

ROOTED by Rooted Workshops

The conversations that lay the foundation for families.

Real answers for the things families don't know how to talk about.

The Gap That Rooted Fills

Rooted is not just for hard moments.

It helps families build the foundation for safety, confidence, communication, and healthy relationships. The kind of foundation that shapes how a child grows, how a teen sees themselves, how a young adult uses their voice, chooses friends and romantic partners, sets boundaries, and makes decisions for the rest of their life.

Families are navigating some of the most important conversations of their child's lives **without** support.

Parents are expected to teach children about bodies, boundaries, sex, consent, emotional safety, relationships, self-worth, and life skills, but most parents were never taught these things themselves.

How are they expected to teach their child what they don't know?

At the same time, children are asking questions about sex, bodies, mental health, consent, identity, safety, and relationships, and parents are avoiding conversations. Why? Because they were never taught how to navigate or talk about these topics.

These children become teens who are searching for answers, again, about their bodies, emotions, and relationships, but now they turn to friends, social media, or the internet instead of safe, informed guidance because they don't trust the adults in their lives to give them the information they are needing.

The biggest take away is: Kids will always learn about these topics, just not always from safe and trusted people.

What Rooted Is

Rooted is a digital support platform designed to help parents and teens navigate real-life situations in real time.

It is built for the exact moment your child asks the hard question at bedtime, in the car, after school, or right in the middle of a meltdown.

It is built for the moment your teen says, "I think I'm pregnant," when your child asks where babies come from, when your kid says, "I hate myself," when you're trying to teach boundaries

like how to say no when something feels uncomfortable, or when your child is struggling with big emotions like self-harm and you are left wondering, “What do I do now?”

Rooted helps parents feel calm, know what to say, how to respond, and how to turn everyday moments into opportunities for trust, safety, and connection.

Rooted meets parents and teens where they are, whether that is curiosity, confusion, prevention, or crisis.

Two Apps. One Mission.

Rooted for Parents

Parents receive immediate, practical support for conversations they often feel unprepared for.

Inside Rooted, parents get:

- real-life, age-appropriate, scripts (“what to say right now”)
- explanations of what is actually going on underneath a child’s behavior • emotional regulation tools for both parent and child
- conversation starters for hard topics before they become harder
- prevention-focused education that helps build trust, safety, and connection at home
- support for both everyday parenting moments and bigger situations that feel overwhelming
- deeper mini-series and guides that allow parents to go beyond the quick answer and fully understand topics like puberty, boundaries, sexual health, confidence, emotional regulation, safety and more.

Topics parents will find inside Rooted include:

Private Parts & Body Questions • Safety & Boundaries • Puberty & Growing Up • Periods & Menstrual Health • Sex, Bodies & Reproduction • Crushes, Friends & Feelings • Gender & Identity • Digital World • Confidence & Body Image • Big Feelings & Hard Moments • Life Skills & Independence • Parenting Through It

Rooted: Becoming You for Teens

Teens receive direct, relatable, judgment-free answers in a tone they actually understand.

Instead of feeling alone, overwhelmed, embarrassed, or scared to ask for help, Rooted: Becoming You gives teens a safe place to find real answers, calm down, and figure out what to do next. Think...a safe adult in their back pocket!

Inside Rooted: Becoming You, teens get:

- real language that feels honest, not clinical or watered down

- emotional validation without shame or judgment
- interactive regulation tools like the red, yellow, green system to help them slow down before reacting
- support for hard moments like pregnancy scares, self-harm, feeling alone, pressure to send nudes, relationship problems, and emotional overwhelm
- guidance on boundaries, self-worth, confidence, dating, friendships, decision making and more
- help understanding what they are feeling and why, instead of just being told what not to do
- a space that feels supportive, not like another adult lecture

Topics teens will find inside Rooted: Becoming You include:

When Things Feel Like a Lot • Love, Sex & Your Body • Relationships & Drama • Real Life Stuff

Why Rooted Works

Rooted meets families where they are in every stage of parenting.

It is never too late to teach children the things they need to know.

Rooted works both before and after.

Before the hard question at bedtime, before the pregnancy scare, before the emotional breakdown, before trust is broken, before silence turns into shame, and before disconnection takes over.

And after, after your child says, “Someone touched my privates”, after your child says, “I hate myself,” after your teen says, “I think I’m pregnant,” after boundaries have been crossed, after trust feels damaged, and after you are left wondering, “What do I do now?”

Instead of waiting until abuse occurs, emotional crisis escalates, or life reaches a breaking point, Rooted helps families build safety, confidence, communication, and trust earlier.

And when hard moments do happen, Rooted helps parents respond with clarity instead of panic.

Built Different

Rooted combines professional knowledge with real-world understanding of what families actually go through.

It’s built from:

- personal lived experience
- a Master’s degree in Clinical Mental Health Counseling
- Direct experience with families navigating real-life situations

- nearly a decade of experience in the mental health field
 - LPC-C
 - Functional Family Therapy (FFT)
 - work within crisis response systems, including 988

Who Rooted Supports

Rooted is designed to integrate into systems already serving families.

It is especially valuable for:

- School districts supporting students and parents
- Nonprofits serving youth and families
- Health departments focused on prevention and education
- Therapy practices and behavioral health agencies providing client resources
- Pregnancy centers, pediatric clinics, OB offices, and women's health programs
- Foster care systems, CPS support services, family services, and state-funded support programs
- Juvenile services, family court systems, and prevention coalitions
- Domestic violence prevention programs and youth mentoring organizations
- Community outreach programs and family resource centers
- Churches and faith-based family programs
- Foundations investing in family wellness, prevention, and youth support initiatives

What Rooted Provides Organizations

Organizations are seeing the same patterns: Rising mental health concerns, early exposure to sexual content, sexual abuse, communication breakdown in families, emotional disconnection, and preventable crises that often begin long before anyone asks for help.

Families need support earlier, but many organizations lack tools that are easy to access, trauma-informed, realistic for everyday families, and scalable across entire communities.

Families should not have to reach a breaking point before they get support.

Rooted closes that gap.

Rooted supports organizations by:

- providing immediate, accessible support to families before small problems become major crises
- reducing reliance on reactive crisis services by strengthening prevention and early intervention
- strengthening parent-child communication and increase trust within the home
- offering consistent, trauma-informed guidance without increasing staff workload
- supporting families outside of office visits, appointments, school hours, or crisis moments
- giving parents practical tools they can actually use in real time, not just information they forget later
- creating scalable prevention systems that serve entire schools, programs, clinics, and communities
- extending the impact of therapists, teachers, caseworkers, counselors, and

support staff by giving families continued guidance at home

Rooted becomes an extension of the support systems already in place, not replacing therapy, counseling, or community services, but helping families build stronger foundations before intervention becomes harder.

Partnership Opportunities

Rooted is designed to be funded at the organizational level so families can access support without financial barriers.

The goal is not to place the financial burden on parents during hard moments, it is to partner with the schools, agencies, nonprofits, and community systems that are already serving them.

This allows families to receive the support they need while organizations strengthen prevention, education, and long-term family outcomes.

Partnership opportunities include:

- sponsored family access
- school and district implementation
- nonprofit and community program integration
- agency licensing for family support services
- prevention program partnerships
- grant-funded community access
- workplace wellness and employee family support programs
- foundation-sponsored access for underserved communities

Each partnership is tailored to the needs of the organization, the families they serve, and the long-term impact they want to create.

The Future Of Rooted

Rooted is designed to grow far beyond an app.

The goal is not just quick answers in hard moments, it is to create a full support system for families at every stage of parenting and childhood development.

With the right funding and partnerships, Rooted expands into:

- a stronger, more advanced app experience for both parents and teens
- deeper mini-series and topic-specific guides that allow families to fully understand subjects like puberty, boundaries, consent, self-worth, sexual health, emotional regulation, and safety
- in-person workshops for schools, nonprofits, pregnancy centers, youth programs, and

community organizations

- professional trainings for staff working directly with families and youth •

classroom support tools and prevention-based education resources

- sponsored access programs that allow families to receive Rooted for free through schools, agencies, and community partners

The vision is simple:

Families should not have to wait until something goes wrong to get support. Rooted is building a system where support becomes the foundation, not the emergency plan. Support should not begin at rock bottom. ***Support should be the foundation.***

Rooted Reviews

“This workshop is absolutely transformative and incredible. It truly is what it advertises. Rooted explains all the different and beautiful ways we grow into our bodies, our self esteem, and how we approach sexuality and safety from not only a parent’s perspective, but for kiddos too. I recommend this for all parents, and even adults who need guidance.”

“This is a fantastic resource for parents. It is not overwhelming, it is full of information, helpful tips, conversation topics to have with your children, prompts to self-reflect on, and so much more. It is worded in a way that is easy to understand, which gives you the confidence to pass on the information in age-appropriate ways. If you are looking for something to guide you as a parent, guardian, or caregiver and do not know where to start—this is it.”

“I found this guide to be such a great resource for parents to have. It explains so many important things, from bodies and boundaries to relationships, consent, and online safety, all in a way that feels approachable and easy to apply. It helps make those tricky conversations with kids feel less intimidating. It is a must-read for any parent who wants to feel confident guiding their child through sex education.”

Ready To Bring Rooted Into Your Community?

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