

Urgent action required!

**What 17,502 Girls Have to Say About Social Media,
Relationships, Stress & School**

**Nancy Willis, LSC
Program Director**



ROX is a nonprofit that
partners with schools to
help girls succeed

- **socially**
- **emotionally**
- **academically**





THE
ROX INSTITUTE FOR
RESEARCH & TRAINING

**PROFESSIONALLY-DELIVERED
SCHOOL-BASED EMPOWERMENT
PROGRAMMING FOR GIRLS IN
GRADES 5-12**



**LARGE-SCALE, NATIONALLY
REPRESENTATIVE RESEARCH
CENTERED ON GIRLS**



**WORKSHOPS & TRAINING FOCUSED
ON GIRLS' EMPOWERMENT AND
WOMEN'S LEADERSHIP**



**DATA-DRIVEN RESOURCES FOR
EDUCATORS, PARENTS, COACHES AND
MENTORS**

20-week ROX Program for Girls

Evidence-Based Program for 5th-12th Grade Girls

ROX TRAINS ...



SCHOOL COUNSELORS, SOCIAL WORKERS & EDUCATORS TO BECOME PROGRAM FACILITATORS

PROFESSIONALLY DELIVERED

FACILITATORS LEAD ...



SMALL GROUPS OF GIRLS THROUGH A 20-WEEK EVIDENCE-BASED CURRICULUM

IN-DEPTH & CO-CURRICULAR

GIRLS LEARN HOW TO ...

COMMUNICATE EFFECTIVELY
DEVELOP HEALTHY RELATIONSHIPS
SUPPORT OTHER GIRLS
FORM A HEALTHY BODY IMAGE
NAVIGATE SOCIAL MEDIA
MANAGE STRESS & PRESSURE
STAY SAFE AND DEFEND THEMSELVES
PLAN FOR COLLEGE & THEIR CAREER
BECOME LEADERS

INFORMED BY OUTCOMES & DATA



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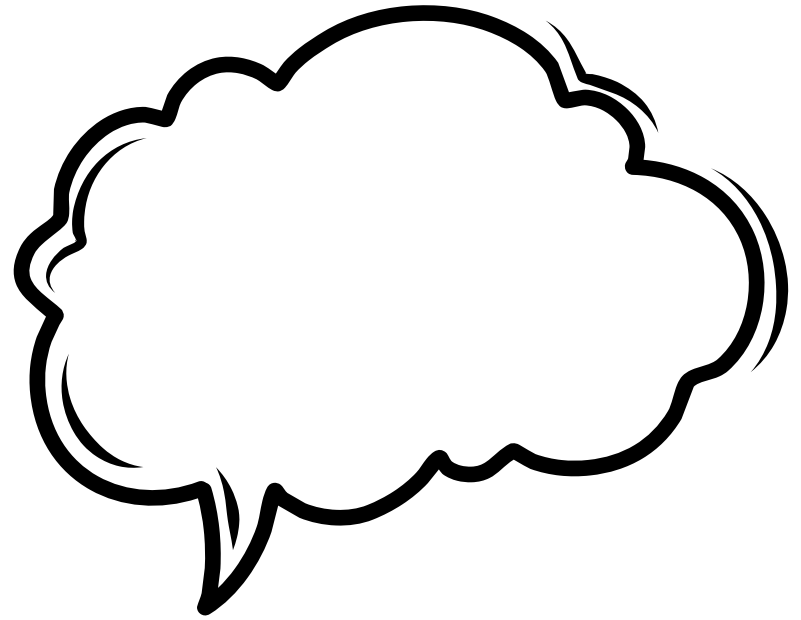
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**To best support
girls we have to
understand their
lives.**

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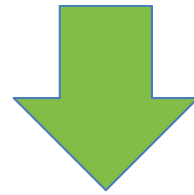
What
messages
are girls
receiving today?



Messages girls receive



Self-concept & decision-making



Relationships

Academics

Careers

Leadership

GIRLS are the
**experts on their
own lives.**

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THE GIRLS' INDEX

**First ever, largest of its kind
national survey with 5TH-12TH
grade girls.**

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THE GIRLS'

INDEX

BY RULING OUR EXPERIENCES (ROX)

2023



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**THE 2023 GIRLS' INDEX FOUND THAT
CONFIDENT GIRLS ARE MORE LIKELY TO:**



- **Feel that school is a place where they belong**
- **Believe that they can be their “true self” at school**
- **Get along well with other girls**
- **Have supportive adults in their life**
- **Like trying new things**
- **Speak their mind**
- **Want to lead**



**GIRLS' CONFIDENCE
HAS DECLINED SINCE
2017. OVERALL
RATES DROPPED
FROM 68% OF GIRLS
DESCRIBING
THEMSELVES AS
CONFIDENT TO 55%**

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68% of fifth grade girls described themselves as confident, down from **86%** in 2017.



Pressure
To look
Perfect.

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% OF GIRLS WHO REPORT:

Social media makes them want to change how they look

57

How they feel about their body makes them feel less confident

66

They are under pressure to be pretty

88

0%

25%

50%

75%

79%

**OF GIRLS FEEL LIKE THEY
ARE GOING TO
"EXPLODE" BECAUSE
THERE IS SO MUCH
PRESSURE ON THEM.**

95%

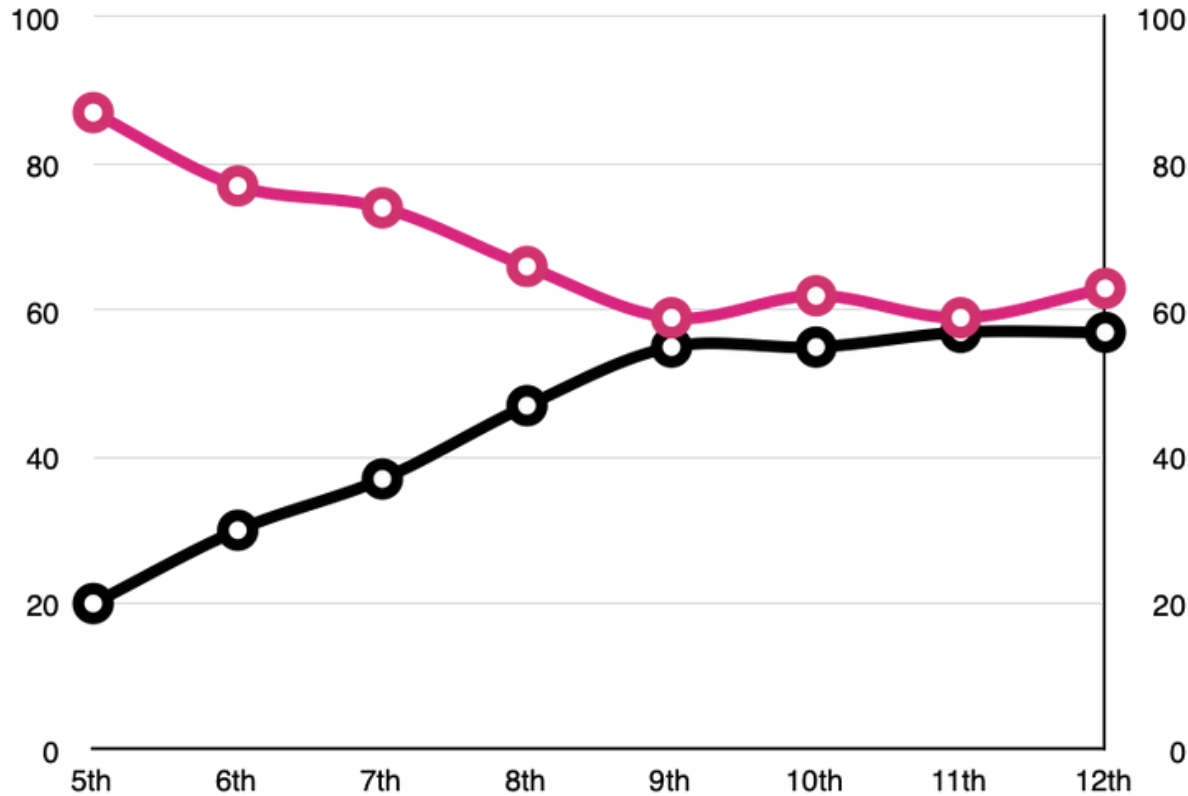


**OF 5TH GRADE GIRLS
REPORTED USING SOCIAL
MEDIA, AND 46% OF THEM
REPORT SPENDING 6 OR
MORE HOURS EACH DAY,
UP FROM 9% IN 2017.**



Shift the focus of girls' perceived value and worth from **external** traits to **internal** strengths, characteristics and competencies.

5th-9th grade is a particularly challenging time for girls



■ % of girls who describe themselves as confident
■ % of girls who want to change their appearance

12th grade girls are 3x more likely to want to change their appearance compared to 5th grade girls

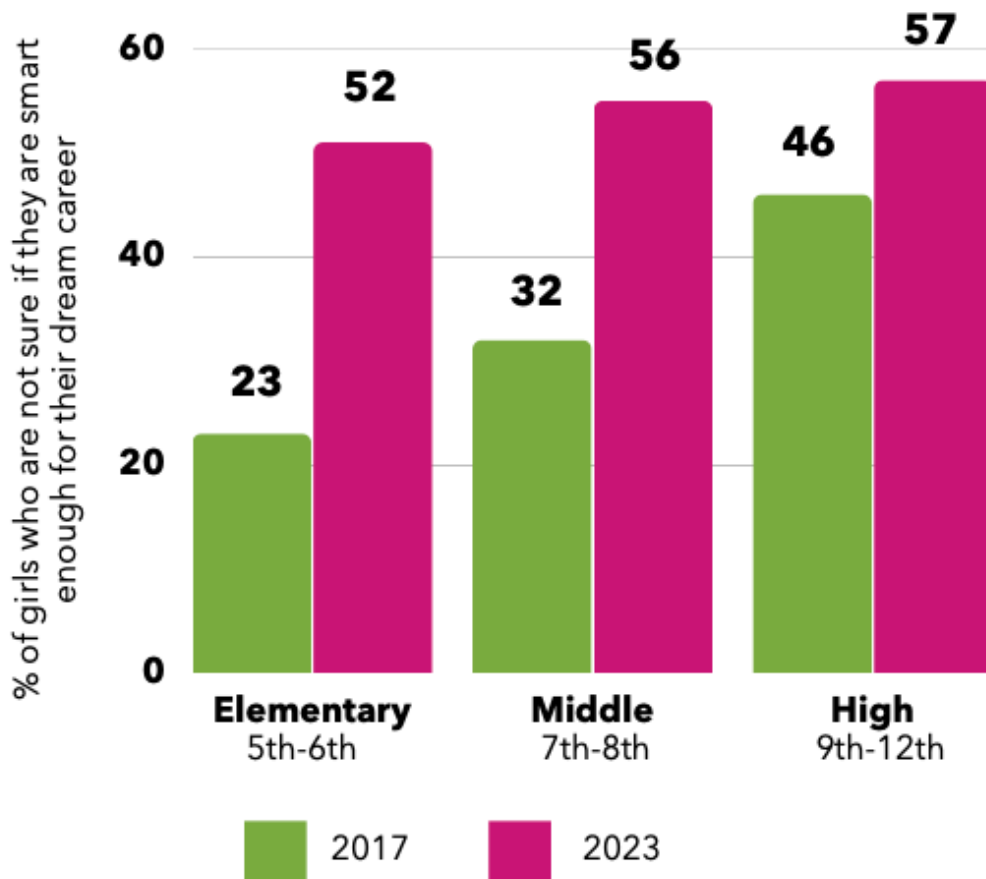
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We need to help her identify all of the amazing things about her that have nothing to do with how she looks.

**Her perceptions of her
abilities and opportunities
DECLINE
as she gets older.**

% of girls who think they are not **SMART ENOUGH** for their dream careers



The percentage of girls who are not sure if they are smart enough for their dream career increased significantly since 2017. The largest increase is among 5th and 6th grade girls where the percentage more than doubled from 23% to 52%.

5TH AND 6TH GRADE GIRLS EXPERIENCED THE LARGEST DECLINE IN CONFIDENCE AND SELF-PERCEPTION

1 in 2

**GIRLS ARE AFRAID TO BE
LEADERS BECAUSE THEY
DON'T WANT OTHERS TO
THINK THEY ARE**

BOSSY

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AUTHENTICITY

Girls who feel they can “really be” themselves at school are 6 times more likely to like going to school



CARE

Girls who have adults at school who care about them are 65% more likely to enjoy going to school



BELONGING

Girls who feel like school is a place where they belong are 70% more likely to enjoy going to school

**Confidence is built
through
EXPERIENCES
not compliments.**

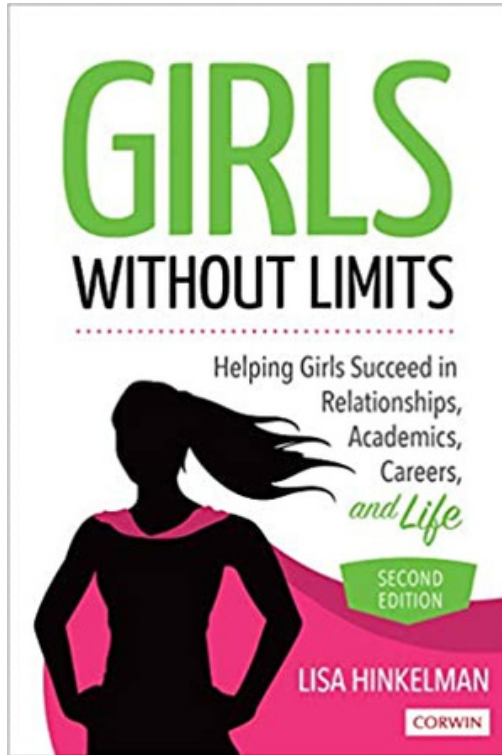
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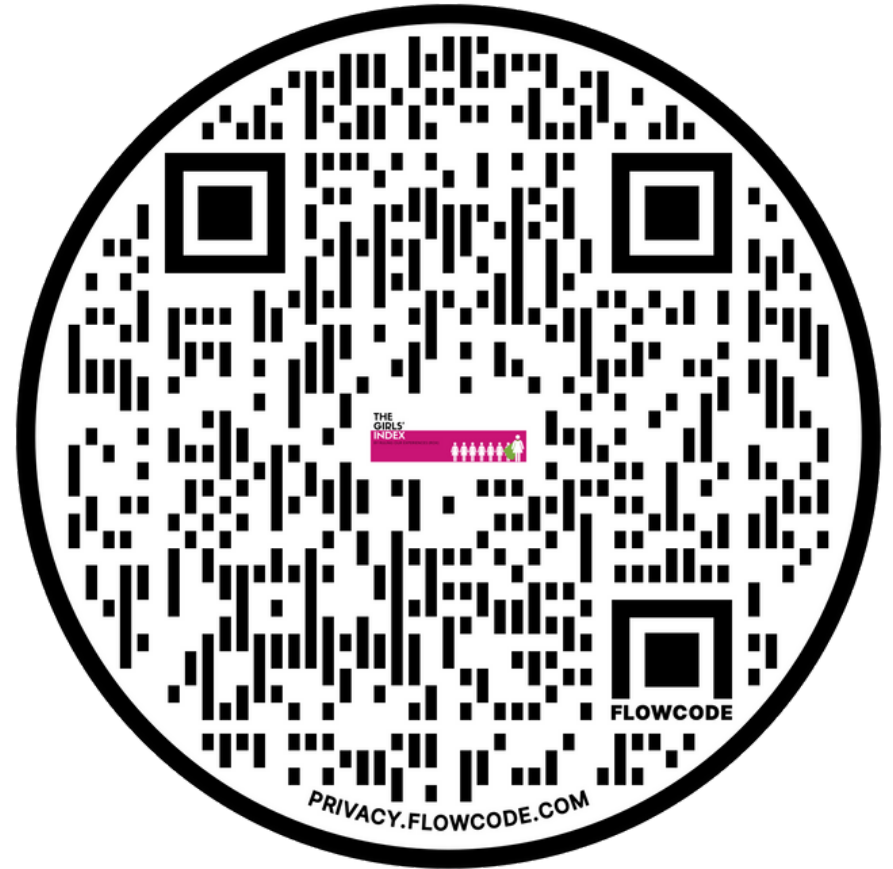
Confidence building requires:

A **SAFE** environment
with **SUPPORTIVE** people
& activities that **STRETCH** expertise

LET ROX BE YOUR RESOURCE



**Best-selling book
resource**



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