

Be a Friend Lend a Hand



Reach Out



Say "Stop"



Report Concerns

Encouraging students to step in to help if they see someone being hurtful

Be a Friend ~ Lend a Hand is an innovative new student leadership and positive norms approach to reduce bullying and limit its harmful effects from Embrace Civility in the Digital Age. The program currently is for middle and high schools.

Bullying is socially motivated--to gain social status among peers. To reduce bullying and limit its harmful effect requires changing the peer response from appearing to endorse the harmful acts or indifference to disapproval and efforts to help.

The majority of students think that bullying is wrong and many would like to help the one targeted. Students strongly admire those who step in to help. Defenders can be very effective in stopping the harmful acts. Having someone reach out to be kind can reduce the harmful effects. While many students have a desire to help or express an intent to help, they often do not. There are significant perceived barriers to helping.

"The Be a Friend ~ Lend a Hand program is very promising because it is centered on using students as agents of change who can powerfully transform a school community by modeling and sharing positive behaviors marked by kindness, civility, mutual respect, empathy, and meaningful conflict resolution."
- Dr. Sameer Hinduja, Cyberbully Research Center, co-author of *School Climate 2.0*

"Be a Friend ~ Lend a Hand is a state-of-the-art bullying prevention program that incorporates best practices and existing research on what works. Noteworthy are the incorporation of positive messages, normative influence and norms correction strategies which are all essential elements for success. I am impressed with this program."
- Dr. Alan Berkowitz, Founding editor of The Report on Social Norms

Research has demonstrated that students' perspective of peer norms--what they think other students think--is a controlling factor. If students know their peers disapprove of bullying and strongly admire those who step in to help, bullying will decrease and helping will increase. Helping also raises risks of failure, embarrassment, or retaliation. Students need to know how they can help in private and safely intervene in public.

Be a Friend ~ Lend a Hand presents a student leadership and positive peer norms approach to reduce bullying and limit its harmful effects. Here is how it works:

- Students complete an online survey that assesses norms, intent, actions & barriers.
- The slideshow presentation template and poster templates are modified with local data.
- A Student Leadership Team makes presentations to students using the slideshow, which provides critical insight into how to safely and effectively intervene. Students discuss how they can reach out to be kind, say, "stop" publicly or privately, and report to an adult who can help.
- Students complete a Statement of Personal Values and create posters focusing on positive norms and effective strategies.
- The Student Leadership Team makes regular PSAs using data, engages in other creative efforts, and connects with other student leaders on Facebook.

"Students are very interested in what they and their peers think about themselves and are responsive to what student leaders have to say. When we set up a situation where we have them telling themselves what they think about how they treat each other, nothing any expert says can ever compete with that."
- Gary McDaniel, Clinical School Social Worker in West Virginia

"Nancy Willard's Be a Friend Lend a Hand program is based on solid prevention research. This program helps youth use kind, supportive action to reduce cyberbullying and the harm it can do."
- Stan Davis, Stop Bullying Now

Be a Friend ~ Lend a Hand is now available at a Spring 2013 introductory price of \$295. Program materials can be downloaded for preview--including the full program plan with research background and surveys, student guide, and slideshow and poster templates in a non-modifiable format. Upon payment, schools can access the resources in usable and modifiable formats.

"Kids trust each other, more than they trust adults. Learning about kindness and caring from peers has a powerful impact in a school community."
- Dr. Karen Siris, principal on Long Island, co-author of *Stand Up*

For more information and purchasing go to:
Embrace Civility in the Digital Age
<http://www.embracecivility.org/>