

# CURLS ON THE BLOCK

A NON PROFIT ORGANIZATION

CURLSONTHEBLOCK.COM

**EMBRACE, EXPLORE & EMPOWER**



## ABOUT US

Curls on the Block uses a curriculum for girls of all curls and colors to embrace, explore and empower their natural selves that increase engagement, investment, and commitment to careers in science, technology, engineering, art, and math (STEAM).

Girls discuss and explore how they can address the needs of the curly hair community with STEAM.

## WHAT DO PARTICIPANTS GAIN?

Participants gain confidence, friendships and knowledge about curly hair care. Small group environments offer safe spaces to express frustrations and encourage all girls to be true to their natural selves. Girls make connections between beauty and STEAM. They are scientists, techies, engineers, artists and mathematicians.

## WEEKLY SESSIONS

Facilitators guide groups of 15 participants ages 6-16

- One session a week for 10 weeks; each session is 90 minutes
- Make a connection to STEAM (science, tech, engineering, art & math)
- CurlTalk; recent events, relevant inventions and bonding
- Hands on activities and interactive workbook to guide learning

## WORKSHOPS

For a large event, workshops are perfect for any age!

- Remove the Kinks: breaking down negative connotations
- Hair Journey: A safe space to depict your hairstory
- Curlfriends and Curlygirl Inventory:
- How water impacts our hair



# CURLS ON THE BLOCK

## PROGRAM OVERVIEW



Curls on the Block uses a curriculum tailored for three age ranges between 6-16.

Nefertiti level ages 6-9

Cleopatra level ages 10-12

Makeda level ages 13-16

Each age range has been named after a historical queen and civilization from the African diaspora. There are various levels of difficulty for activities and differentiated readings for each group. The workbook for the curriculum is adapted and created with all learners in mind.

### **The sessions with the highest engagement have included:**

- watching the Clark Doll Test (a test administered where participants identified that certain dolls were preferred over others based on color) and taking action,
- making a doll's hair curly, creating a natural hair care product,
- participating in CURLS the original personal inventory game

## Key Findings

100 participants between the ages of 6-18 were surveyed:

### **75% or more of them had experienced the following:**

- Being teased about their hair by both girls and boys
- Participated in teasing/bullying specifically about hair
- Felt frustration about their hair

### **20% of the participants:**

- Felt they had "good hair"
- Could identify 3 or more women in the media (artists/actresses/etc) who wore a naturally curly hairdo the majority of the time
- Felt curly hair was professional

The data indicates a high need for young girls to be able to have safe spaces to research and learn about basic social needs and self-care. By incorporating the STEAM focus, girls are able to take action and go the next step to address their own experiences. COTB isn't just about educating, it is an opportunity to actually research and create answers or solutions to issues that arise.

# PROGRAM GOALS

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## GOALS

- Goal for Attendance: 90% of participants will attend 75% or more of the 10 week long Curls on the Block Program.
- Goal for Social Emotional Learning: 90% of participants who attend 75% or more of the time will increase or maintain positive self-esteem as measured by a pre and post questionnaire.
- Goal for Engagement, Investment and Commitment to STEAM: 90% of participants who attend 75% or more of the time will identify increased interest and engagement in STEAM related fields after an 8 week long Curls on the Block Program.



# MEET THE CURLS ON THE BLOCK CHARACTERS



## AIYANA

A Denver Native and Black girl who is spiritual, thoughtful and nurturing. A Libra, born Sept 22.



## HARRIET

A shy Capricorn girl born Jan. 8, Harriet is a resourceful Chicagoan. Her power is in the puff.



## MAKEDA

Born July 26, is confident, organized and believes in fairness. Hailing from Nashville, Tennessee she uses her glasses as a secret weapon.



## NEFERTITI

From Los Angeles, Nefertiti was adopted at birth. Her power is in her poofy hair and outgoing passionate Aquarius self. Born Jan 31..

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These characters will be used on the developing app to "gamify" the curriculum and enhance the experiences of and increase participants nationally.

# HARRIET'S YELLOW JACKET

## Harriet's Yellow Jacket

**Author: Analise Harris    Illustrator: Adri Norris**

### What is the story about?

Harriet asks the question, "Why is my hair so big?!" after she cannot fit her favorite jacket's hood over her pineapple puff. A teachable and familiar moment for many naturals and young girls dealing with frustrations due to their hair.

