



WE ARE PROUD TO BE A

URSTRONG SCHOOL

Creating a kinder world by
empowering kids with friendship skills.

URSTRONG's whole-school friendship strategy has improved the social climate in schools around the world, connecting over a million kids, parents, and teachers with a common language of friendship.

URSTRONG teaches kids what's normal in a friendship and the difference between healthy and unhealthy friendships. In short, we teach kids how to become Friendship Ninjas.

Friendship Ninjas know how to put out common Friendship Fires® and how to combat Mean-on-Purpose behaviour by using their Quick Comebacks. Friendship Ninjas can get their friendships back into the Green Zone by taking steps to Talk-it-Out and they also understand that friendships can change and that's okay too.

There's a Friendship Ninja in all of us and URSTRONG helps kids discover theirs!

Discover everything URSTRONG has to offer and sign up to your included Parent Membership at urstrong.com



PSST!

GET THAT GLOSSARY ON
YOUR FRIDGE, THEN YOU CAN
USE OUR LANGUAGE OF
FRIENDSHIP TOO!

THE URSTRONG

GLOSSARY

KIDS' LANGUAGE FOR KIDS' PROBLEMS

AT URSTRONG, WE BELIEVE IT'S IMPORTANT TO USE KIDS' LANGUAGE FOR KIDS' PROBLEMS. THAT'S WHY WE HAVE OUR VERY OWN, UNIQUE LANGUAGE OF FRIENDSHIP. HERE ARE SOME IMPORTANT TERMS THAT CHILDREN, PARENTS, & TEACHERS LEARN IN OUR PROGRAM.



FRIENDSHIP NINJA

A Friendship Ninja is someone who surrounds themselves with friends in the healthy zone of the Friend-o-Meter. A Friendship Ninja is kind and friendly to everyone.

A Friendship Ninja understands the 4 Friendship Facts and puts out their Friendship Fires[®] when they ignite.

A Friendship Ninja stands up for themselves and their friends. A Friendship Ninja makes new friends and understands that friendships change, and that's okay.

Above all else, a Friendship Ninja is someone you want to be friends with because they're true to who they are!



FRIEND-O-CYCLE

The normal cycle of conflict in a friendship.

The phases of the Friend-o-Cycle are:

- Healthy Friendship
- Friendship Fire[®]
- Confront the Issue
- Talk-it-Out
- Forgive & Forget
- Closer & Stronger
- Healthy Friendship!



FRIENDSHIP FIRE[®]

Normal conflicts like hurt feelings, disagreements, and misunderstandings.



FRIEND-O-METER

A visual tool that helps assess how we are feeling in our friendships.



MEAN-ON-PURPOSE

Intentionally cruel, rude, malicious behaviour that is designed to hurt someone.



4 FRIENDSHIP FACTS

A set of four facts that help us have realistic expectations in our friendships so we understand what is normal.

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!



QUICK COMEBACK

A very short word or phrase that is used when someone is Mean-on-Purpose.

Quick Comebacks are designed to let the other person know that you heard/saw what they did and you're not okay with it.

LEARN MORE AT URSTRONG.COM

