Koko and Friends™ Programs

Koko and Friends Anti-Bullying Program™ (ABP)

A Comprehensive K–12 Emotional Safety & Culture Transformation System

The **Koko and Friends Anti-Bullying Program™ (ABP)** is a whole-school, K–12 framework designed to build safe, emotionally healthy school environments. Unlike traditional anti-bullying programs that focus on rules and punishment, the ABP addresses the *root causes* of harmful behavior—identity, belonging, emotional regulation, and moral development.

Key Features:

- SEL-based lessons using Koko and Friends™ stories
- Trauma-informed approaches
- Peer leadership development
- Conflict resolution strategies
- Teacher support materials
- Family engagement tools

The ABP empowers students to transform their own peer culture by building dignity, accountability, and emotional resilience from the inside out.

Not on Our Watch™ (N.O.W.)

Community Sustainability & Wraparound Support System

Not on Our Watch™ (N.O.W.) extends the ABP beyond classroom walls by placing a trained **Community Program Coordinator™** on campus. This dedicated professional ensures that emotional safety is protected daily—not just during lessons.

The Community Program Coordinator™:

- Reinforces ABP values throughout the school day
- Monitors school climate and peer dynamics
- Connects families to community resources
- Supports teachers, staff, and administrators
- Builds a bridge between school, home, and neighborhood life

N.O.W. transforms the ABP into a **long-term, self-sustaining cultural ecosystem**.

Last Straw Campaign™

A Citywide Public Mobilization Movement

The **Last Straw Campaign™** is a large-scale, public initiative designed for the City of Memphis to unite students, families, schools, and community partners against bullying. The campaign uses a symbolic action—the breaking of the "last straw"—to declare a collective commitment to ending harmful peer behavior.

Although approved and ready for implementation, the campaign was never launched due to political shifts within the city. Still, it stands as a powerful, scalable model of **child-led civic engagement and community-wide emotional safety activation**.

Long Shots Locker Room™

Youth Entrepreneurship & Licensed Merchandise Marketplace

The **Long Shots Locker Room™** is a small-business and youth-centered e-commerce marketplace offering Koko and Friends™-licensed products. The platform empowers young entrepreneurs—especially from underserved communities—to participate in:

- merchandise sales
- online business operations
- creative product development
- a GIVE BACK entrepreneurship model

By connecting youth to economic opportunity, the Long Shots Locker Room™ expands the mission of Koko and Friends™ beyond education into empowerment.

Koko and Friends Life Lab™

STEM + SEL Integrated Learning

The **Koko and Friends Life Lab™** blends STEM education, emotional development, and creativity. Using Koko and Friends™ characters and stories, children explore:

- communication systems
- applied science & problem-solving
- teamwork & leadership
- confidence-building challenges

Life Lab™ is especially impactful for girls and underserved youth who need more representation and encouragement in the STEM fields.

Koko and Friends Jukebox™

AI-Enhanced SEL Music Experience for Children

The **Koko and Friends Jukebox™** is an interactive platform that teaches SEL through uplifting music, animated videos, and meaningful reflection.

Features include:

- original award-winning music
- karaoke screens
- animated videos
- emotional reflection prompts
- AI-assisted SEL conversations

Jukebox™ helps children build emotional vocabulary, resilience, and confidence through music they love.

Koko and Friends Media & Outreach Programs™

Books, Animation, Music, Community Engagement & Literacy Support

The broader media ecosystem includes:

- **award-winning animated shorts**
- **internationally recognized music videos**
- **SEL-driven literacy & chapter books**
- **character-building workshops**
- **community events for underserved populations**

These tools strengthen identity, emotional well-being, and storytelling as a form of healing.