONG's broader impact research project to receive customized impact reports for your school



The image shows a spiral-bound notebook with a white page titled "URSTRONG". The page contains a list of 15 statements for an assessment, each with "Yes" and "No" radio button options. The statements are:

6. It is normal to have fights (i.e. conflict) with my friends.
 Yes No
7. Every friend should be my best friend.
 Yes No
8. I can have a good friendship with someone, even if they don't respect me.
 Yes No
9. A friendship should stay the same if it's a true friendship.
 Yes No
10. Standing up for myself is being mean.
 Yes No
11. My body language (non-verbal) is a big part of how I communicate with friends and peers.
 Yes No
12. It's better to just ignore a friend and deal with my feelings internally if a friend hurt my feelings.
 Yes No
13. Teachers and parents should solve my problems for me.
 Yes No
14. If a friend hurts my feelings, that's called "bullying".
 Yes No
15. I should be friends with everyone, even if our relationship isn't great.
 Yes No

At the bottom right of the page, there is a logo that says "HELLO MY SCHOOL" and a small white box.

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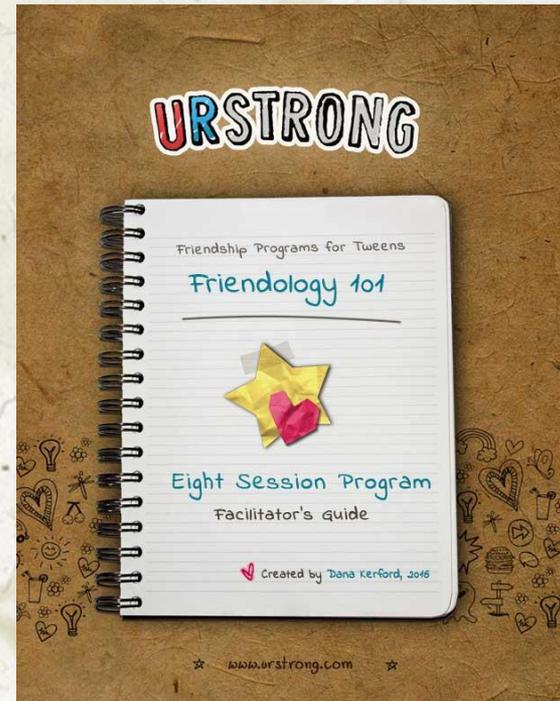
what does Friendology 101 include?

- ➔ Music suggestions to help you create a **Friendology** playlist that appeals to tweens!
- ➔ Recognize your students' achievement with **customizable URSTRONG** certificates of completion



Friendology 101

- Friendology 101 is \$1,095 for a school license and further discounts are available to schools that combine Friendology 101 with workshop bookings
- Friendology 101 JUNIOR (for Years 1 and 2) can also be purchased separately for \$655



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Friendology Summit

- ➔ URSTRONG's popular **Friendology 101 Summit** provides educators with an invaluable opportunity to receive detailed **training** and **professional learning** on the curriculum with our Founder
- ➔ Now available as an **in-school** professional development event

"I recently attended URSTRONG's Friendology 101 Summit and I have to admit it was far-and-away the most valuable professional development experience of my career."

Teacher (Calgary, Canada)

"And I want to thank you again for this amazing Summit. Your energy, your sharing and your commitment are magic!"

Vice Principal (Calgary, Canada)

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Thank you for considering
URSTRONG for your school

Please don't hesitate to get in touch with
us by visiting our web site (urstrong.com),
emailing us (info@urstrong.com),
or calling (04) 5056 4107



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