

HEROES *and* COOL KIDS



HEROES AND COOL KIDS

Leadership Program



heroesandcoolkids.org

Today's students have a lot to deal with. There's bullying, peer pressure, and social media. Plus, academic stress, body image, and mental health concerns.

Our anti-bullying and emotional learning program equips students with skills that reduce:

- Drug and alcohol abuse
- School and community-based fighting and violence
- Apathy
- Isolation
- Suicide

**No student should suffer.
Together, we can foster change.**

Heroes & Cool Kids helps schools empower young people to build emotional intelligence and grow into responsible leaders. Our program has been proven to create more positive school environments, help hundreds of students in each district, and achieve higher levels of success in life.



The challenges students face are always evolving. We've stayed consistent. For 25 years, Heroes & Cool Kids has taught students across NJ and NYC the skills needed to build courage, confidence, and character.

You can build a community and teach students life changing tools.

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We help students deal with seemingly overwhelming challenges using a two-prong method that teaches skills and then builds role models.





How the Program Works

- 1** School administrators hand-select students based on their academic achievement, extracurricular participation, and positive contributions to the school.
- 2** Using a teaching/role model approach, we train the students to respond in more positive ways to:
 - ✓ The pressures associated with tobacco, drug, and alcohol use and abuse
 - ✓ Resolve conflict and prevent violence
 - ✓ Find alternatives to destructive behavior
 - ✓ Reduce the incidence of childhood obesity
 - ✓ Decrease gang influence
- 3** These Heroes are then brought into the elementary/middle schools to share the program with the younger students.



**Together, we can
help kids find the
right path!**



Let's Start the Conversation!

What Makes Our Programs Different

- Innovative “lead by example” model
- Learning goals based on the U.S. Department of Education Core Curricular Standards for Character Education
- Trainers who possess skills that top leaders exhibit
- **Proven results** – more positive school environments and higher levels of success in life





Improve Your School's Culture For Good!

**Let's Start the Conversation!
Call today and reserve your spot:**

201-641-0699



**Visit our website to learn more
heroesandcoolkids.org**

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