RULING OUR EXPERIENCES
Girls ARE FACING MAJOR CHALLENGES

- Girls are 3-4/x more likely to experience mental health issues during their adolescent years and often feel alone and misunderstood.
- Girls are tremendously impacted by social media and restrictive messages about what girls should be/act like/etc.
- Girls experience pressure from teachers, from parents, and from their friends and dating partners.
- Girls report increased difficulty navigating friendships and relationships as they progress through school.
- Girls experience a drop in self-esteem 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 skills, behaviors and competencies that will help them navigate their worlds more effectively.
• To utilize data and evidence to develop the activities and interventions that actually 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.
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
- 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
- 83% of girls report that ROX is one of the things they like best about school
- 86% of girls in ROX have significantly higher levels of confidence & self-esteem at the end of the 20-week program

CYBERBULLYING & social media
SAFE & HEALTHY relationships
SCHOOL connection
CONFIDENCE & self-esteem
18,686,674
GIRLS IN THE U.S.
95% confident in our findings if we got a sample of 10,000 girls.
10,657 GIRLS
CONFIDENCE DECLINES AS GIRLS GET OLDER

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

Most students send sexually explicit texts.
Most students send sexually explicit photos.
I have been asked to send a sexually explicit photo.
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

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

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
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.