

I AM STRONGER CAMPAIGN OVERVIEW

One of the best ways we can help students internalize their Strengths, the eight different protective factors represented on the Strengths Wheel, is to develop a growth mindset and build resilience by creating opportunities to reflect on and share about Strengths in authentic ways. An **I Am Stronger** campaign focuses on helping students identify stressors they face, challenges they have overcome, and the Strengths that helped them in the midst of hard things.

Noticing and naming our Strengths, and the specific ways that we have overcome difficulty increases the likelihood that we will engage those Strengths in future challenges. This campaign strives to build resilience in the Sources of Strength team and throughout the school and community.

Goals:

- Encourage Peer Leaders to share their stories of Strength, and invite their friends to do the same.
- Promote resilience through the development and growth of Strengths/protective factors.
- Promote the development of a growth mindset.
- Use positive social-norming to encourage resilience and recovery.
- Create a culture that increases students' belief that stress is a normal part of life, and that we can use it to grow stronger.
- Cultivate understanding that increasing resiliency, growing in Strengths, and connecting to help can help ensure that no one ever gets to the point where they feel so overwhelmed or hopeless that they want to give up.

Campaign Structure:

It's time to launch your **I Am Stronger** campaign! Use this document to guide your planning as you brainstorm, prioritize, and calendarize your campaign activities. Feel free to adapt these documents to fit your school and community.

Training Date: _____

When was your Adult Advisor training?

When was your Peer Leader training?

First Meeting Date: _____

When was your first Peer Leader meeting?

When will your recurring meetings be?

Campaign Launch Date: _____

When will you begin to roll out your **I am Stronger** Campaign?

Campaign Celebration Date: _____

When will you celebrate the end of your **I Am Stronger** campaign?

Campaign Cycle:

Each campaign cycle involves planning, a launch, campaign activities, and then celebration and evaluation. A campaign can roll out over 6-8 weeks. We recommend meeting with your Peer Leader team every other week for about an hour. We developed five Peer Leader Meeting agendas to support an I Am Stronger Campaign. During the

campaign cycle, work towards giving every student in your school and community an opportunity to interact with the campaign, and apply the strengths to their own lives. An I Am Stronger campaign cycle can look like this:

Pre-Campaign: Launching a What Helps Us Campaign

Launch Date: Announce on Various Platforms (social media, classrooms, announcements, word of mouth, etc.)

Week One-Two: Explore your “Sources of Strength”

Week Three-Four: Identify your Stressors/Resistance and Build your Resistance/Growth Mindset

Week Five-Six: Noticing our Individual Growth and Resilience

Week Seven-Eight: Recognize that Resilience is Collective!

Post-Campaign: Reflection and Celebration of our **I Am Stronger** Campaign

CAMPAIGN PLANNING: PRACTICING A COMMUNITY OF STRENGTH



Peer Leader Meetings should create space for the Peer Leaders to apply Strengths to their own lives. Time spent meeting with Peer Leaders is not just another task; it is foundational work, a time when students and staff are able to practice building a Community of Strength, playing and laughing together, reflecting and sharing together, and planning on how to invite and engage others into that Community of Strength. Anything we ask the broader community to participate in, we want to have our Sources of Strength team, and specifically our Peer Leaders, experience first.

Peer Leader Meeting One: Explore your “Sources of Strength”

Peer Leader Meeting Two: Identify your Stressors/Resistance and Build your Resistance/Growth Mindset

Peer Leader Meeting Three: Noticing our Individual Growth and Resilience

Peer Leader Meeting Four: Recognize that Resilience is Collective!

Peer Leader Meeting Five: Reflection and Celebration of our I Am Stronger Campaign

CAMPAIGN ACTIVITIES: SHARING A COMMUNITY OF STRENGTH

Sources of Strength teams design creative opportunities to share their I Am Stronger stories, and then authentically invite their friends to do the same. Here are some suggestions for running an I Am Stronger Campaign, organized by modality. View this as a general resource that you can continue to return to for ideas, but make sure every campaign you run includes ideas and elements from your Peer Leaders

ART (INDIVIDUAL ART, GRAPHIC DESIGN, CHALK WALK, & WINDOW DISPLAYS)

- List all the ways people can build resilience and turn it into a mural or collage.
- Invite students to use art to identify and share their Strengths. You can gather magazines for collage, paints/markers/crayons on blank papers, or outlines of the Strengths Wheel to fill in. Allow everyone to be creative. Perhaps someone wants to write an essay, or compose music, or make a soundtrack of their Strengths.
- Design coloring pages based on the key messages in this campaign, or use the Strengths Check In or the Tangled Ball of Emotions and post them on a bulletin board or in a display case.
- Create an interactive **I Am Stronger** mural on a wall where people can pose for photos; a tree or a mountain people can climb, a Strength umbrella that protects them from the



stressors, etc.

- Nominate a “Strong Student” of the month and design an **I Am Stronger** poster to share their story
- Design an **I Am Stronger** award to post on lockers or staff doors.
- Create an **I Am Stronger** art installation to tell a story: Build a wall display of a tree or a forest and add to it each week.
 - Prompt 1: Roots- Add a root to the tree that helps keep you rooted, what are you feeling strong in already?
 - Prompt 2: Wind- What are the general environmental stressors that we all face?
 - Prompt 3: Trunk- Add a piece to the trunk that shares what helps when the wind starts to blow.
 - Prompt 4: Leaves- How have you grown stronger because of what you use to help you when the wind starts to blow?

CLASS AND CLUB PRESENTATIONS



- Peer Leaders attend classes and meetings to crowdsource a definition of resilience.
- Have upperclass students visit younger grades and invite them to write thank you cards to their future selves, for overcoming adversity.
- Send Peer Leaders to Homeroom classes to facilitate a Strengths Poster activity.
- Host the leaders of all of the clubs and student-led initiatives and brainstorm ways to practice Generosity collaboratively (as a school and community) to grow stronger together.
- Collect **I Am Stronger** story submissions from Homeroom classes (a collection of essays, audio interviews to make a podcast, video interviews to make a movie, etc).
- Visit every Gym class and introduce **We Are Stronger** nominations: “We are stronger together because _____ has been working hard to grow their _____ by _____.”

CURRICULUM INTEGRATION



English/Language Arts:

Lead a discussion based around a story (book or film) involving **I Am Stronger** stories. What Strengths or protective factors were important to the story and what was their impact?

History:

- Who is a leader of a movement you admire, and why? What were the Strengths they used to overcome adversity?

Film/Theater:

- Watch a movie or documentary featuring individual(s) leaning on Strengths or becoming stronger.

Science:

- Watch this [timelapse of Lima bean growth](#), and discuss what factors foster or inhibit personal growth and development.

Psychology

- Develop a unit on Post Traumatic Growth or Post Traumatic Wisdom
- Watch and discuss Jane McGonigal’s TED Talk, [“The Game That Can Give You Ten Extra Years of Life.”](#)

ALL SCHOOL ACTIVITIES



- Host a color run at your school! Connect the colors to the eight protective factors on the Strengths Wheel.
- Host a series of TEDtalks about Post-Traumatic Growth, Growth Mindset, or healthy coping strategies for dealing with stress.
- Create a questionnaire to learn more about the way people in your school and community have overcome adversity and use the answers to develop I Am Stronger games.
 - Populate an I Am Stronger human BINGO card for the school
 - Create an I Am Stronger game show (like Jeopardy or Family Feud)
 - Develop an I Am Stronger scavenger hunt
- Develop a storytelling series, a slam poetry night, or an open mic session featuring stories of resilience.

VIDEO AND PHOTOGRAPHY



- Film **I Am Stronger** trailers, mini-movies about strength and resilience.
- Create short video interviews of Peer Leaders sharing stories of strength.
- Design an **I Am Stronger** frame for profile images (staff directory, Facebook, etc.).
- Film a time-lapse video of a long hike and record **I Am Stronger** stories to share using a voiceover to visually represent overcoming adversity.

SOCIAL MEDIA



- Build an **I Am Stronger** photo booth on campus with colorful balloon dumbbells in the colors of the Strengths Wheel for people to pose with to show off their Strengths.
- Design an **I Am Stronger** filter for Instagram posts and challenge people to post their #IAMStronger stories.
- Use Instagram stories to share your **I Am Stronger** story in less than 60 seconds, and tag five friends to do the same #60SecondStrengthStories
- Use hashtags like #IAMStronger, #StrengthNotStress, #StrengthStories, or reflect school spirit with your team or town, such as #StrongEagles, #GreeleyStrong to get strength trending at your school.
- Challenge students to take photos that represent the Strengths they've grown in and tag five friends.

AUDIO AND MUSIC



- Host an **I Am Stronger** segment during morning announcements and feature a student sharing their story of strength.
- Create a podcast featuring short stories of students and staff overcoming adversity.
- Create an **I Am Stronger** Mixtape - make a playlist using songs about strength and resilience to share with the school, or play over the sound system during passing periods.
- Listen to an episode of the podcast [Back From Broken](#) and have a discussion.