

Profriend

Profriend is a social awareness campaign to positively impact the conversation around bullying to promote Kindness, Respect, and Friendship in Action.

October 17, 2016

Background

- The Profriend movement was designed from the partnership between the American Advertising Federation, GenerationON, Leo Burnett, the University of Illinois, and the Jordan Creek Kids Care Service Learning Club.
- Profriend is a grassroots movement created by students for students to be able to positively impact the conversation about bullying to promote kindness AND friendship in action.

Profriend Campaign Concept

- From the focus groups, we learned that to make real change for the profriend campaign, two things need to be part of our solution.



- 1. Empathy and



- 2. Kindness



Kindness is a language in which the deaf can hear and the blind can see. *-Mark Twain*

Kindness - A kind act or behavior. A friendly feeling; liking. Kindness reduces stress, increases happiness, and, when shared, becomes contagious.

Empathy - Empathy is the ability to understand what someone is feeling. But putting empathy into practice, means so much more:

- It means being able to grasp the many sides of today's problems and the capacity to collaborate with others to solve them;
- It means being as good at listening to the ideas of others as well as articulating our own;
- It means looking up from our phones, and acknowledge those around us, as well as taking ownership for the community we live in -- whether it's a classroom, a neighborhood, or country.

Why Profriend?

- This campaign provides an ongoing opportunity for local community and business partners to unify with the West Des Moines Community Schools around a central message and encourages people of all ages to actively engage in becoming friends with others, recognizing that the extension of kindness and respect provides a foundation for healthy relationships, families, businesses, and communities.

September 27, 2016

LAUNCH EVENT

- More than 1,400 students from every WDMCS school building spelled out "friend" this morning to help remind the district and community that friendship is a powerful way to prevent bullying.
- <https://youtu.be/6x4TX59pt3g>
- <http://www.kcci.com/news/1300-students-spell-friend-to-end-bullying/41849010>

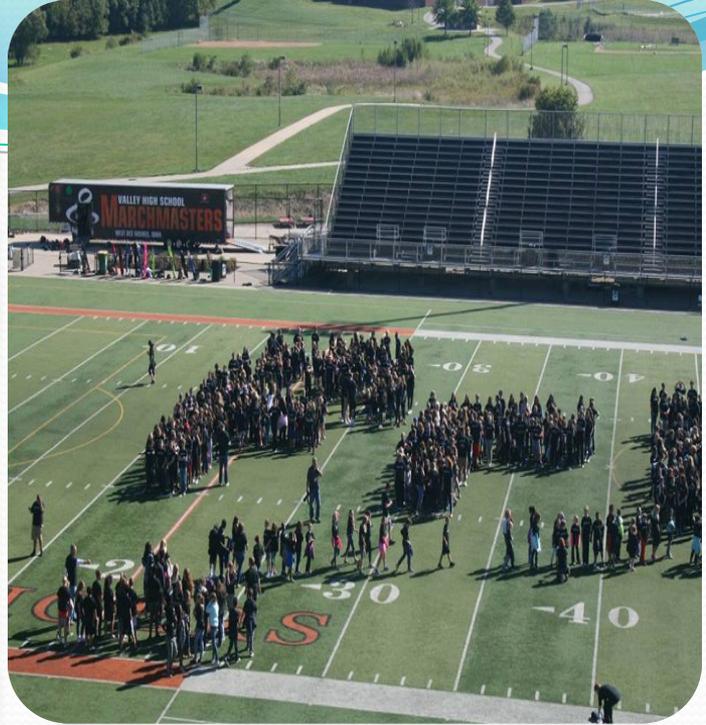
profriend



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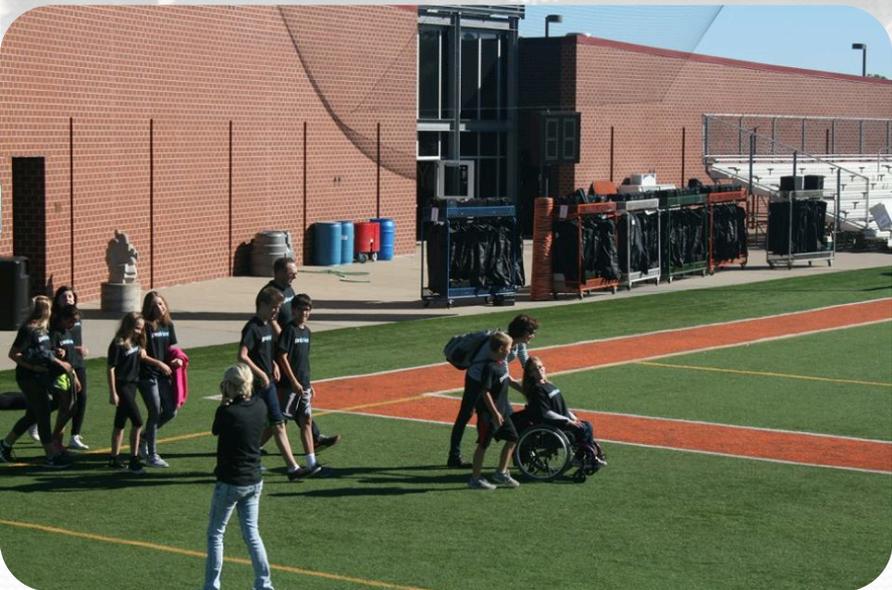






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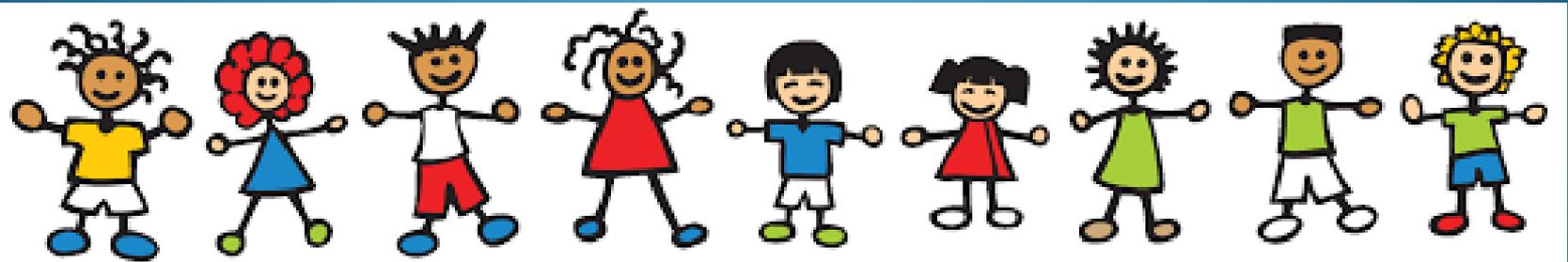


Profriend Movement

Our Profriend Campaign will help us build empathy and kindness in the Clive, West Des Moines, and Windsor Heights Communities, which allows us to create new relationships, understand through the perspectives of others, and focus on creating solutions while having fun.

We want your help in promoting kindness and putting friendship into action. By doing so, we can help get friending trending.

How can you put
these rules of
kindness into action
in Windsor Heights?



YOU CAN BE A KINDNESS AMBASSADOR!

Our Rules of Kindness:



- getting to know someone new
- asking yourself how someone else would feel
- understanding other people as individuals
- appreciate differences
- accepting people for who they are
- listening to someone's point of view
- being nice
- helping each other
- supporting each other
- having fun together
- sending a positive message
- and so much more!

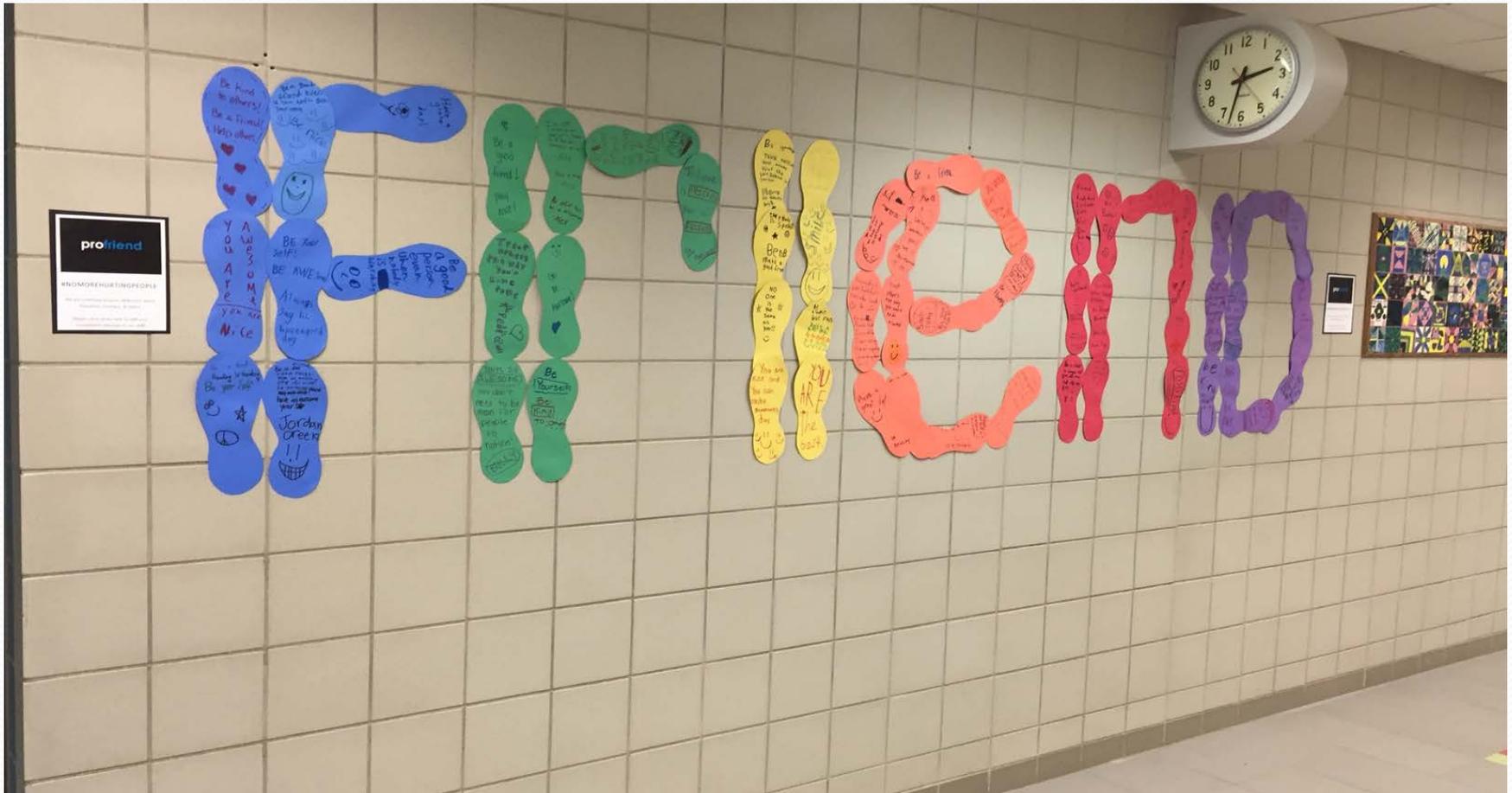
Leave a Positive *friendprint*

😊*spread notes of cheer*😊



friend

FRIENDPrint Wall with Positive Messages



Ideas: Public Space Concept and Friendly Spaces

- Create collaborative projects to create public space concepts and projects that bring people together.
 - Research states cities that take in to account the new data emerging from social neuroscience should focus on creating "third spaces"-places where people feel comfortable enough to gather, places where small groups of people feel they belong.
- Interact with local businesses, organizations and government to identify already existing spaces that are "friend friendly".

Ideas: Public Space Concept and Friendly Spaces

- Tie into current Windsor Heights Committee Initiatives:
 - Public Safety Committee: (Police and Fire)
 - Community Outreach
 - Economic Development
 - ❖ Ex: Restaurant Week.
 - Kids can create logo and posters businesses could post - think "Zagat Rated" only friend rated, approved or similar.
 - Friendly Ratings etc.
 - Planning and Zoning Commission
 - ❖ Special Events Committee
 - ❖ Marketing Committee

Friendspace @ recess or public gathering places



Friendspace



Ideas for Community Engagement

Friend Art

- Citywide art collaborations, projects and competitions (different categories) focused (initially) on the word "friend" and resulting in public message infusion and amplification.
- Let kids/participants develop art themes that encourage people to make or build friendships. Friend Art exhibits/installations at schools, government offices, public spaces, businesses, etc.

Friend 4K

- Sponsor a fundraising, community wide 4K that raises awareness and money for friend-based charities - choose or create. 4kforfriends 4kforafriend

Friend Art Walk

- Create an art walk that allows people to leave friend messages on blank art installations along route that become permanent art/sculpture reminders (moveable to new permanent location) related to friends.

Friend Acts

Anyone Can Friend

- Let kids create concepts for meeting and learning new things about people that will spark and build friends.

#Friending

- Create new verb that defines the acts of creating, being with and building relationships with friends.



Thank you City of Windsor
Heights for joining us in
this Profriend Movement.

- We can each BE the Profriend
Message!