YOU’LL NEVER BE ANYTHING

CHINK YOU SUCK GAY

FAT WETBACK I HATE YOU

LOSER GHETTO GEEK

STUPID HÖE DUMB

SLUT FAGGOT UGLY SKINNY

NERD POOR

IS IT BECAUSE I’M BLACK?
Friendship
You’re so kind
I believe in you

I’m proud of you
YOU
AWESOME
ROCK
Good Job

FUNNY
Thank You
SUPER

WAY TO GO
WOW
You CAN do it

have a nice day
LEADER

You make me smile
I couldn’t do it without you

SMART
I ❤️ U
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...

We are HUMAN
Everyone, no matter who they are, where they came from, or what they look like, has one thing in common; They are HUMAN.
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
KINDNESS IS OUR WEAPON OF CHOICE!

black white brown yellow red HUMAN

Everyone, no matter who they are, where they come from, or what they look like, has one thing in common: They are HUMAN.
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
Training Day Assembly Brainstorming
Everyone, no matter who they are, where they came from, or what they look like, has one thing in common:

We are HUMAN

**Hoover Human Element Kickoff Week:**
It’s time to celebrate and fire up the Kindness Culture at Hoover!

<table>
<thead>
<tr>
<th>Day</th>
<th>Theme</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MORPH MONDAY:</strong></td>
<td>Changing our Ways</td>
<td>To improve is to change; to be perfect is to change often.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Winston Churchill</em></td>
</tr>
<tr>
<td><strong>TRUST TUESDAY:</strong></td>
<td>Trust Falls and Blindfolded Obstacle</td>
<td>Trust and honesty is an investment you put in people. I admire those who trust and are trustworthy.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Rachel Scott (1st Victim of Columbine)</em></td>
</tr>
<tr>
<td><strong>WORDS MATTER WEDNESDAY:</strong></td>
<td>Say what?</td>
<td>Words have the power to both destroy and heal. When words are both true and kind, they can change our world.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Buddha</em></td>
</tr>
<tr>
<td><strong>THANKFUL THURS:</strong></td>
<td>What are you thankful for?</td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Oprah</em></td>
</tr>
<tr>
<td><strong>FRIDAY:</strong></td>
<td>PLEDGE FOR KINDNESS</td>
<td>Wherever there is a human being, there is an opportunity for a kindness.</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Lucius Annaeus Seneca</em></td>
</tr>
</tbody>
</table>
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!

John Forbes @ddforbes · Aug 24
1st wk of school was great opportunity to put #HumanElement principles to practice. Human Kind. Be Both. @FUSD_SAB

Fresno Unified retweeted
Leslie Loewen @MommaLoew · Aug 14
Human Element on @KSEE24 HUMANKIND. BE BOTH. @FUSD_SAB @fresnounified

Sam Golden @bctopace · Aug 15
California State 4-H members wearing Fresno Unified's Human element bracelets! @fresnounified
SUPer Support

Michael Hanson @michaelhanson  ·  Jun 13
@fresnounified Kindness Campaign keeps reaching @HoraceRogers @michaelhugh @SHregion @myKubes @LWSbandsEHS

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

Michael Hanson @michaelhanson  ·  Aug 14
@fresnounified @HumanElementSAB @principalbeck Kindness Campaign reaches Kenya Thx @pectalarsen @allenumber34

Michael Hanson @michaelhanson  ·  Mar 16
@FUSD_SAD new HumanKind-Be Both message going into the @WhiteHouse @fresnounified @GreatCitySchtis
Convocation 2015
Next Steps

• Sportsmanship
• Community
• Media
• Peer Pressure
• Bully Mindset
Lessons Learned:

- Time is needed to imbue 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
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
www.youtube.com/user/FUSDSAB
www.facebook.com/HumanElementFUSD
Twitter: @HumanElementSAB