RoX ™

RULING OUR EXPERIENCES

Girls ARE FACING MAJOR CHALLENGES

- Girls are 3-4/x more likely to experience <u>mental health</u> issues during their adolescent years and often feel alone and misunderstood.
- Girls are tremendously impacted by <u>social media</u> and restrictive messages about what girls should be/act like/etc.
- Girls experience <u>pressure</u> from teachers, from parents, and from their friends and dating partners.
- Girls report increased difficulty navigating <u>friendships</u> and <u>relationships</u> as they progress through school.
- Girls experience a drop <u>in self-esteem</u> during adolescence that impacts their relationships, decision-making, and future planning.

SCOPE OF THE *problem*

- Girls are opting out of options and opportunities due to their lack of confidence, not due to their abilities.
- Females continue to be underrepresented in leadership positions in educational, corporate and political sectors.
- Girls are not actively sharing their voices and opinions.
- Girls are not actualizing their full potential.
- The world is missing out on the creativity, thoughts, and full contributions of half of the population.

THE SOLUTION TO THE *problem*

- To provide opportunities for girls to explore the challenges impacting their lives and to develop new <u>skills, behaviors and competencies</u> that will help them navigate their worlds more effectively.
- To utilize data and evidence to develop the activities and interventions that <u>actually</u> demonstrate impact.
- To deliver evidence-based, comprehensive programming through a systematic and professional delivered curriculum in accessible, fun, interactive and impactful settings.
- To measure the impact of programming and use data to continually inform and refine curricular offerings.
- To simultaneously engage and educate adult influencers to be responsive to the needs of girls.

Ro X

RULing our experiences

Non-profit organization focused on the health, safety, education, and empowerment of girls.

Train/license counselors to implement a 20-week evidence-based program with girls that addresses:

- Confidence, Self-Esteem & Body Image

- Healthy Relationships & Communication

- Cyberbullying & Social Media

- Safety & Sexual Violence Prevention

- Pressure & Stress

- Academic & Career Development

- Leadership

HOW ROX MAKES AN *impact*

EVIDENCE-BASED PROGRAMS
for girls

PROFESSIONAL DEVELOPMENT
in schools

WORKSHOPS & TRAININGS
for parents

RESEARCH & EVALUATION
with girls

MESSAGES *Girls* RECEIVE

⬇

SELF-CONCEPT & *decision-making*

⬇

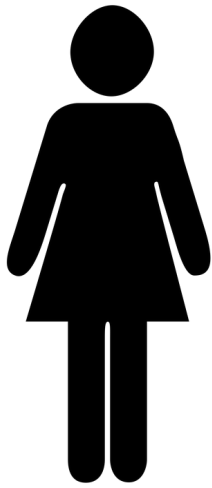**RELATIONSHIPS** **ACADEMICS** **CAREERS** **LEADERSHIP**

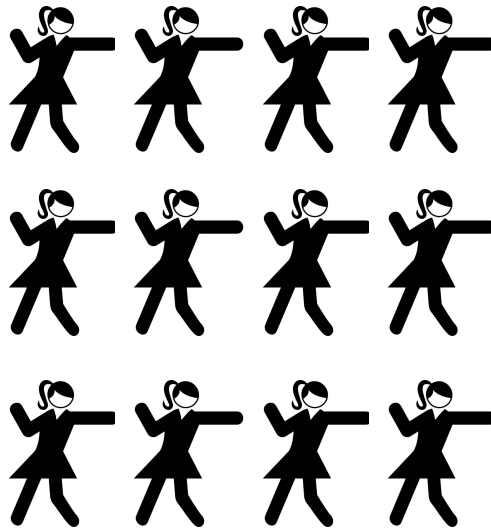MORE *confident* GIRLS MAKE BETTER DECISIONS

HOW ROX *works*

ROX trains …

licensed school counselors, social workers and educators to become program facilitators.

Facilitators lead …

small groups of girls through the 20-week evidence-based curriculum.

Girls learn how to …

COMMUNICATE EFFECTIVELY

DEVELOP HEALTHY RELATIONSHIPS

STAND UP FOR THEMSELVES

FORM A HEALTHY BODY IMAGE

NAVIGATE SOCIAL MEDIA & CYBERSPACE

STAY SAFE AND DEFEND THEMSELVES

MANAGE STRESS & PRESSURE

PLAN FOR COLLEGE & THEIR CAREER

BECOME LEADERS

HOW ROX IS *different*

20-WEEK EVIDENCE-BASED PROGRAM

ROX began as a research study at The Ohio State University and is based on rigorous research and intense academic study with diverse girls in various settings. The intensive curriculum has demonstrated positive outcomes for girls.

DELIVERED BY PROFESSIONALS

ROX programming is delivered by licensed professional school counselors, social workers and educators, most with a masters or Ph.D. degree. Facilitators complete an application/ interview process and 22-hour training to be eligible for ROX licensure.
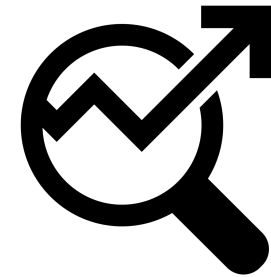
CONTINUALLY INFORMED BY DATA & OUTCOMES

We continually study and research the impact of our programming through pre, post, and longitudinal data collection. Our findings inform our curricular revisions and program offerings.
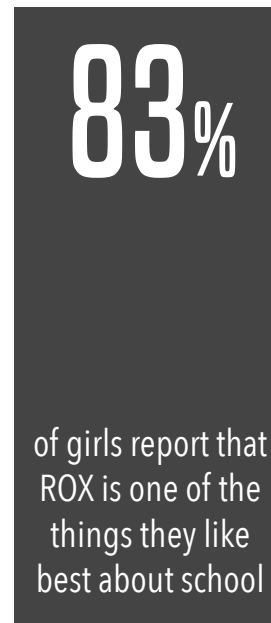
USING DATA TO MEASURE *impact*

66%
decrease in girls' participation in bullying & cyberbullying behavior after ROX programming

CYBERBULLYING & *social media*

92%
increase in girls' development of effective safety strategies after participating in ROX; 72% increase in ROX girls' understanding of the characteristics of healthy & unhealthy relationships

SAFE & HEALTHY *relationships*

83%
of girls report that ROX is one of the things they like best about school

SCHOOL *connection*

86%
of girls in ROX have significantly higher levels of confidence & self-esteem at the end of the 20-week program

CONFIDENCE & *self-esteem*

THE GIRLS' INDEX

CardinalHealth FOUNDATION

Battelle
The Business of Innovation

thirty-one

18,686,674

GIRLS IN THE U.S

GIRLS' INDEX
Analytics

95% CONFIDENT IN OUR FINDINGS IF WE GOT A SAMPLE OF 10,000 GIRLS

GIRLS' INDEX
Analytics

10,657
GIRLS

GIRLS' INDEX
Analytics

CONFIDENCE DECLINES AS GIRLS GET OLDER

○ I am a confident person.   ○ I would like to change my appearance.
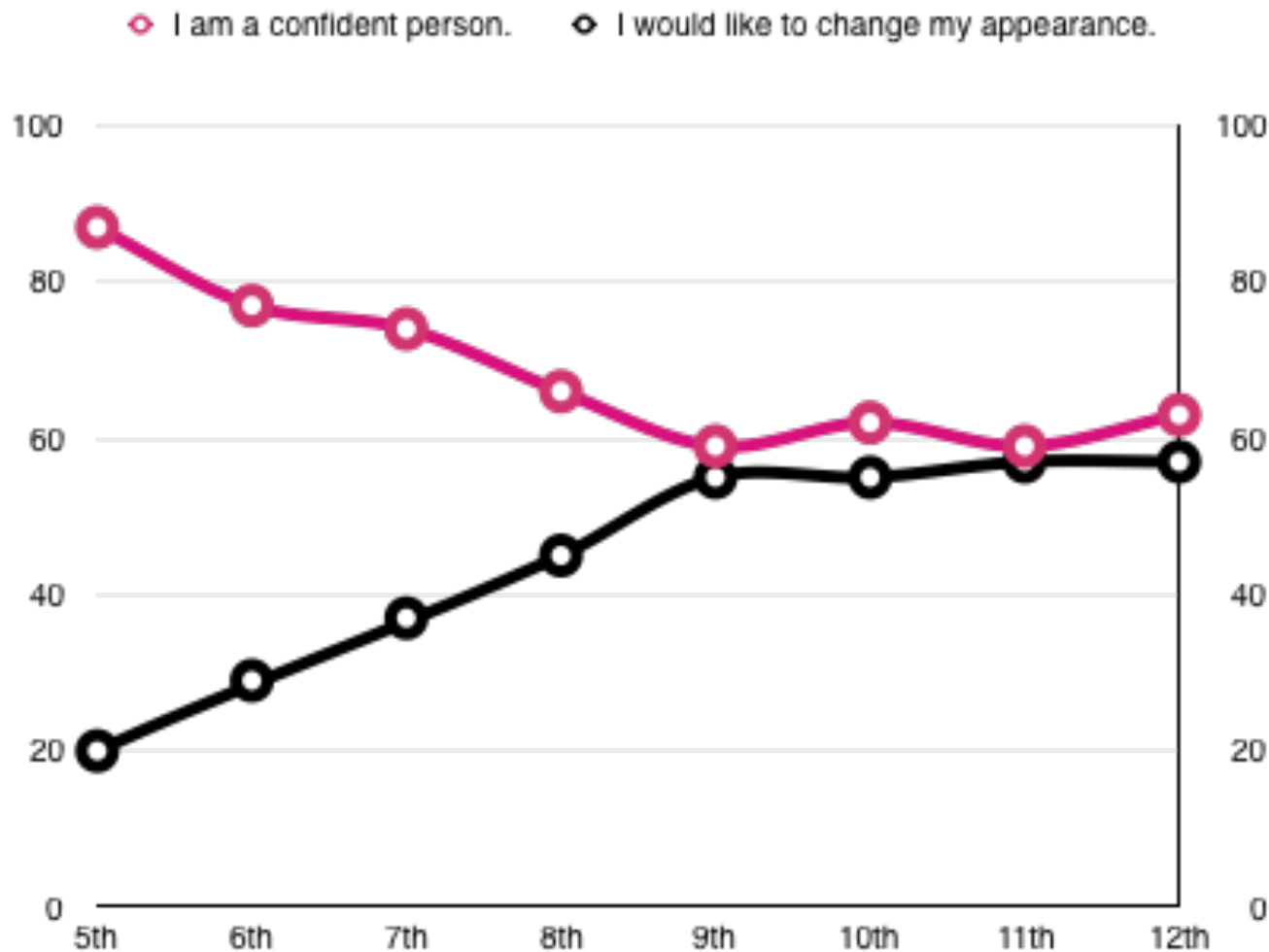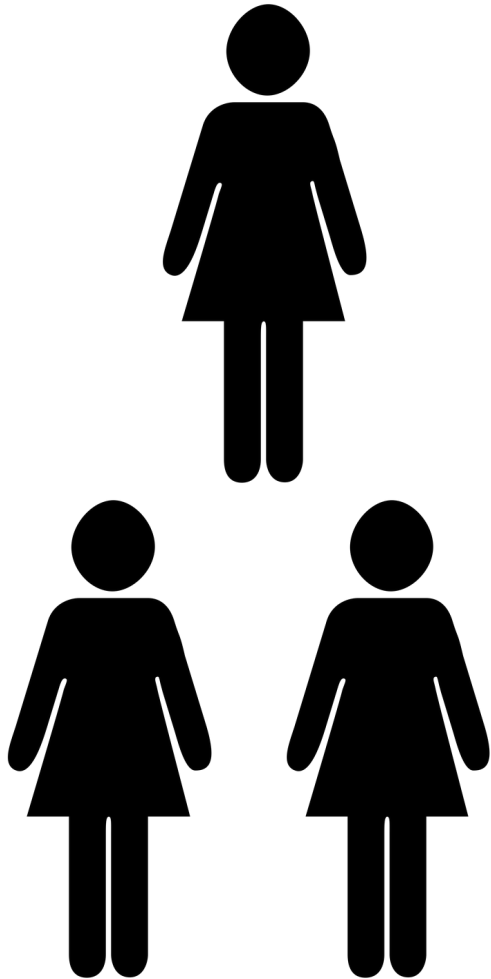
12th grade girls are three times more likely to want to change their appearance compared to 5th grade girls

WHAT WE ARE *learning*
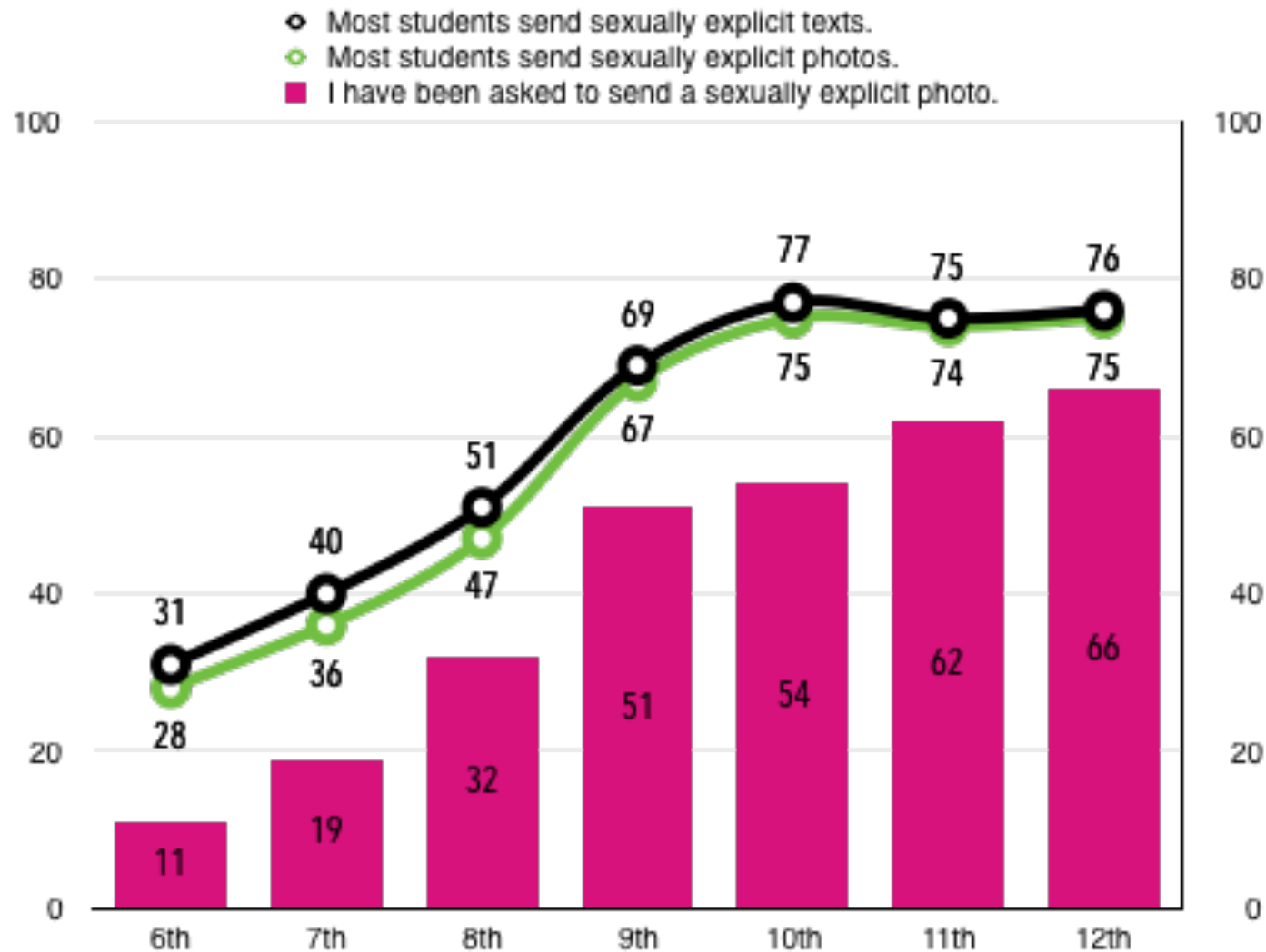
1/3 OF HIGH SCHOOL GIRLS ARE SAD OR DEPRESSED **4 OR MORE** DAYS A WEEK

GIRLS WHO SPEND

8 OR MORE HOURS A DAY

USING TECHNOLOGY ARE

5 TIMES

MORE LIKELY TO REPORT BEING SAD OR DEPRESSED NEARLY EVERY DAY

TECHNOLOGY BRINGS *pressure*

Legend:
- ○ Most students send sexually explicit texts.
- ○ Most students send sexually explicit photos.
- ■ I have been asked to send a sexually explicit photo.

| Grade	Most students send sexually explicit texts	Most students send sexually explicit photos	I have been asked to send a sexually explicit photo
6th	31	28	11
7th	40	36	19
8th	51	47	32
9th	69	67	51
10th	77	75	54
11th	75	74	62
12th	76	75	66

GIRLS' PERCEPTIONS *of their abilities*

- 50% don't think they are smart enough for their dream career
- 44% think most girls their age are embarrassed to be smart
- 46% are afraid to speak their mind or disagree with others for fear of not being liked

GIRLS' RELATIONSHIPS *with other girls*

- 76% of girls say that most girls are in competition with one another
- 41% of girls say they do not trust other girls

RELATIONSHIPS *matter*

NUMBER OF DAYS PER WEEK I FEEL SAD OR DEPRESSED
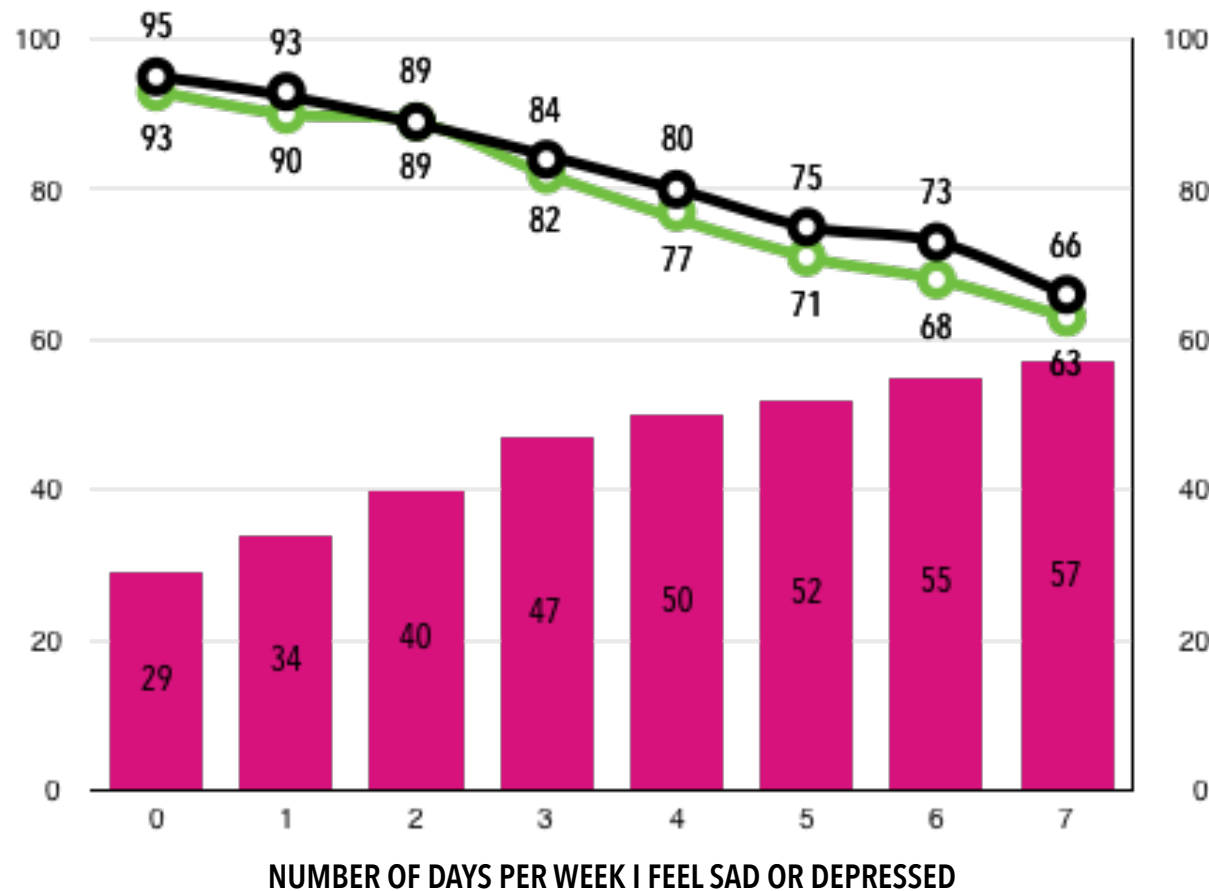
- I DON'T TRUST OTHER GIRLS
- I GET ALONG WELL WITH OTHER GIRLS
- I HAVE SUPPORTIVE FRIENDS I CAN TALK TO ABOUT SERIOUS ISSUES

Girls who have supportive friends, get along well with other girls and trust other girls report lower levels of sadness and depression.

OUR *goal*

IS FOR GIRLS TO BE SAFE, STRONG, CAPABLE AND FREE

OUR *responsibility*

IS TO EQUIP THEM WITH ACCURATE INFORMATION, EVIDENCE-BASED SKILLS & THE OPPORTUNITY TO DEVELOP COMPETENCE & CONFIDENCE.

RoX™

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