

HUMANKIND BE BOTH

**The Human Element
Fresno Unified School District**

CADA Area C Conference Fall 2015

YOU'LL NEVER BE ANYTHING

CHINK

YOU SUCK

GAY

FAT

WETBACK

I HATE YOU

LOSER

GHETTO

GEEK

STUPID

HOE

DUMB

SLUT

FAGGOT

UGLY SKINNY

NERD

POOR

NOBODY

LONER

IS IT BECAUSE I'M BLACK?

Friendship

I'm proud of you

You're so kind

YOU **AWESOME**

I believe in you

ROCK Good Job

FUNNY

Thank You

SUPER

WAY TO GO

WOW

Beautiful

You CAN do it

have a nice day

LEADER

SMART

You make me smile

I ♥ U

I couldn't do it without you

People see me as:

- *The white Student Body President*
- *The geek in the corner*
- *The rich kid with an iPhone*
- *The stupid gay kid*
- *Nobody*

But in reality, I AM:

- *Just like you*
- *A hard-worker who studies all night to get good grades to go to college*
- *Working to pay for my AP tests and afford my college tuition*
- *Trying to find my identity and go to school*
- *Trying to become somebody*

Ultimately...





Everyone, no matter who they are, where they came from, or what they look like, has one thing in common; They are HUMAN.

Fresno Unified School District
Student Advisory Board 2012-13

How we got here:

- *The words 'anti-bullying' were not creating the change we wanted to see*
- *Tired of hearing the slurs, hateful words, and observing hurtful actions*
- *We wanted to make change*
- *Kindness is a culture*
- *Vision: To protect and support each other through kindness as a culture*

First Steps:

- *Passionate Students*
- *Relevant topic...and made it POSITIVE*
- *Total creative control given to the students*
- *Adult Guidance, but no Hijacking!*
- *Created Partnerships with local business leaders and District leadership*
- *Complete support from School Board*

~~black~~ ~~white~~ ~~brown~~ ~~yellow~~ ~~red~~ **HUMAN**



FRONT



BACK



SLEEVE



go.fresnou.org/HumanElement

KINDNESS IS OUR WEAPON OF CHOICE!

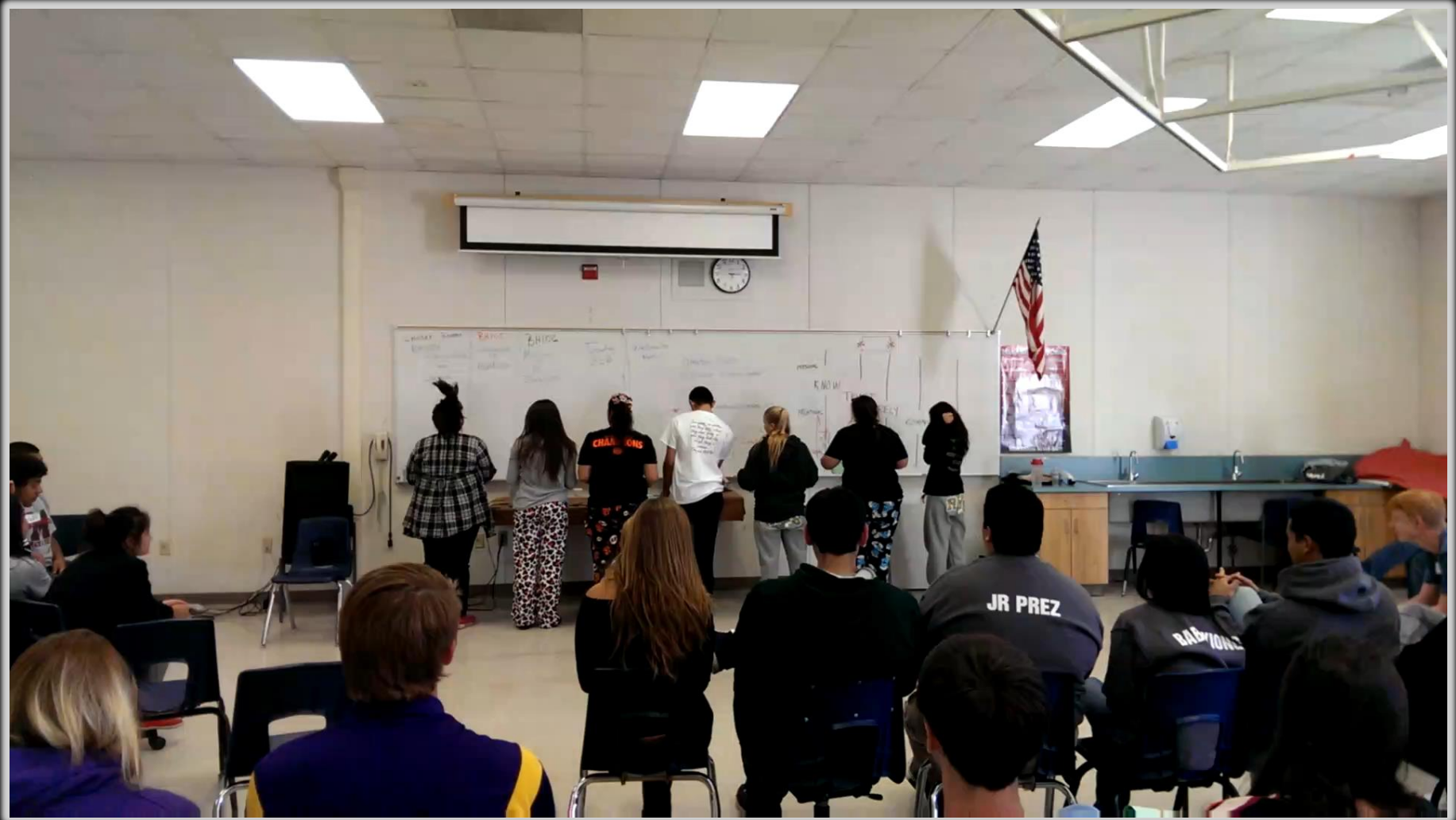
Implementation 2013-14:

- *Human Element Committees*
- *Student Training Day*
- *Goal #1: All High Schools will produce an all school assembly and HE Week*
- *Goal #2: 13-14 Human Element Video*
- *Goal #3: Field Test MS Assembly*
- *Goal #4: Wristband Promotion*
- *Goal #5: Reach out to Region*

**THE HU
MAN EL
EMENT**

**TRAINING DAY
NOVEMBER 2013**

Training Day Assembly Brainstorming





Everyone, no matter who they are, where they came from,
or what they look like, has one thing in common;



Hoover Human Element Kickoff Week:

It's time to celebrate and fire up the Kindness Culture at Hoover!

MORPH MONDAY: Changing our Ways	<i>To improve is to change; to be perfect is to change often. - Winston Churchill</i>
TRUST TUESDAY: Trust Falls and Blindfolded Obstacle	<i>Trust and honesty is an investment you put in people. I admire those who trust and are trustworthy. - Rachel Scott (1st Victim of Columbine)</i>
WORDS MATTER WEDNESDAY: Say what?	<i>Words have the power to both destroy and heal. When words are both true and kind, they can change our world. - Buddha</i>
THANKFUL THURS: What are you thankful for?	<i>Be thankful for what you have; you'll end up having more. If you concentrate on what you don't have, you'll never, ever have enough. - Oprah</i>
FRIDAY: PLEDGE FOR KINDNESS	<i>Wherever there is a human being, there is an opportunity for a kindness. - Lucius Annaeus Seneca</i>

Everyone you meet
is fighting a battle you
know nothing about.

Be kind. Always.



Fresno Unified @fresnounified · Aug 13
.@FUSD_SAB students being recognized at
#Convocation14 for their
@HumanElementSAB campaign and 2
NOBULL video awards!



19 26

View m

Fresno Unified retweeted



Leslie Loewen @MammaLoew · Aug 14

Human Element on @KSEE24! HUMANKIND. BE BOTH. @FUSD_SAB
@fresnounified

Fresno Unified retweeted



Sam Golden @0ctopeace · Aug 15

California State 4-H members wearing Fresno Unified's Human element
bracelets! @fresnounified



2014 - 2015



John Forbes @drjforbes · Aug 24

1st wk of school was great opportunity to put #HumanElement principles to
practice. Human Kind. Be Both. @FUSD_SAB



SUPer Support



Michael Hanson @michaelehanson · Jun 19
 @fresnounified Kindness Campaign keeps reaching @HooverRegion @mclanehigh
 @SHSregion @drjforbes @LWSandersEHS



Michael Hanson @michaelehanson · Mar 13
 @fresnounified continues to be proud of our great student leaders making schools & comm. better! @HumanElementSAB



Michael Hanson @michaelehanson · Aug 14
 @fresnounified @HumanElementSAB @principalbeck Kindness Campaign reaches Kenya! Thx @peetalarsen @allienumber34



Michael Hanson @michaelehanson · Mar 16
 @FUSD_SAB new HumanKind-Be Both message going into the @WhiteHouse @fresnounified @GreatCitySchls

Convocation 2015



Next Steps

- *Sportsmanship*
- *Community*
- *Media*
- *Peer Pressure*
- *Bully Mindset*

Lessons Learned:

- *Time is needed to imbed as culture*
- *Outreach Down, Not Up (HS-MS-ES)*
- *Real student experiences*
- *Commitment from every site/leader*
- *Support that is seen and heard*
- *Ongoing training for student leaders*
- *Leader structure*
- *Resources (Financial, technical, human)*

Keep Moving Forward:

- Assembly Package
- Adult Presentation
- Community Outreach
- Elementary Ambassadors
- NEW Promotional Materials
- Web Upgrade
- Human Element Store
- 2015-16 Videos/PSAs
- GoFundMe



MARKETING CARD
3.54X2.125IN



FRONT

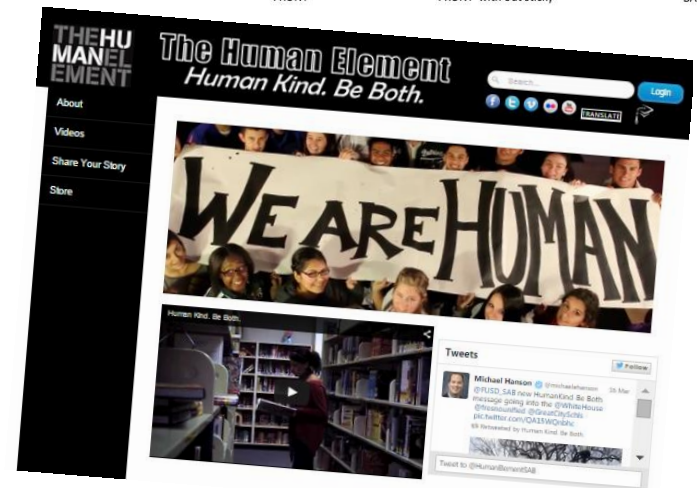
1.5X1.5IN
STICKY



FRONT with out sticky



BACK



Replicate It:

- *Passionate Kids - Meeting Regularly*
- *Adult Coordination - Not Dictating*
- *Train your student leaders*
- *Creativity for your region/schools*
- *Develop a MANTRA*
- *Year 1: Adult Conversation/Board Support*
- *Year 2: Students take the lead @ HS*
- *Year 3: Culture Building/Ongoing Support*
- *Year 4: Stay Relentless*
- *Year 5: Raise up others to lead*

HUMANKIND BE BOTH

go.fresnounified.org/humanelement

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www.facebook.com/HumanElementFUSD

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