



www.whiteribbonweek.org

Dear Principal,

Thank you for caring so much about our children.
We are grateful for all you do!

I'm sure you notice, as I have, how much media and technology influences our kids even from their toddler years. Research shows the average teen spends 9 hours a day using entertainment media.¹ It surprised me to learn that 87% of youth have witnessed cyberbullying,⁴ It's so important that we helps kids learn real skills of decision making using technology from the earliest grades.

I became aware of an amazing resource that we can use in our school to help kids make safe and healthy choices with Media. White Ribbon Week is an annual school program, usually organized by volunteers or teachers that positively addresses issues such as online safety, personal protection,online kindness, screen time, media literacy and using tech for good.

There are many reasons we can feel good about organizing White Ribbon Week in our school:

- **White Ribbon Week is positive and age-appropriate—from kindergarten on up.** 100% of teachers and administrators who have used the program say they would recommend it to other schools.
- **White Ribbon Week is fun.** Students learn important skills through engaging lunchtime activities and classroom discussions.
- **White Ribbon Week uses very little class time.** Each morning students memorize the “Power Boost” message for the day. It becomes the “password” to participate in fun lunchtime activities that support their learning.
- **White Ribbon Week requires no advance preparation for teachers.** Discussion questions are scripted in the Discussion Guide.
- **White Ribbon Week is *not* about dress-ups.** Wearing daily costumes has little meaning for students and can be a distraction in the classroom. Every aspect of White Ribbon Week is important. No fluff.
- **White Ribbon Week encourages conversations at home.** Children learn to talk to an adult when they see anything that does not feel right or could endanger others.
- **White Ribbon Week is simple and affordable.** The program is spelled out in the step-by-step guide. No expensive assembly is required. The program cost is just pennies per student.

Thank you for considering ways to help our kids make conscious and positive choices with technology. I'd be happy to help organize or support a White Ribbon Week in our school.

Sincerely,

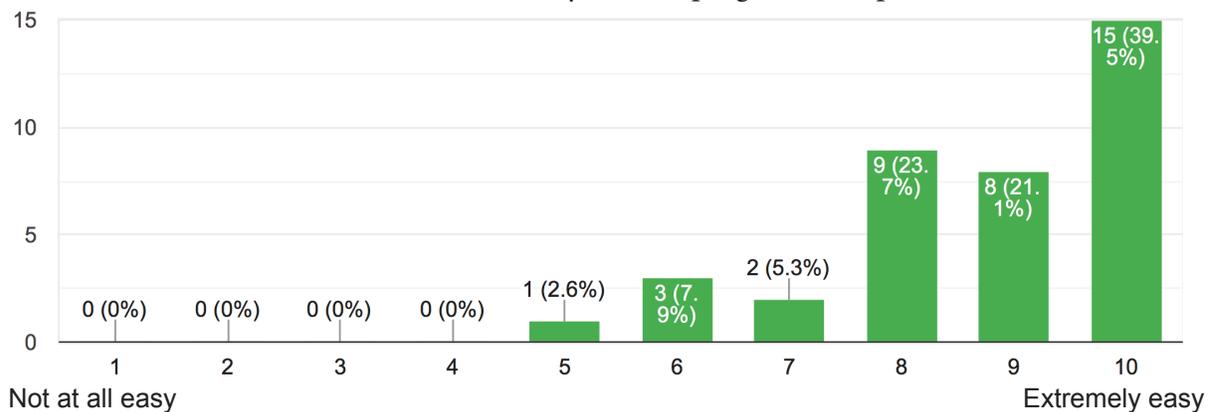
Facilitator Feedback

“Thank you!!!! For creating a program that was powerful and simple!
We had an incredible week! The kids loved the lunch room activities and were so excited to pass the phrase off. I know this is helping them, and I appreciate this program and its values so much!

I am spreading the word to everyone I see! Every school needs this!
Thank you, thank you, thank you!

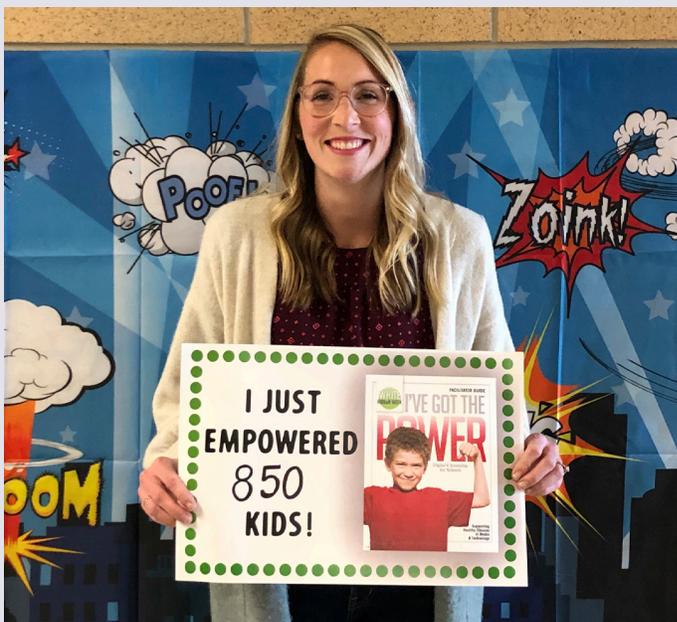
—*Rachael Homer, Jordan Hills Elementary*

Question 1: From Start to finish, how easy was the program to implement?



RESULT:

84% of facilitators indicated that the program was easy or extremely easy to implement.

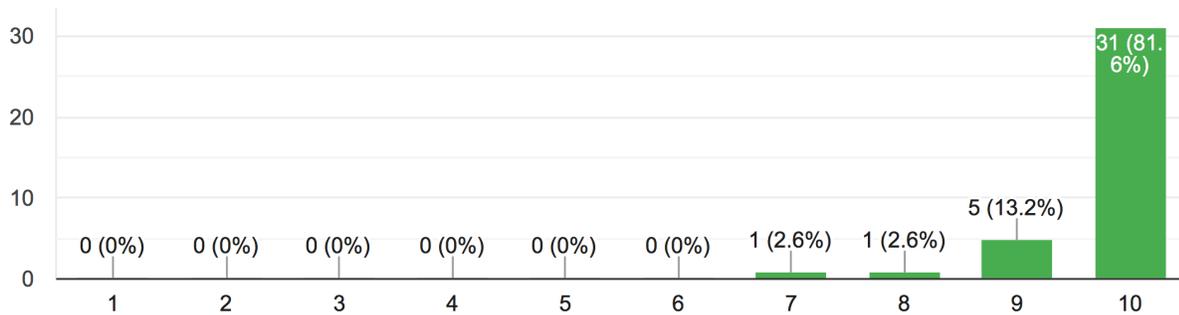


“Many teachers commented about how smooth and easy it was to incorporate in their daily routines.

It wasn't a huge thing they had to schedule time for.

They really appreciated the discussion guides they were given.”

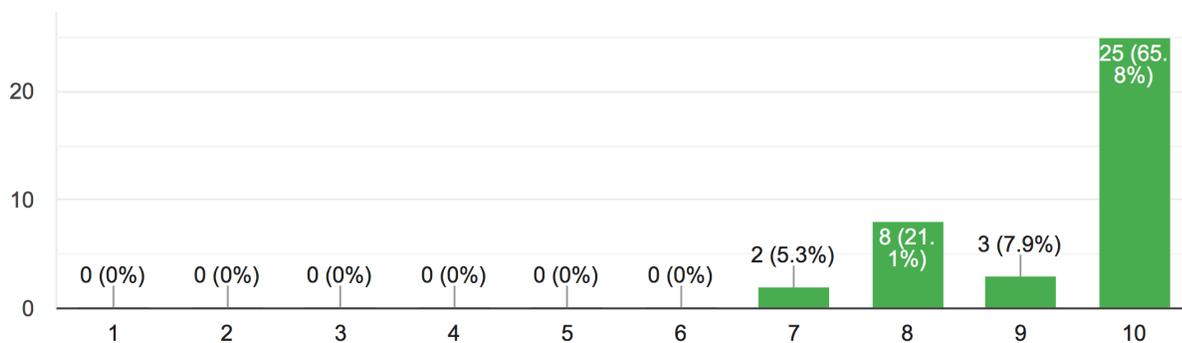
Question 2: How likely are you to recommend this program to other schools?



RESULT:

95% of facilitators say they are very likely or extremely likely to recommend the program to others schools.

Question 3: How likely are you to consider organizing a White Ribbon Week in the future?



RESULT:

95% of facilitators indicate they are likely or extremely likely to organize WRW again.

“I had moms helping for all the lunch activities and went to the teachers meeting to explain the program.

Everything was so planned out that it’s been a lot easier than I anticipated.

It’s been great!”

—*Jill Lawson*





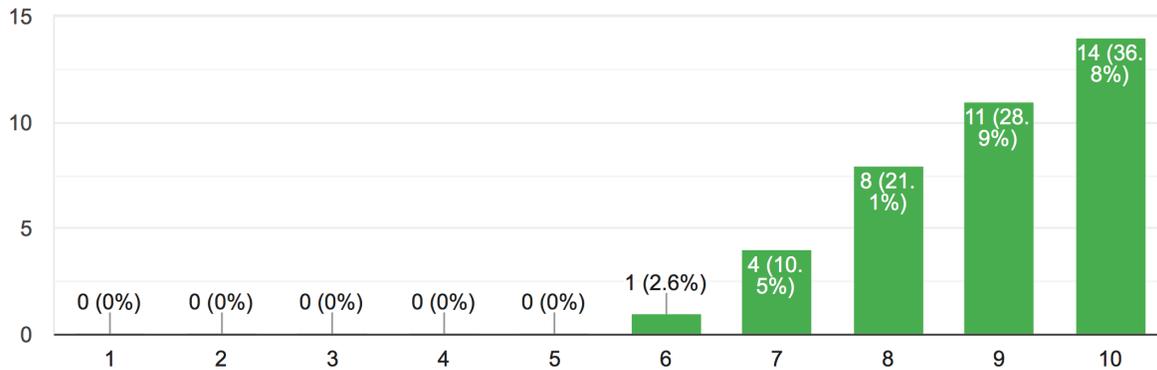
“Here is my “empowered” picture for you.

Thank you so much for this wonderful information and opportunity. I’ve had nothing but praise from students, parents and teachers about this program.

In my 15 years of PTA, this has been one of my favorite things I’ve done. I really feel like I made a difference.”

—*Kelly Taeoalii, Viewmont Elementary*

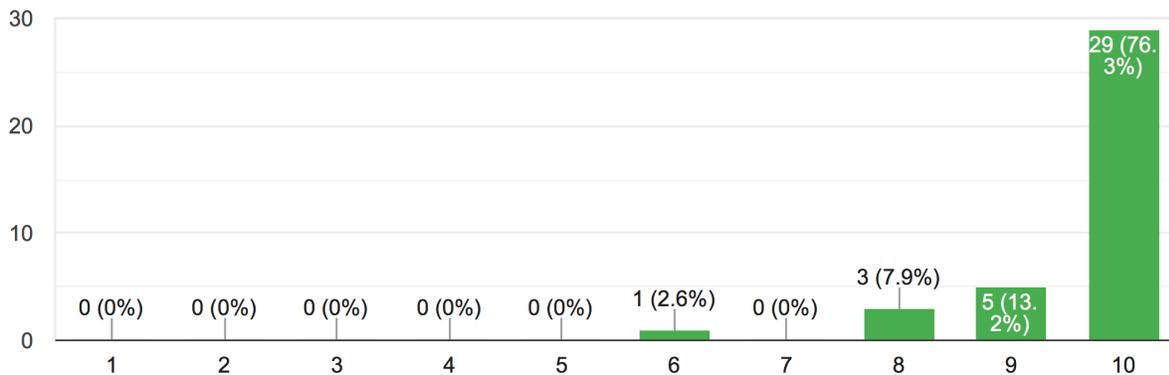
Question 4: How would you rate the impact on students of the material presented in “I’ve Got the Power?”



RESULT:

87% of facilitators rate the impact on students as high to extremely high.

Question 5: How relevant is the material to the needs of children in your school?



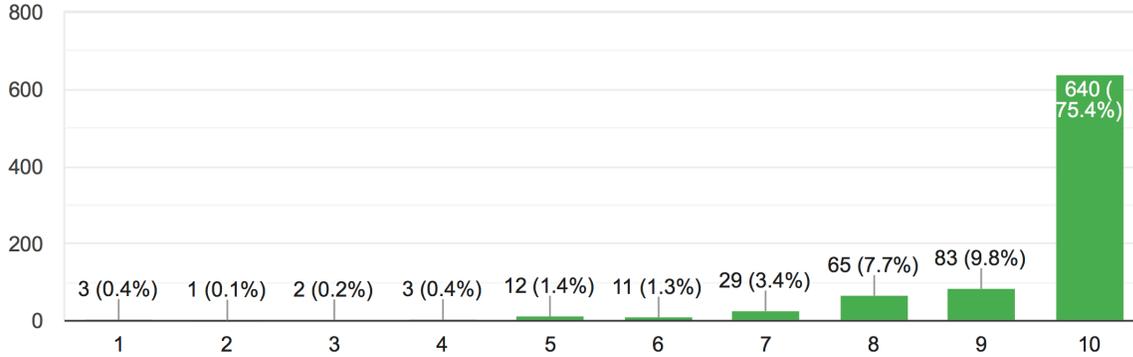
RESULT:

97% of facilitators rate the material as highly to extremely relevant.

Parent Feedback

863 Responses

Question 1: How strongly do you feel about Internet Safety being taught in your child's school?



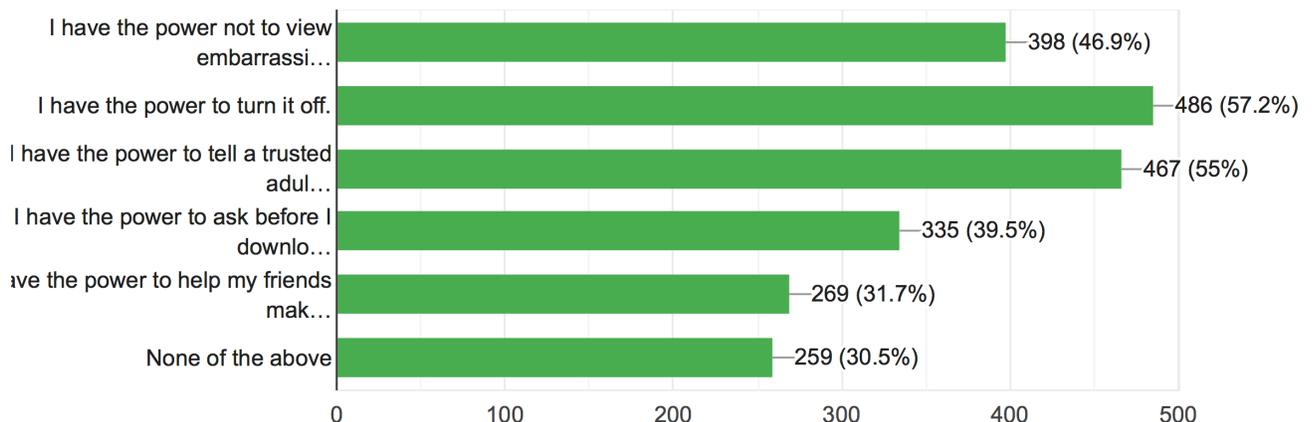
RESULT:

93% of parents strongly want Internet Safety taught in their child's school.



“WRW has helped my child be more informed. Though we have rules at home, we have not really talked about the topics that were shared before this. It's very useful to teach these tools because parents may not know what to do at home.”

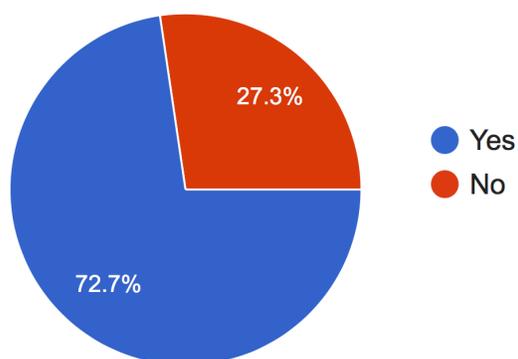
Question 2: Did your child share any of these Power Boosts at home? Check all that apply.



RESULT:

70% of all students shared Power Boosts with family members at home.

Question 3: Did you and your child have a conversation about media during White Ribbon Week?



“We had great conversations every day about what they learned or did that day.”

Thank you for providing this opportunity for my children!!!”

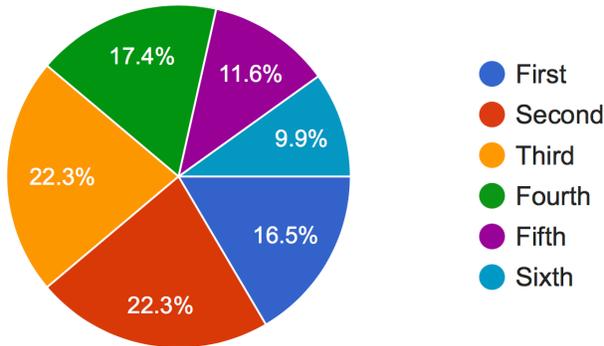
Question 4: Has White Ribbon Week influenced your child’s choices in some way? Tell us what you have observed.

RESULT:

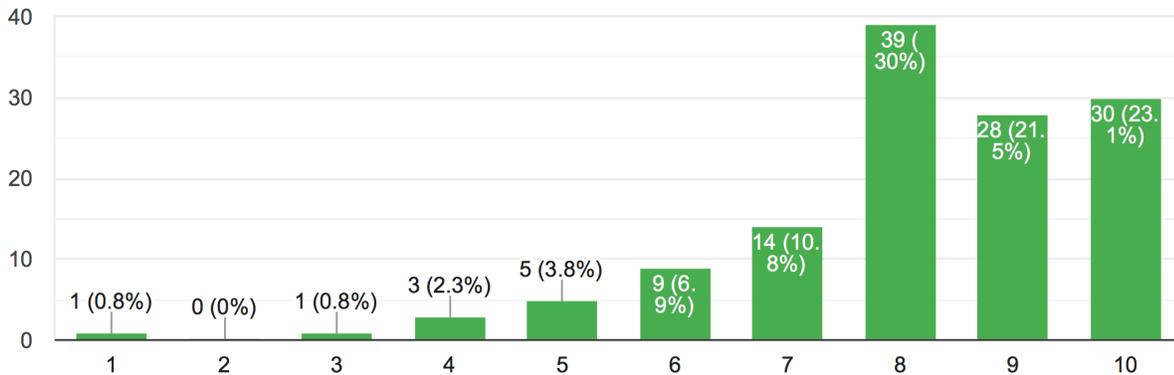
- “My daughter limited her own screen time without me having to remind her”.
- “My kids were more compliant with our family rules this week. Since there was an emphasis on it at school and with friends, our kids finally realized that what we enforce at home isn’t so crazy after all. We were finally cool for once!
Our kids were more open with us about what to do if they see something they’re not comfortable with, which is a huge thing for us. Thank you!”
- “All 3 of my kids talked about what they were learning each day.
My first grader was the most vocal and very good at reminding his older siblings to be respectful and responsible on the Internet.”
- “My kids are now asking to see how much screen time they have used and get permission for games and apps before playing. Thanks!”
- “Our daughter posted goals on her mirror with one being less screen time!”
- “My son is less resistant to our rules and limits about youtube videos.”
- “My son reported a picture that he felt was inappropriate and I was so grateful.”
- “Even my kindergartener came home from school each day singing, “I’ve Got the Power!” which helped us with any conversation about Internet safety.
Thank you for teaching my children!”

Teacher Feedback

130 Responses



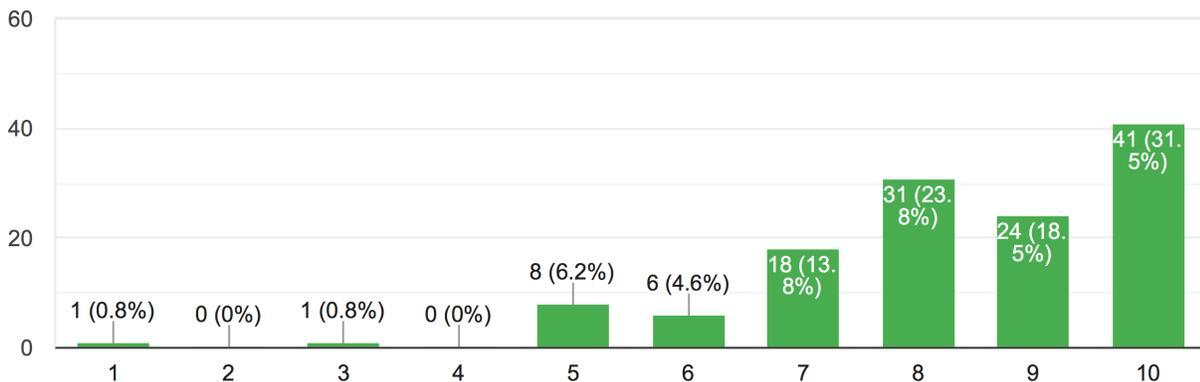
Question 1: During classroom discussions, how engaged were the students in the material presented?



RESULT:

85% indicated students were engaged or *extremely* engaged during classroom discussions.

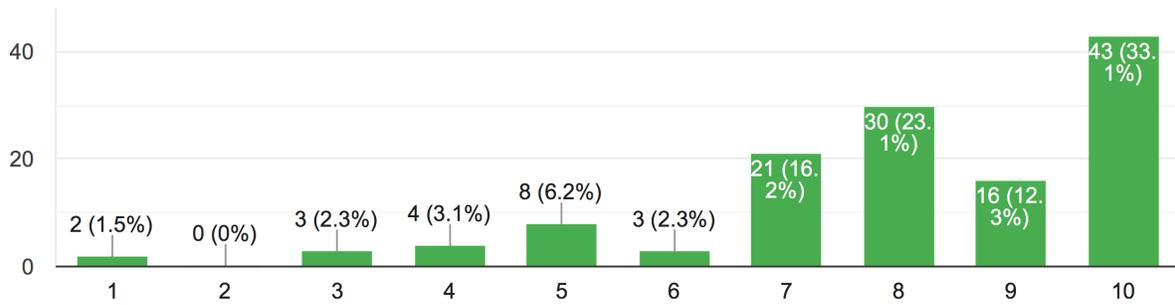
Question 2: How valuable were the classroom discussions in teaching media safety?



RESULT:

88% described the discussions as valuable or *extremely* valuable.

Question 3: How likely are you to incorporate the messages from “I’ve Got the Power” into future conversations with your class?



RESULT:

85% of teachers say they are likely or extremely likely to incorporate messages into future class discussions.

“My kids didn’t want to end the discussions.”

“The lessons were straightforward, very easy to follow, and very engaging.”

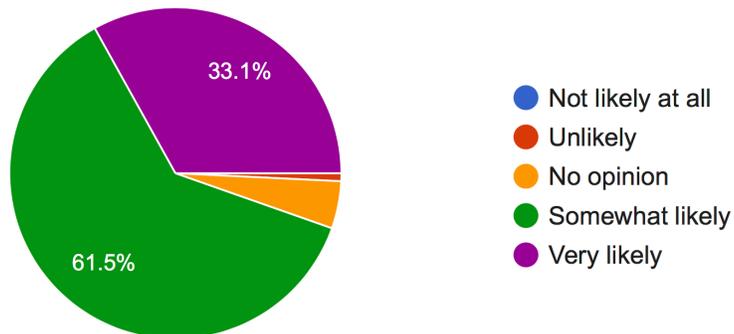
“My students really enjoyed the discussions and they were personally meaningful.”

“We had unbelievable discussions every morning.
The learning extends beyond the classroom.
The students take it home and teach their families.
They discuss it around the dinner table.

Kids are using it and keeping it in their lives for years to come.”

—Monica Rottermund 4th grade teacher

Question 4: In your opinion, how likely is it your students will make safer choices with technology after participating in White Ribbon Week?

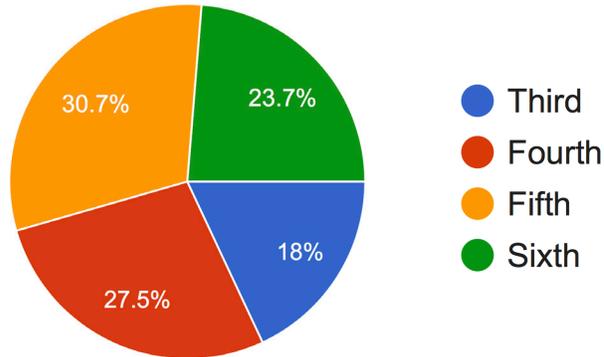


RESULT:

95% of teachers believe that students will make safer future choices with technology after White Ribbon Week.

Student Feedback

1,109 responses



Question 1: When you see a “download here” button on the computer, do you:

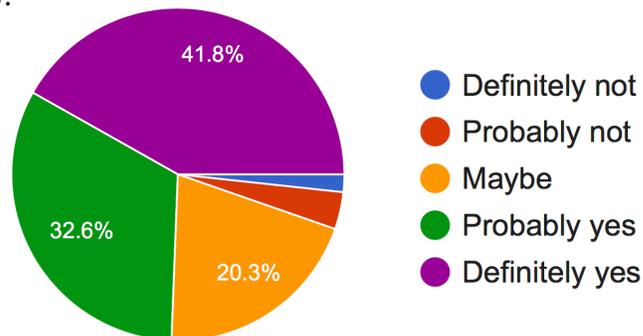


RESULT:

13% increase of students who will talk to a trusted adult after WRW.

70% decrease of students who would click on the “download” button after WRW.

Question 2: Will “I’ve Got the Power” help kids make safe choices online and on their phones?



RESULT:

74.4% said IGTP will probably or definitely help them make safe choices.

Question 3: Will you tell a trusted adult when you see something online that makes you feel uncomfortable?



RESULTS:

Pre: **82%** will probably or definitely talk to a trusted adult.

Post **92%** will probably or definitely tell a trusted adult.

10% increase of students will talk to an adult after WRW.



Question 4:

What power boost do you remember from “I’ve Got the Power?”

RESULT:



599 free response answers
325 (54.3% of all responses) referred to
“Telling a trusted adult”

“I have the power to tell a trusted
u dolt wen sum-thing dulent fell write.”

“When you see something scary or uncomfortable online,
you should leave the website and tell a trusted adult.”

“I have the power to ask before I download.
I have the power to not use hurtful words.”

“Do not send mean messages to
anyone.”

“Tic Tac Toe, Turn it off, talk to a
trusted adult, turn to something
active.”

“I’ve got the power to turn it off.
(I made this one up)
I’ve got the power to say no!”

“I’ve got the power to not share
stupid photos of myself. ”

“I have the power to not view
embarrassing pictures or share
hurtful words online. ”

“Be kind and be aware of
what I’m watching. ”

