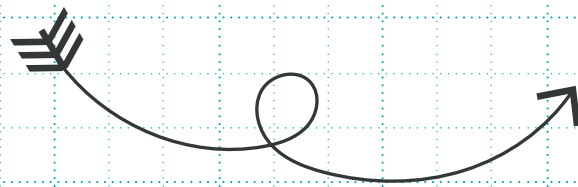


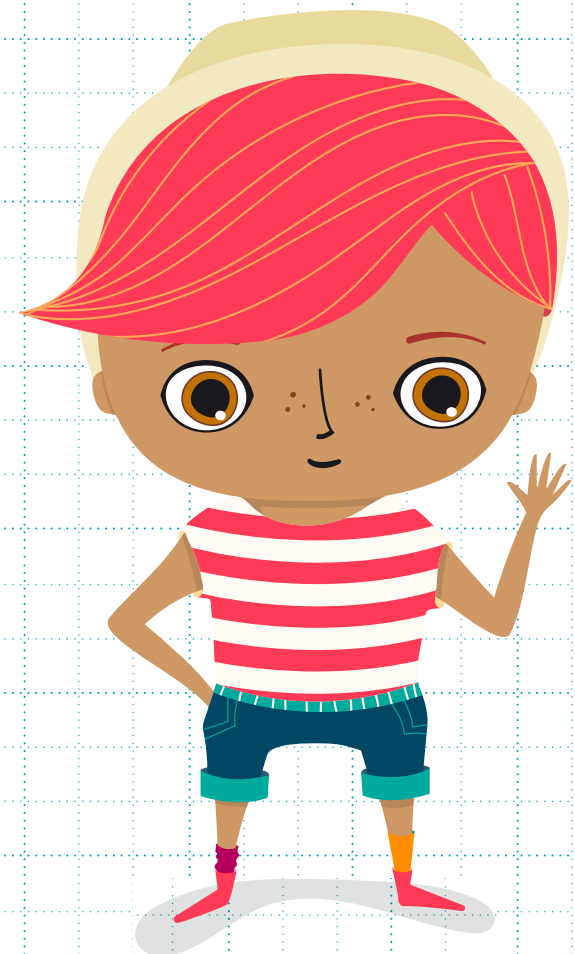
HOW TO BECOME A

URSTRONG SCHOOL

CREATE A CULTURE OF KINDNESS
AT YOUR SCHOOL!



WHAT IS... URSTRONG?



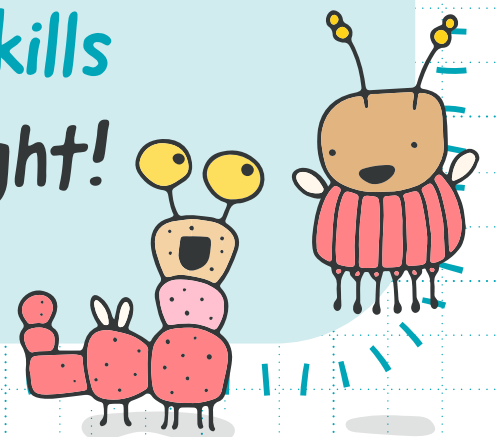
- URSTRONG has *improved the social climate* in thousands of schools around the world & worked with *over a million students, parents, & teachers!*
- Underpinned by *Friendology*, a friendship skills curriculum, URSTRONG's whole-school friendship strategy creates a common *language of friendship* in schools!



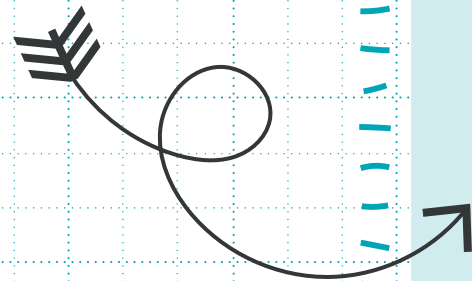
WHY IS IT IMPORTANT?



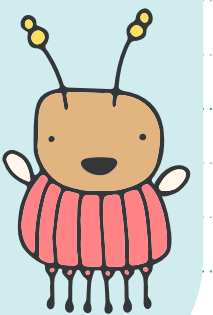
- Research shows that **relationships are the heart of wellbeing & learning.** When we get friendships right in schools, children flourish!
- Healthy relationships are the **#1 predictor of happiness & success AND the top protective factor** against mental health conditions & loneliness.
- Friendships are the most important relationship to kids. **Friendship skills** can (and must) be explicitly taught!



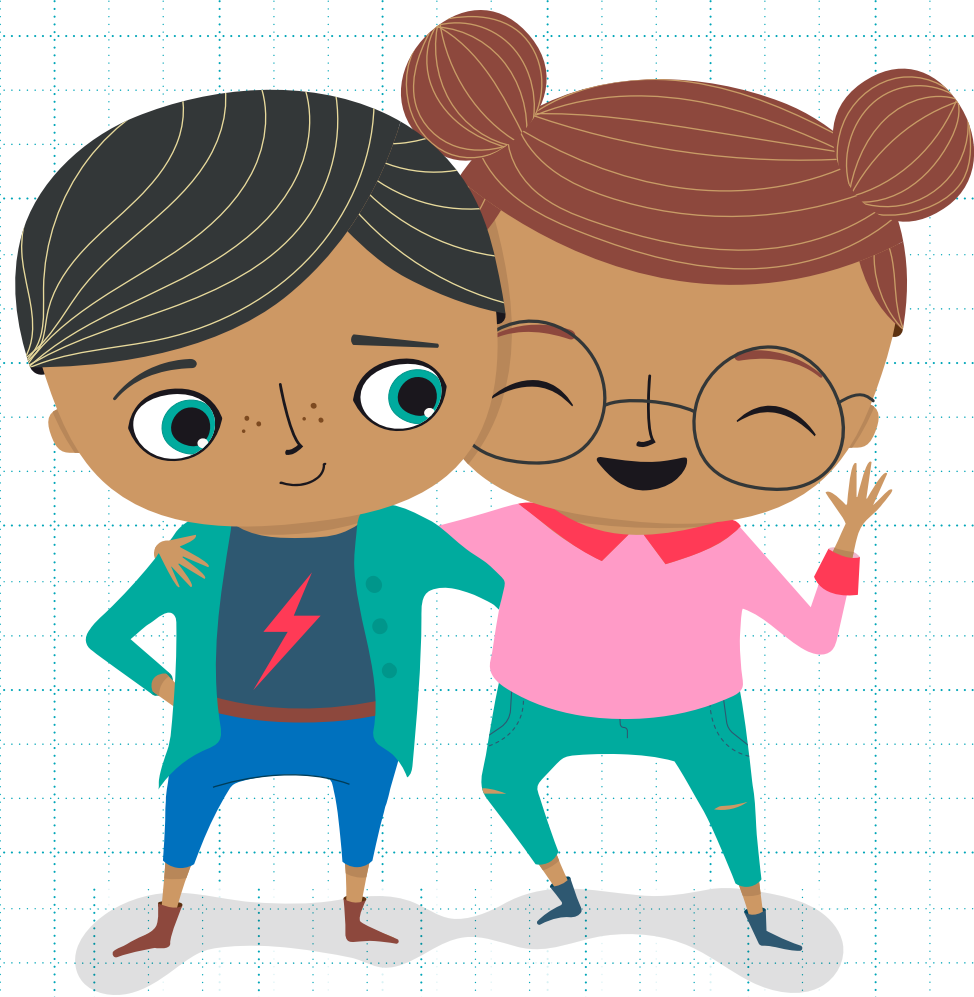
WHY DOES IT WORK?



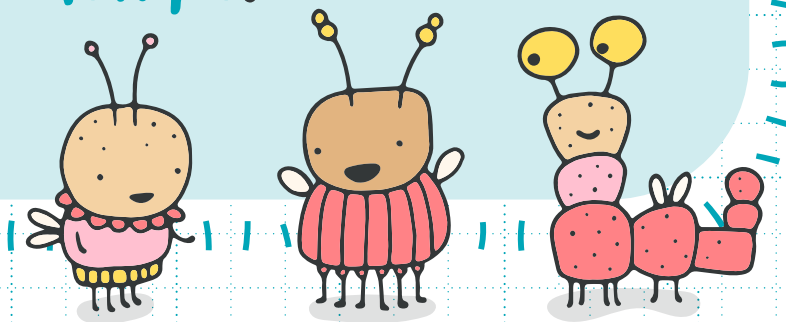
- URSTRONG uses **kids' language for kids' problems** with visual tools that click with how kids think & learn!
- **Skills-based curriculum** for each stage of social-emotional development with common scenarios for **role-playing** to lock-in friendship skills.
- **Designed for teachers (by teachers!)** with an easy-to-use platform, video-based lessons, & assessments. Often described as, "**Simple but profound!**"



WHAT DOES URSTRONG TEACH?



- Friendology is a **progressive learning model**, building on friendship skills year after year!
- Students learn **emotional regulation strategies** and how to **manage conflict** in friendships with kindness.
- Students learn how to **make friends**, how to handle **common friendship issues**, and how to surround themselves with **healthy, feel-good friendships**.





URSTRONG >>> CORE CONCEPTS:



THE 4 FRIENDSHIP FACTS:

1. No friendship (or relationship) is perfect.
2. Every friendship is different.
3. **Trust & Respect** are the two most important qualities of a friendship
4. Friendships change... and that's okay.

SELF-COMPASSION: Students learn to treat themselves like a best friend.

THE FRIEND-O-METER: Students learn the difference between healthy and unhealthy friendships.

FRIENDSHIP FIRES: Students learn how to resolve conflicts with friends through an open, honest conversation.

EARLY YEARS

MAKING FRIENDS
tips on friend-making
and the art
of conversation

INNER-NINJA
emotional literacy
and self regulation

AT EACH
STAGE OF
FRIENDOLOGY,
WE WILL
REFLECT ON
WHAT WE
HAVE
LEARNED...

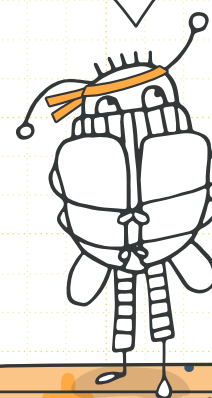


YEARS 1&2

FRIEND-O-CYCLE
the normal cycle of
resolving conflict in
a friendship

POSITIVE REACTIONS
including how to give
a genuine apology

...AND CONTINUE
TO REVISIT THE
CORE CONCEPTS
ABOVE...



YEARS 3&4

NEGATIVE REACTIONS
how to respond when
a friend lies or
gets mad

MEAN-ON-PURPOSE
how to say a Quick
Comeback, like a Ninja

...TO MAKE SURE
THAT THESE
FRIENDSHIP
SKILLS...



YEARS 5&6

FRIENDSHIPS ONLINE
how to navigate
friendships
online

FRIENDSHIP GROUPS
the powerful
influence of friends

...WILL LAST A
LIFETIME AND HELP
PROTECT OUR OVERALL
WELLBEING...

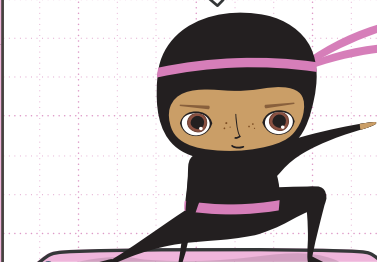


YEARS 7&8

FRIENDSHIP BOUNDARIES
strengthening
boundaries in-person
and online

BEYOND FRIENDSHIPS
romantic relationships
and family dynamics

...SO WE CAN ALL BE
FRIENDSHIP NINJA'S
FOR LIFE!



- URSTRONG'S -

4 FRIENDSHIP FACTS!

CORE CONCEPT!

The 4 Friendship Facts help children to understand what is normal in a friendship.

They allow students to set realistic expectations in their friendships, so they can distinguish between healthy and unhealthy relationships.

#1

NO FRIENDSHIP
(RELATIONSHIP)
IS **PERFECT**.

#2

EVERY
FRIENDSHIP IS
DIFFERENT.

#3

TRUST & RESPECT
ARE THE TWO MOST
IMPORTANT QUALITIES
OF A FRIENDSHIP.

#4

**FRIENDSHIPS
CHANGE...** AND
THAT'S OKAY!

- URSTRONG'S -

FRIEND-O-METER!



CORE CONCEPT!

The **Friend-o-Meter** is a visual tool used to help children think about how they are feeling in their friendships.

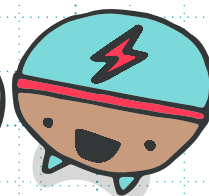
Students learn that it's normal for a friendship to sometimes dip into the **Red-Zone** and how to get friendships back to the **Green-Zone**.

HEALTHY
Friendship

UNHEALTHY
Friendship

RESPECT

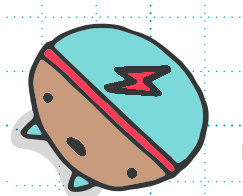
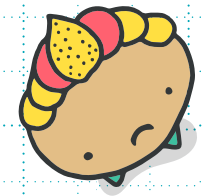
HAPPY



TRUST

FUN

SAD



ANGRY

HOPELESS

ALONE

Spend the **MOST** time in
Green-Zone friendships!

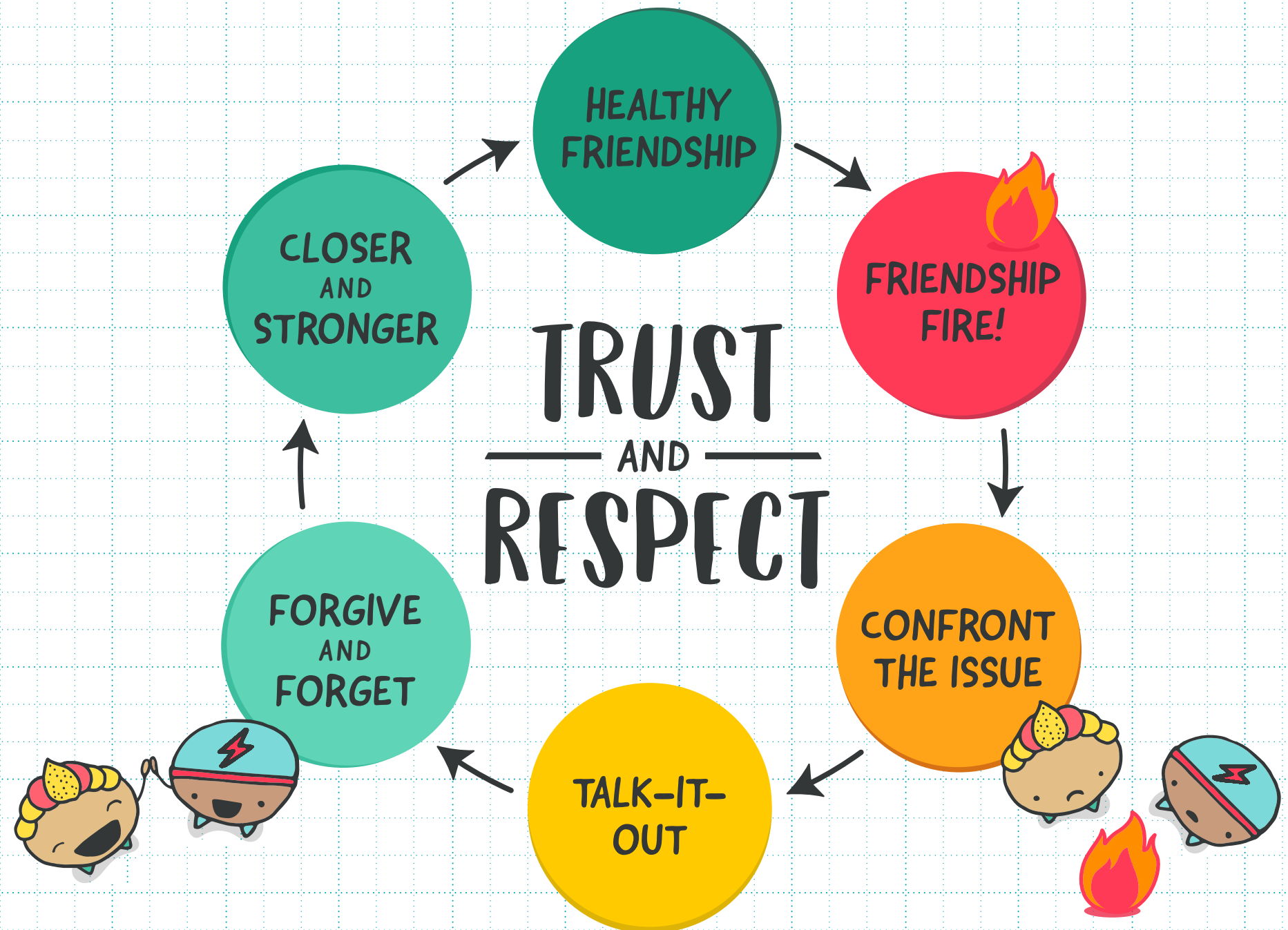


CORE CONCEPT!

The **Friend-o-Cycle** walks kids through the normal cycle of conflict in a healthy friendship.

Students learn how to **Talk-it-Out** to put out their **Friendship Fires®**. They discover how resolving conflicts improves their friendships.

- URSTRONG'S - FRIEND-O-CYCLE!





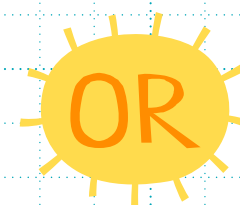
CORE CONCEPT!

Students learn how to differentiate and manage conflict in friendships.

Friendship Fire®:
normal conflicts like hurt feelings, disagreements, or misunderstandings

Mean-on-Purpose:
intentionally cruel, rude, malicious behaviour designed to be hurtful.

- URSTRONG'S - FRIENDSHIP FIRE OR MEAN-ON-PURPOSE?



Did you Talk-it-Out?

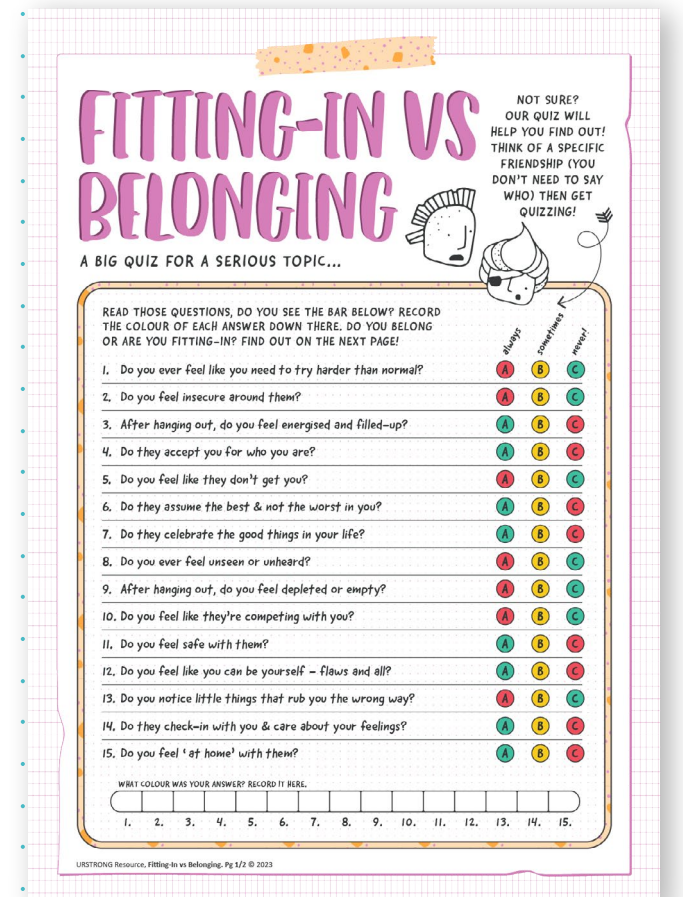
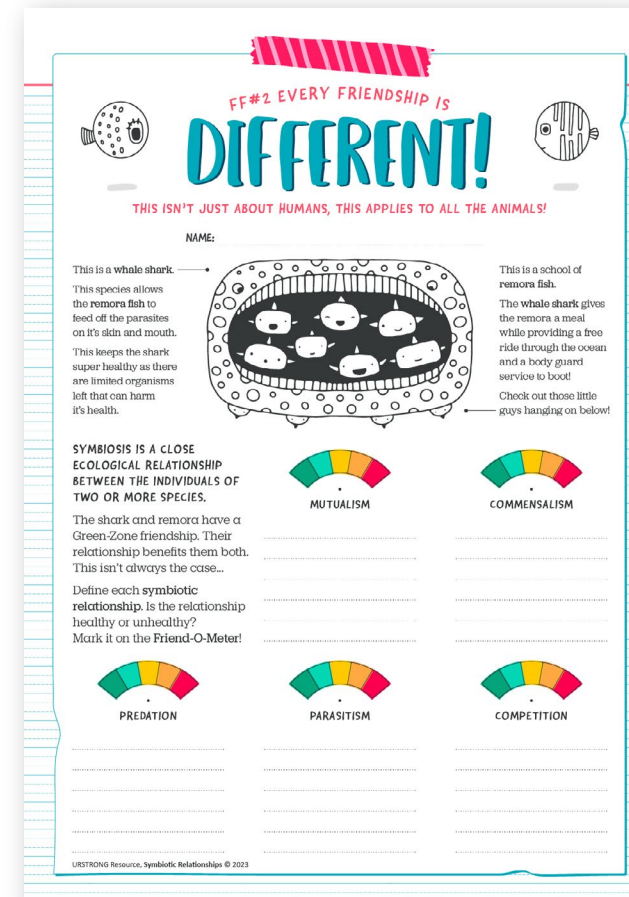
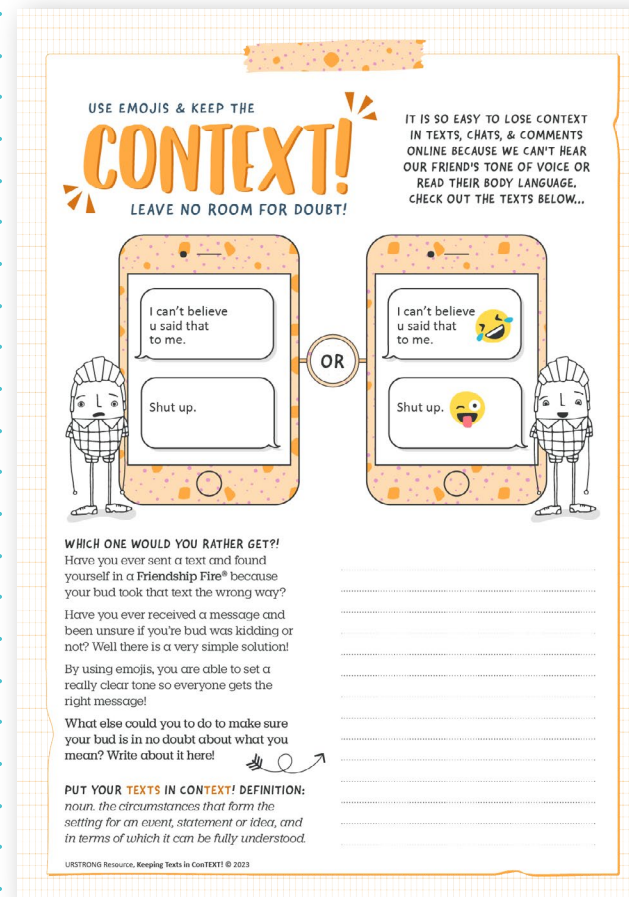
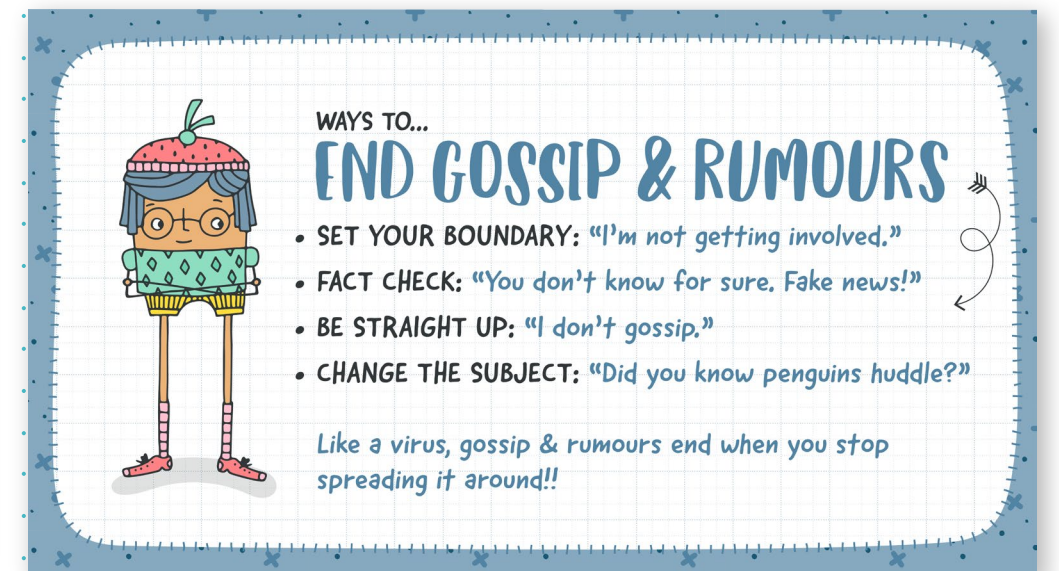
1. Explain how you felt
2. Retell the situation

Did you say your Quick Comeback? Did you use a strong voice and immediately walk away?

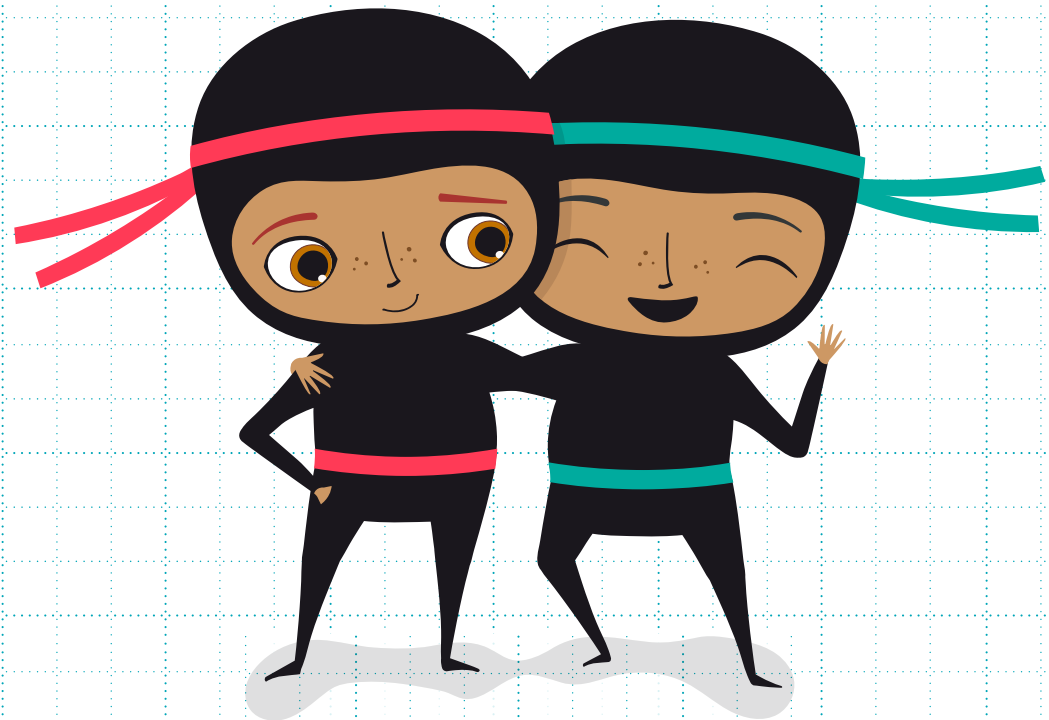
WE HAVE YEARS 5 TO 8 COVERED!

As students grow, they enter new stages in their social-emotional development.

With fresh takes on our core concepts, updated illustrations, and a focus on their specific friendship needs, we grow alongside your students.



HOW DO WE BRING URSTRONG TO OUR SCHOOL?



1. BECOME A URSTRONG SCHOOL:

This gives every teacher at your school access to Friendology, hundreds of resources, student handbooks, assessments, videos, quizzes, webinars, & so much more!

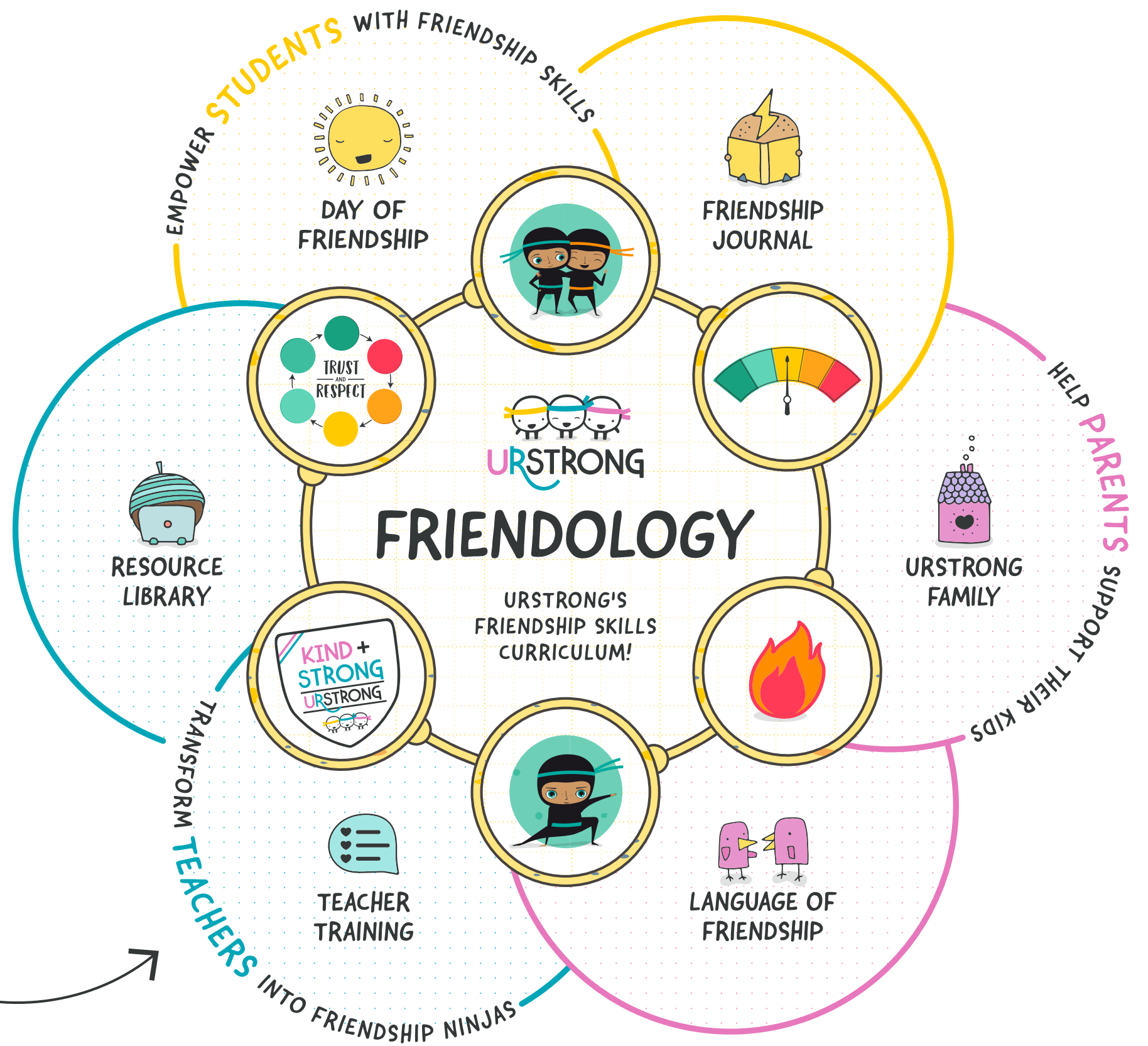
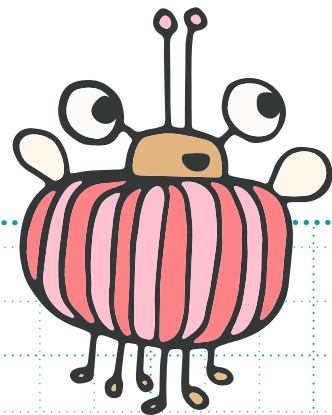
2. BEGIN FRIENDOLOGY EDUCATOR TRAINING:

With a series of training videos, your whole staff will become "Friendship Experts!"

3. BOOK URSTRONG WORKSHOPS:

Either in-person or online, our parent-child & student workshops are engaging, interactive & a great way to learn our lingo!

CREATING A
COMMON LANGUAGE
OF FRIENDSHIP
AMONGST KIDS,
TEACHERS AND
PARENTS.



BECOME A URSTRONG SCHOOL!

Together, we're **empowering kids** around the world with the skills they need to develop **healthy relationships**.

Choose the membership that's right for your school join our global team of URSTRONG Schools!

Friendology

Educator Resources

Assessments and Reports

Parent Membership

Friendology Training

Classroom Posters

Virtual Language of Friendship

Virtual Day of Friendship

Private Staff Q&A

NEW FRIENDS!



GOOD FRIENDS!



Video

\$2995.00 / year

Join Now →

GREAT FRIENDS!



Video / Live

5 Sets



\$4,995.00 / year

Join Now →

BEST FRIENDS!



Video / Live

20 Sets



\$8,995.00 / year

Join Now →

most popular



Friendology

Educator Resources

Assessments and Reports

Parent Membership

\$995.00 / year

Join Now →



SO WHAT'S INCLUDED?

Friendology

Our award-winning friendship skills curriculum provides teachers with everything they need to transform their students into Friendship Ninjas!

- **School-wide license** - including regularly updated content, videos, slides, teaching notes and handouts for Early Years to Year 8
- **8 sessions per stage** - deliver with your own teaching style accompanied with our slides OR deliver using our library of video sessions
- **Annual Scope & Sequence** - fun and interactive! Follow along OR customise to suit your specific classroom needs.
- **Friendology Facilitator's Guide** - a how-to manual with all the ins and outs of the curriculum, including learning outcomes and a glossary of terms!

Educator Resources

Need some inspiration? Explore hundreds of lesson plans, articles, videos, and supporting documents to enrich and support the Friendology curriculum.

This also includes:

- newsletter content
- posters
- assembly videos
- bulletin board ideas
- festivals of friendship
- quizzes, and more!

Assessments & Reports

Data. Evidence. Proof! Collect and quantify the impact Friendology has on your students with our Pre & Post Assessments[†]. Educators also gain access to additional reflection activities to capture student learning and a Yearly Review for Educators.

Parent Membership

Included access to hundreds of friendship-themed activities, articles, and videos for parents to support their children, reinforcing a common language of friendship at home. Plus an 8 session video series (mirroring Friendology!) designed for parents to watch alongside their children.

most
popular

GOOD
FRIENDS!



Friendology

Educator Resources

Assessments and Reports

Parent Membership

Friendology Training*

\$2995.00 / year

Join Now →

SO WHAT'S INCLUDED?

Upgrade to **GOOD FRIENDS!**

Our most popular membership, **Good Friends**, includes access to around-the-clock **Friendology Educator Training** for your entire team.

- Discover how to implement and embed URSTRONG's whole-school friendship curriculum anytime, anywhere. Plus, quickly on-board new teachers throughout the school year.
- Learn URSTRONG's language, skills, and strategies along with the research supporting SEL (social-emotional learning) and evidence behind URSTRONG's impact in schools globally.

All videos are presented by the incredibly engaging Dana Kerford - Teacher, Friendship Expert and Founder of URSTRONG.

Friendology Educator Training

- **The Science of Friendships** – exploring the science behind social-emotional wellbeing and why friendship skills must be prioritized in schools.
- **The Language of Friendship** – a detailed overview of URSTRONG's core concepts, including the language and skills that are central to our whole-school friendship strategy.
- **Friendology** – showing educators how to utilise our curriculum, educators will learn how to access the curriculum online, along with hundreds of lesson plans to enhance students' friendship skills.
- **Transforming into a URSTRONG School** – guiding educators to craft an implementation plan, plus review the supporting documents available to URSTRONG Schools.

Training also includes ideas from other URSTRONG Schools such as fun launch events, plus an opportunity to share, collaborate, and connect with other teachers.



Friendology

Educator Resources

Assessments and Reports

Parent Membership

Friendology Training*

Classroom Posters**

Virtual Language of Friendship

\$4,995.00 / year

Join Now →

* Video / Live **5 Sets

SO WHAT'S INCLUDED?

Upgrade to GREAT FRIENDS!

Great Friends!? It's time we meet face to face! Schedule your live Friendology Educator Training sessions and let our team inspire your team of educators. You can also use this time to:

- Customise your training with any scenarios your educators are facing right now
- Check in and connect with fellow educators
- Open up the discussion together!



"Thank you for this wonderful training. I feel so inspired and motivated. Your energy and passion is contagious!"

– SOPHIE VELLA, TEACHER, PERTH COLLEGE



Classroom Posters

An excellent visual reminder of URSTRONG's core concepts printed on a durable paper stock.

Virtual Language of Friendship

This online workshop is designed to teach parents, alongside their children, URSTRONG's core language and strategies. Through interactive parent-child activities, parents learn the best ways to support their child towards happy, healthy friendships.

BEST FRIENDS!



Friendology

Educator Resources

Assessments and Reports

Parent Membership

Friendology Training*

Classroom Posters**

Virtual Language of Friendship

Virtual Day of Friendship

Private Staff Q&A

\$8,995.00 / year

Join Now →

* Video / Live **20 Sets

SO WHAT'S INCLUDED?

Upgrade to BEST FRIENDS!

Like true BESTIES, we will be spending lots of time together! Your community will be fluent in our 'language of friendship' in a flash!

Our **Best Friends** membership includes it all with a cherry on top – an entire **Day of Friendship**! This is the perfect way to ensure our whole-school friendship strategy has a lasting impact.



"This is one of the best, most impactful practical applications of wellbeing science in schools that we have seen."

– DAVID BOTT, ASSOCIATE DIRECTOR,
INSTITUTE OF POSITIVE EDUCATION



Virtual Day of Friendship

Bring a "Friendship Expert" into your classroom! A Day of Friendship includes fun, interactive workshops presented to your students online. These workshops are a great way to kick-off URSTRONG at your school or to complement the key lessons from our Friendology curriculum.

Private Staff Q&A

Book a private session with your new Best Friends (that's us!) to address your school's unique needs and context. We will support your school in developing an implementation plan to ensure your school is leading the way!

LET'S BE FRIENDS!

We'd love to welcome your school to our global team of URSTRONG Schools.

Not sure which tier is right for your school? Want a little more info? Let's chat... We love to Talk-it-Out!

Contact Tyson, Director of URSTRONG Schools:

+61 4 2271 6423
info@urstrong.com
urstrong.com



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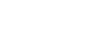
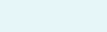
Virtual Day of Friendship

Private Staff Q&A



Video

5 Sets



\$995.00 / year

Join Now →



most popular



Video / Live

5 Sets



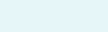
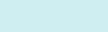
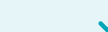
\$2995.00 / year

Join Now →



Video / Live

5 Sets



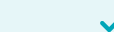
\$4,995.00 / year

Join Now →



Video / Live

20 Sets



\$8,995.00 / year

Join Now →