

URSTRONG



How to bring URSTRONG to your school



Friendship Programs for Tweens

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?

- ➔ 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 60,000 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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How do we bring URSTRONG to our school?

- 1.** **Become a URSTRONG School:** includes Friendology 101, URSTRONG's award winning school curriculum, the Educator Resource Centre, webinars and much more
- 2.** **Language of Friendship workshops:** parent-child workshops for students in Years 1 to 8 delivered by a Licenced URSTRONG Presenter
- 3.** **Day of Friendship:** in-school workshops for students in Years 1 to 8 delivered by a Licenced URSTRONG Presenter

Become a URSTRONG School

- A key feature of URSTRONG Schools membership is **Friendology 101**, an award winning curriculum that includes an 8 session program for students in Years 3 to 7 and a 4 session program for students in Years 1 and 2
- **Friendology can** be delivered via the slides and teacher notes provided or by using the guided video series
- URSTRONG Schools membership is \$795



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Become a UTRSTRONG School

- ➔ Educator Resource Centre contains a wide variety of activities, lesson plans, videos and articles
- ➔ Scope and Sequence, pre and post assessments, a Mean-on-Purpose tracker and a Bully Prevention strategy are just a few of the resources available to educators

Handpicked from our Resource Centre

We're so excited to share a huge variety of videos, activities, lesson plans, articles and more with our community of schools from around the world!

Language of Friendship Introduction

Healthy Relationships

Want a sneak peek into a URSTRONG workshop? Join us to learn all about our friendship strategy & core concepts!

Keep Reading

Must-Haves, Deal-Breakers, & Ice-Cream!

Healthy Relationships

What's most important in a friendship? Where do you draw the line? What's your favorite ice-cream? #Priorities

Keep Reading

Friendology 101: Introduction

Building Self Worth

Want a sneak peek into our Friendology curriculum? Watch Dana teach Session 1, designed with kids in grades 3 to 6 in mind.

Keep Reading

[Find More in our Resource Centre](#)

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Friendology 101 Training

- ➔ 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 (\$495 per teacher)
- ➔ URSTRONG also provides **F101 Training Days** where the entire staff of a school can receive training

“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)

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Language of Friendship

- ➔ Language of Friendship workshops are usually hosted in the evening in a school gym or auditorium
- ➔ A common first-step to engage **URSTRONG** as schools provide the venue while parents are responsible for registering and paying for the event

“Your workshop has sparked some great conversations and given my child and I more language to discuss friendships and relationships.”

Parent (Edmonton, Canada)

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Language of Friendship

- ➔ Schools or parent councils often subsidize the event to reduce the ticket price for families
- ➔ Teachers are invited to attend at no cost to ensure they can better support their students at school

“Amazing that such a short seminar can have such a profound affect. I'm sure my child will be using her new skills at school this week and now feels equipped to deal with anything!”

Parent (Perth, Australia)

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Language of Friendship

- **Language of Friendship Junior:** a 90 minute parent-child workshop for students in Years 1 and 2 at a cost of \$27.50 per participant
- **Language of Friendship:** a 90 minute parent-child workshop for students in Years 3 to 5 and 6 to 8 at a cost of \$27.50 per participant

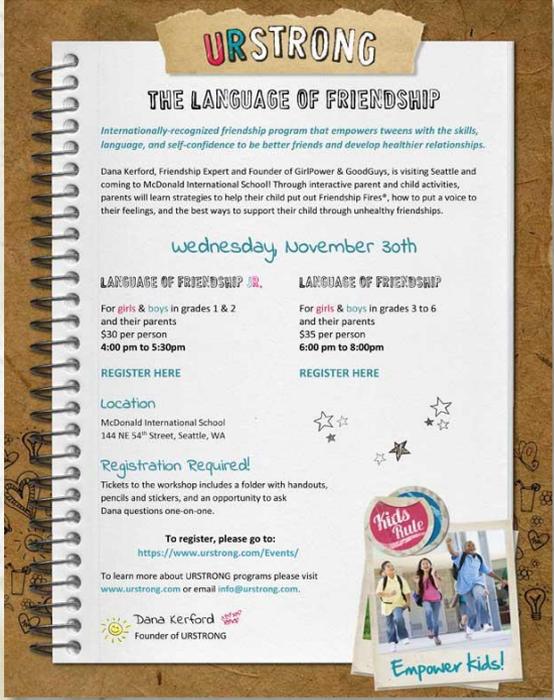
“URSTRONG has helped me to stand up for myself, to feel confident about who I am, and the 4 Friendship Facts are words that I’ll never forget!”

Student (Calgary, Canada)

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Language of Friendship workshops

- ➔ After confirming a date and venue, **URSTRONG** creates an on-line event and provides organizers with a poster and material to help promote the event



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THE LANGUAGE OF FRIENDSHIP

Internationally-recognized friendship program that empowers tweens with the skills, language, and self-confidence to be better friends and develop healthier relationships.

Dana Kerford, Friendship Expert and Founder of GirlPower & GoodGuys, is visiting Seattle and coming to McDonald International School! Through interactive parent and child activities, parents will learn strategies to help their child put out Friendship Fires®, how to put a voice to their feelings, and the best ways to support their child through unhealthy friendships.

Wednesday, November 30th

LANGUAGE OF FRIENDSHIP JR.	LANGUAGE OF FRIENDSHIP
For girls & boys in grades 1 & 2 and their parents \$30 per person 4:00 pm to 5:30pm	For girls & boys in grades 3 to 6 and their parents \$35 per person 6:00 pm to 8:00pm
REGISTER HERE	REGISTER HERE

Location
McDonald International School
144 NE 54th Street, Seattle, WA

Registration Required!
Tickets to the workshop includes a folder with handouts, pencils and stickers, and an opportunity to ask Dana questions one-on-one.

To register, please go to:
<https://www.urstrong.com/Events/>

To learn more about URSTRONG programs please visit
www.urstrong.com or email info@urstrong.com.

 Dana Kerford
Founder of URSTRONG



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Day of Friendship

- ➔ The **Day of Friendship** is an in-school set of workshops including:
 - ★ Fuzzies & Friends: a 1 hour workshop for students in Years 1 & 2
 - ★ Heart of Friendship: a 1.5 hour workshop for students Years 3 & 4
 - ★ Friendship Fires: a 1.5 hour workshop for students in Years 5, 6 & 7
- ➔ Schools can choose to be involved in our research study to receive a custom **URSTRONG Impact Report**
- ➔ Schools can choose just one workshop or the full-day event

Day of Friendship

- Schools or parent councils most often **fully subsidize the event**
- Students are provided with folders, handouts, stickers and pencils while the school receives classroom posters to reinforce key concepts and skills

“We have been thrilled with the impact this program has made on the students, teachers, and parents at our school. Students have come away learning how to stand up for themselves, as well as having worked to build their social awareness and their capacity for empathy and tolerance.”

Principal (Toronto, Canada)

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Day of Friendship

- ➔ Pricing is \$27.50 per student in 1 hour workshops and \$33 per student in 1.5 hour workshops
- ➔ Group discount pricing is available to schools with over 100 students participating

“I truly appreciate the importance of teaching these very important lessons to all youth. Your work is foundational to develop respectful and confident individuals, well prepared for the challenging world in which we live.”

Teacher (Calgary, Canada)

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what are the next steps?

1. Decide on the best options for your school and ensure the support of your school's administration
2. Compile any remaining questions and contact URSTRONG
3. Work with URSTRONG to finalize details and review the draft quote and event poster
4. After confirming the event, work with URSTRONG to ensure the program is a tremendous success

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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