

# EVERYDAY STRONG ALLY PROGRAM

A new approach to anxiety and depression

Tools for cities, schools, and community groups



United Way of Utah County



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# HOW CAN EVERYDAY STRONG HELP?

More children than ever are feeling anxious and depressed. One Harvard study found that the key to lasting resilience: kids need at least one secure relationship with a trusted adult.

We know creating those secure relationships might feel insurmountable. EveryDay Strong guides parents, teachers, and anyone how to be there for the kids who need them.

## What is it exactly?

The EveryDay Strong pyramid is a simplification of Maslow's Hierarchy of Needs. We provide trainings, handbooks, and other content to assist you in building supportive relationships and identify and meet kids' needs.

Every kid needs help from the important adults in their lives to build resilience.

United Way has joined forces with experts including child psychiatrist Dr Matt Swenson and other mental health professionals to develop the EveryDay

Strong framework and educational materials.

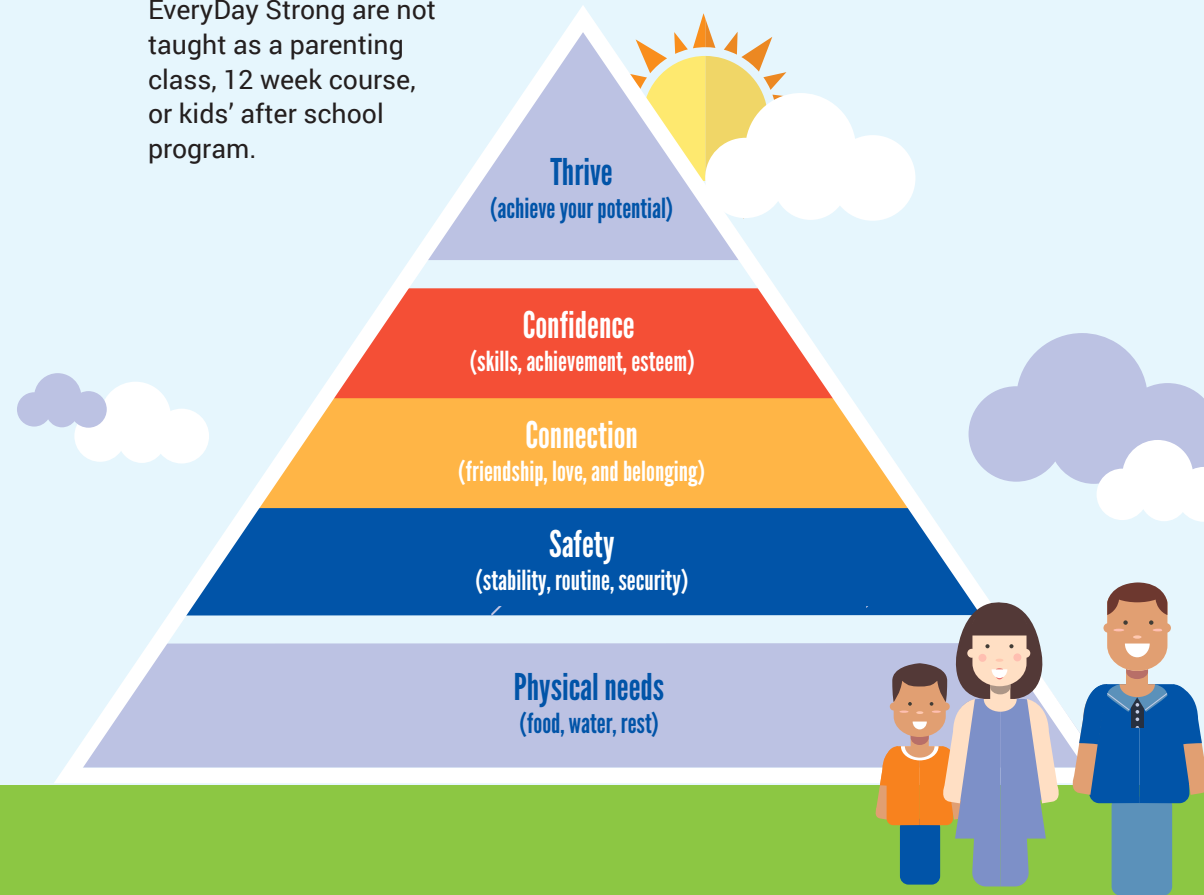
Will it replace my organization's current mental health programming?

No, and it doesn't need to. EveryDay Strong is simply a framework for resilience.

It functions as a standalone set of principles to be applied throughout your organization or supplement to any mental health curriculum you already have.

With the help of EveryDay Strong, caring adults can think about adolescent behavior and mental health with new perspectives.

The ideas that make up EveryDay Strong are not taught as a parenting class, 12 week course, or kids' after school program.



# WHY BECOME AN ALLY?

## Kids need allies to build resilience

Ally Organizations promote EveryDay Strong's principles of resilience to the caring adults in their community.

### Allies can be...

- Schools and Districts
- Cities
- Religious Congregations
- Other Community Groups

Who model the practice of safety, connection, and confidence in day-to-day interactions.

The first steps to becoming an Ally are pretty simple: provide the Resilience Training

and Handbooks to parents, teachers, neighbors, and any adult who cares about kids' mental health.

Over time, when Allies continue to incorporate EveryDay Strong in their community, the return on their investment is happy, healthy, resilient kids.

By joining your organization with EveryDay Strong, you'll get The Ally Kit: tools to bring EveryDay Strong's Resilience Education to your community. You don't have to be an expert when it comes to adolescent mental health!

EveryDay Strong is for **everyone** who cares!

## THE ALLY TOOLKIT

Resilience Education for your community



### PROVIDE THE RESILIENCE TRAINING

*An introduction to the foundations of resilience*



### DISTRIBUTE THE HANDBOOKS

*Full of helpful ideas for real-world situations*



### ACCESS THE CONTENT LIBRARY

*Media tools to fortify your organization's resilience education*



# YOUR ALLY TOOLKIT



## THE RESILIENCE TRAINING

Is a 1-hour presentation on safety, connection, and confidence—the foundations of resilience.

Intended for any adult, including parents, family members, educators, neighbors, and friends.

Sharing this training in your community sparks motivation for adults to change their understanding and mindset when approaching adolescent behavior and mental health.

**Allies can:**

- Host a screening of a pre-recorded version
- Have your counselors and staff trained to give the presentation themselves.

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*“Major lightbulb moment for me”*



## THE HANDBOOKS

Immediate next steps after the Resilience Training

These booklets are designed to support caring adults to practice safety, connection, and confidence in everyday interactions with youth.

**Resilience Handbook:**

- In-depth information on each tier of the pyramid
- Suggestions on how to approach real-life situations
- English and Spanish

**The School Resilience Handbook:**

- For educators and parents/guardians of students
- How to incorporate the EveryDay Strong framework in school and classroom settings.

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*“You know how we always wish kids came with a manual? Well, THIS is that manual!”*



## THE CONTENT LIBRARY

Allly Organizations are free to use and share EveryDay Strong media.

Serves as friendly reminders for caring adults to keep practicing safety, connection, and confidence.

Since EveryDay Strong is still growing, so is the Library! Allies are welcome to make suggestions

and requests for materials to meet their organization’s needs.

**It contains:**

- Slide decks for trained presenters
- Digital handbooks
- Posters and displays
- Social media posts

*And it’s kept online for convenient access!*

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**➤ Get your free Ally Kit by joining our waitlist:**  
[uwayuc.org/waitlist](http://uwayuc.org/waitlist)



# HERE'S HOW TO DO IT



**The Resilience Training** gives you the tools needed to help kids build resilience- not just during tough times, but ALL the time! Learn about the human needs of safety, connection, and confidence and how to meet those needs to build resilience.

## Host a Screening

The original Resilience Training was recorded at EveryDay Strong's launch event. Our co-creator, child psychiatrist Dr. Matt Swenson, teaches parents and caring adults how to build resilience by meeting emotional needs.

The training introduces a new way of seeing kids' behavior, and uses case studies from Dr. Swenson's own experiences.

The introductory training inspires a change of mindset when it comes to youth behavior and mental health. Video recordings can be found in the Content Library, with 1-hour and 20-minute versions.

## Get Trained to Train

Your organization can offer the Resilience Training independently by having leaders trained to teach.

This event is available live; either virtually or in-person.

## You'll get:

- The official Slide Deck and Trainer's manual
- 4 hours of in-depth coaching & practicing
- Q&A with EveryDay Strong's Director

*For a promotional fee of \$500 while in development.*

Once trained, you'll be able to offer the presentation wherever and whenever. Plus, the Ally Support Specialist is always on standby for answers to your questions and troubleshooting issues you might run into.



One trainer said, "[EveryDay Strong] is a simple framework that helps us understand how to help our kids thrive. Our kids face difficulties we don't often understand and live in a confusing world. **We are hopeful we can help them grow strong, independent, and make good choices by providing Safety, Connection, and Confidence.**"



# WHAT'S NEXT



At the end of most trainings, attendees are enthusiastic about applying EveryDay Strong in their families, schools, and communities, but they're also wondering *how* to do it. The Handbooks hold answers to the natural questions following the Resilience Training.

## The Resilience Handbook

This starter booklet has easy-to-grasp details that enhance understanding of safety, connection, and confidence.

Scenarios and activities for each principle make incorporating EveryDay Strong a feasible undertaking.

Caring adults are encouraged to refer back to the Resilience Handbook often, since it

takes practice to apply a new mindset in families, work, and everyday life.

## School Resilience

Kids often meet unique challenges in the classroom. Adult-child relationships at school look different compared to family and friends.

This booklet includes the same information as the Resilience Handbook, but takes into account school-specific situations that parents,

teachers, and administrators might encounter.

School Resilience can function as a tool for teachers to implement the EveryDay Strong approach in their classrooms, or for parents to work with administrators to help a struggling student.



## PREVIEW THE PDF

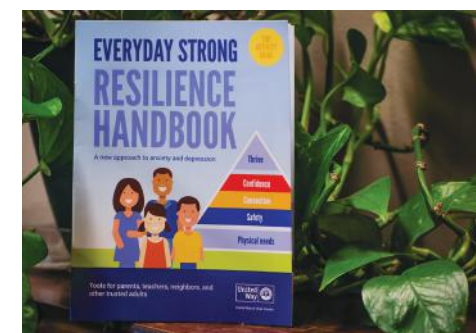
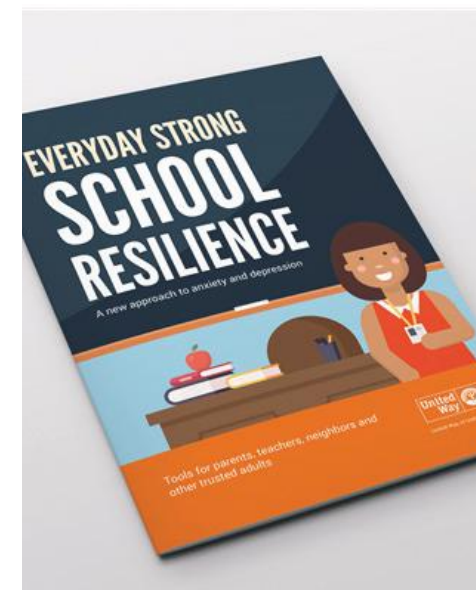
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[uwayuc.org/schoolhandbook](http://uwayuc.org/schoolhandbook)

Allies can purchase hard copies of the handbooks or read online with the PDF version. EveryDay Strong partners with McNeil Printing in Orem, Utah to provide physical copies of the handbooks at cost.

## PRICING:

*English Resilience - 55¢/each*  
*Spanish Resilience - 75¢/each*  
*School Resilience - 70¢/each*

*Pick up in Orem for a \$10 flat fee or ship anywhere in the US via UPS Ground*



[everydaystrong.mcneilprinting.com](http://everydaystrong.mcneilprinting.com)

# KEEP BUILDING RESILIENCE



One of the exclusive benefits given to Ally Organizations is access to the EveryDay Strong Content Library. With these helpful resources, you can support the adults who are building resilience and creating secure relationships with children.

We want to make it easy for Allies to foster safety, connection, and confidence in the organizations.

Below are some examples of the content available to download and share online:



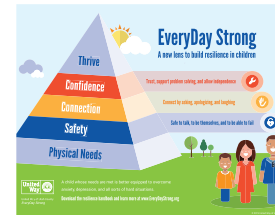
"Safety" and "Connection" Series Posters



EveryDay Strong Promotional Video



EveryDay Strong Presentation



Pyramid Poster



"Journey to Thriving" Poster



Social Media Content



Editable Presentation Flyer



Train the Trainers Flyer



Social Media Post

➤ Ready to build resilient kids and strong communities? Join here: [uwayuc.org/waitlist](https://uwayuc.org/waitlist)



# FREQUENTLY ASKED QUESTIONS

## ***Is EveryDay Strong evidence-based?***

Not yet! But it is research-based. The EveryDay Strong pyramid is modeled after Maslow's Hierarchy of Needs, a century-old model that informs most of modern psychology.

Among other latest research, we draw heavily on the working paper "Supportive Relationships and Active Skill-Building Strengthen the Foundations of Resilience" from

Harvard University's Center on the Developing Child, and trauma research from Dr. Bruce Perry. You can read our full literature review here: <http://uwayuc.org/ResearchMemo>

## ***How is EveryDay Strong different from other resilience programs?***

EveryDay Strong is intentionally designed to be lightweight and easy for any adult to learn quickly. Multi-week, comprehensive courses do a lot of good, but EveryDay

Strong is meant to be a daily practice. The focus is on a few key mindset and behavioral changes that, when practiced consistently over time, have proven to make a difference.

EveryDay Strong's purpose is to teach adults how to genuinely support and help children. Rather than teaching coping skills to adolescents or fostering peer support, we believe that a network of caring adults is what creates resilience in

youth. We are one of the only programs in the nation with this unique focus.

## ***How much does this all cost?***

The EveryDay Strong Ally Program, Resilience Training, digital Handbooks, and Content Library are all free of charge for any organization. Hard copies of

the handbook can be purchased at cost from McNeil Printing. Allies also have the option to use their preferred printer (e.g. a district print shop).

The Train the Trainers Event is free to Allies in Utah County. For Allies outside of Utah County, we charge a flat fee of \$500

to accommodate our travel time and other expenses. (Because the Ally Program is in beta mode, this is a 50% discount.) Please contact the Ally Support Specialist for scheduling.



An attendee from Davis County said, "The idea that people are like plants and not animals to train, Amazing! I think of all the rewards, incentives, punishments, consequences, etc. I've tried in an attempt to be a good parent - and **all I have to be is a 'gardener'!**"

