DIGITAL CITIZENSHIP Made Easy & June

School Programs that Build:

- Online Safety
- Online Awareness
- Online Kindness



White Ribbon Week

White Ribbon Week is a positive Digital Citizenship program for schools to help students make healthy choices in media and technology. There are currently 4 White Ribbon Week themes. Each explores a different aspect of online safety and responsibility. Each booklet includes a planning checklist, a detailed daily outline and step-by-step guide so any volunteer can organize a successful White Ribbon Week in their own neighborhood school. The program is research-based and endorsed by national experts.



I've Got the Power celebrates personal power. It encourages kids to take an active role in what they view or do online. Kids memorize 5 "Power Boosts" (positive principles of online behavior) to participate in a fun lunchtime activity each day.



Let's Get Real helps students become more aware of their digital time and to create a healthy balance with real life activities. It helps kids practice using technology for kindness and respect.



Media Detective is a media literacy program that gives students 5 powerful tools to evaluate media. When kids analyze media in their Detective Clue Book and earn their Media Detective Mustache.



Brain Power celebrates how amazing the brain is while teaching children to protect themselves against media brain dangers. Based on current brain science, students learn how to boost brain power and how to protect the brain.

Parent & Teacher favorite!

White Ribbon Week has a 100% approval rating from administrators and teachers.

White Ribbon Week

is fun! Kids learn

having a blast!

critical skills while

White Ribbon Week

are positive and age-appropriate for kindergarten through

middle school.

White Ribbon Week

is **pro-technology.** It promotes using tech for

good, for productivity, creativity, innovation

#usetech4good

and connection.

language and themes

"When I discovered these booklets I was thrilled. The entire week was planned for me. Preparing my week was quick and easy. As I taught

children, I knew it would change lives. As the Family Life Commissioner of my State PTA, I would like to see this program in every elementary school in the nation."

Linda Zenger State PTA Family Life Commissioner

"White Ribbon Week empowers children to take an active and thoughtful role in their online choices.

These high-quality and engaging materials are worthy of inclusion in every school's repertoire for combating Internet pornography, online predation, cyberbullying and other risks the Internet era has brought forth into our homes and schools."



Donna Rice Hughes President & CEO, Enough Is Enough

"You don't need to be a technology expert to implement this program. It's easy and meaningful. I saw students begin to make healthier choices and question what they saw online.

I would recommend this program to help develop healthy attitudes towards media and technology."



Julie Mootz,

Elementary



"If all children across the country could be exposed to this innovative program, we would have a fighting chance of curbing cyberbullying and Internet addictions, and promoting positive digital citizenship."



Jill Manning, Ph.D. Mental Health Practitioner & Researcher



- Each booklet includes:
- Morning announcements
- Videos
- Class discussions
- Reproducibles
- Lunchtime activities
- And something extra just for fun!

White Ribbon Week positively addresses:

- Cyberbullying
- Personal safety
- Indecent media
- Distorted body image
- Excessive screen time
- Scams and deceptive media
- Violent media
- Strategies of marketing



l've Got The Power

This step-by-step Facilitator Guide makes organizing a White Ribbon Week easy and doable.

Wearing a sticker home helps encourage discussions with Mom or Dad.

Students learn and memorize a "Power Boost" each morning. These positive statements become the password to participate in fun lunchtime activities.

> Everything you need is right in this booklet including tips for getting started, letter to parents and a fun review activity.



Each White Ribbon Week program includes something extra just for fun. In I've Got the Power, students design a superhero with real life super powers.

Parent

"We did it!! We carried out an awesome "I've Got the Power" White Ribbon Week. We had hundreds of entries to our coloring contest, a super fun photo booth, daily announcements and lunchtime activities. Huge success!

Thank you so much for this great program." —Jamie J.

Inside this Booklet

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White Ribbon Week has an important lesson for children being hit with millions of media messages each day.

- It's simple and easy to understand: "I've Got the Power." 0 I have the power to not view embarrassing pictures or share hurtful words.
- I have the power to turn it off.
- 0 I have the power to tell a trusted adult if anything doesn't feel right. O I have the power to ask before I download
- O Thave the power to help my friends make safe choices online
- "I've Got the Power" is about empowerment. Children not only learn skills that will keep them safe, but also learn they can be better students, friends, consumers and community members as they use technology for good. The messages are pro-technology and direct them to parents or other trusted adults when they have questions
- After participating in the week-long program, children will understand they can make healthy choices in media and technology. They will know they are in charge of what they view, play, post, like, or share.

What's a power pose?

- Did you know your body language not only affects how others see you, but how you see yourself? When you assume a "power pose," even just for two minutes a day, it increases confidence, boosts ability and actually increases your chance for success! (Check out the TEDtalk by Amy Cuddy at ted.com) This is
- why we ask students to assume the power pose when reciting power boosts at lunchtime. One effective power pose
- looks like this-hands on hips, chest out, shoulders back and



I've Got the Power helps families. 63% of students report teaching a power boost to others at home.

"I have the power to tell a trusted adult if something doesn't ING ANNOUNCEMENT -or one of your own-introduce the lepeat) A trusted adult Very Important Lesson de, Lesson 3 for today's discussion ing lunch, direct them to a booth or table that Incl., direct them to a booth of table who er Boost and respond to a couple of ach student with an "i've Got the Power" Jour fright hance to think about their own Thebe lude things like practici s with others, or helping around the a parent o then ask students questions related to COLUMIN you can way to get d aduit you can talk to? ant to tell a trusted adult? Speling Yo ratime when something didn't feel right? bile. Wheel Let a une write write an adult about your feelings? your brain o you don't hav about it anyth a good feeling

Classroom discussions share a

why the Power Boost matters.

real-life story to help kids explore

ER BOOST:

is picture. Two of the sharp hooks . Ask: if someone posts something ik deep into Elizabeth's heel. If it a lot, and was also scary. At first, Elizabeth wanted to hide and not let anyone touch it. Much to her you do? What if you tell an adult surprise, her foot hardly hurt at all and they don't understand? hen the book was pulled out. No ong afterward, Elizabeth was 100% In every family, Esk: Did Elizabeth do something ong when she stepped on that fish book? Was she "had"? Was it

ometimes, when you're using a computer or other device, mething unexpected might

LESSON

LESSON

STORY.



"I've Got the Power" is all about empowerment. Students learn they have the power over what they view, play, post, like or share. Their confidence grows in making decisions not only about media but in all areas of their lives.

Each morning, students learn a "Power Boost" - a statement of positive online behavior that becomes their "password" for participating in fun lunchtime activities.

Power Boosts have stickability. Kids remember them and apply them even years later.

During daily **lunchtime activities**, students recite the "password" and participate in a fun activity reinforcing the principle.

This Discussion Guide helps each teacher lead meaningful class discussions each day

"I Have the power to tell a trusted adult." Why? Because talking helps

Ant: Howe you ever had a silver or other sharp object stuck in your hand or foot? How did it feel?

Now many of you went to som you thisty of you were to active you thisted for help getting the sliver out? How did you seel after they took it out?

Eleven-year-old Elizabeth Pace vas swimming at a lake in Missou where people often went fishing. Re waded in the shallow water ind accidentally stepped on a pronged fish book like the one is

about it is a lot like calling a slip out, it can help you feel a lot bet (Teacher: ask for a show of hand

Ack- Raise your hand if you have seen something online that didn't feel right. Did you talk to someone about it? How did it help?

If anything makes you feel scanid worried, uncomfortable, or confused, talk to a trusted adult. What if Elizabeth had not told anyone about the fish hook?

line, what can you do consething dangerous, what sh

more patient than others. Some are better listeners. There are people around you who can be trusted when you have a problem. You can find a trutted adult. You know when forward etter after talking to them. They are good listeners. They give good advice. They care about you

uddenly society on the screen, It's If something online doesn't fee net your fault. Like a silver, it might nake you feel uncomfortable. Turn it off, talk to a trusted adult nake you feel uncomfortable. Turn it off, talk to a trusted ad falling about it with a trusted adult and turn to something active







Excitement is in the air as Student Detectives search the school for 36 "hidden" positive media messages.



Boys and girls create a halfpage "Detective Clue Book" to anaylze media and earn their Media Detective Mustache.





"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

Media Detective

Facilitator Guide

Media Message Hunt

Just prior to your White Ribbon Week, "hide" the 36 Media Message cards in plain sight around your school - in the lunchroom, on a ceiling, by th rinking fountain.

The students' job is to search for these messages. Teachers may choose to take students together as a class to search students to quietly search on their own.

Students DO NOT remove cards, but memorize the messages to share with the class, where they are recorded on a classroom poster. Your White Ribbon Week Committee can offer a special reward to classes that find all thirty six "hidden" messages.

Teachers can keep the poster in their classroom for several weeks afte White Ribbon Week to remind students of positive media behaviors.





Teaches kids to think twice before they click.

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MEDIA DETECTIVE DAILY T.H.I.N.K. SUTLINE Is it True?" rve as your template for today's actavities MORNING VIDEO their day with a short video to introduce the first Detective eek. You can pres reverse, rou can present the tomowing wave can or provide the link for teachers to show on their I a short viaeo ta introduce the inst betweene Que esent the following video clip over a school-wide as taxabare to above via that individual community BOO BUCSGNIP CLASSROOM DISCUSSION iers facilitate a short cl n will help stude a source classifier of the cla lay be false or misleading. See the Suppleme LUNCHTIME MEDIA WALK hselves if the are a gallery of enlarged me digitally altered images. After stude iedia examples such as ads, "click here" offers mated part of the cafeteria or empty ints finish eating lunch, direct the Media Walk gallery is

Each day students enjoy a

real-life media examples.

media walk to evaluate a gallery of

Kids learn an important

"Word of the Day" such as

"Clickbait" or "Phishing".





learns to ask is, "Is it true?"

Raise your hand if you have eve taken a true or false quiz. We all know how it works. The answe is may be partially true. This can be tricky

Take a look at this ad for an e trackyard swi

Word of the Day: Fake news neight to be f





Daily video links included in each lesson.

LESSON

are not fake

Be a Media Detective gives kids real skills to analyze media critically. It empowers them to be purposeful in their choices.

Student Detectives search the school for 36 hidden positive media messages and analyze media to earn their Media Detective Mustache.

Each day of White Ribbon Week, student "Detectives" explore a new T.H.I.N.K. question to ask about media.

- It is **TRUE**?
- **HOW** does it get my attention?
- can choose how to respond to media. Is this a good choice for me?
- What are they **NOT** telling me?
- Do I KNOW who made the message and why?

Classroom discussions require no advance preparation for teachers. True stories, thoughtprovoking visuals, and meaningful questions are included.

"Is it TRUE?"

The first question a Media Detective

s either true or talse. Things that ire completely false can be easy o spot, but the most misleading media is often partially true. Thing you see on TV in movies, or on web

pool. It was hot outside, and three-year-old Sophie was excited to splash in her new pool her friend and he

> What they got was not what they were expecting.

.tsk. what was tru about the ad for this

Wit-of uses false.

which turned out much different than how it

n the internet and wondered

if it was true? why do you think a person o

something on the Internet, is it true? Hoar do you know?

their name and age, is it true How do you know!

If something is printed in the aper, is it true? How i you tell?

What does it mean if thing is exagger isationalized, or mideoding1

What should you do if you see withing on TV or Intern which doesn't seem true of takes you uncomfortable

Can something be true but still

etrol what other post or say, but we can make sure all the messages we sha are true and kind.





Includes doable tips for using tech for good. #usetech4good



Kids love visiting the Brain Center each day during lunch to **feed the brain**, exercise the brain and challenge the brain. How about edamame, jump rope and sudoku?



White Ribbon Week puts the filter in the kid.

Brain Power

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SETTING UP A "BRAIN CENTER"



The Broin center was

such a fun environment

for kids to try new foods,

work through a tough

puzzle, and use their

of these things would

build their brains. The

kids were excited to see what would show up at

the Brain Center each

day! Some of them spent

their entire lunch recess

It's something they will

definitely remember!

22

How Do I set up a "Brain Center?"

Use an empty classroom or portion of the school gymnasium. Students come to the "Brain Center" after lunch during their recess. This fun daily activity reminds kids to make good choices for their brain!

each station.

the brain!

BRAIN CENTER TIPS:

. If possible have 2 volunteer adults at

Set a timer and remind certain grades

to go to recess. (They all will want to stay

which makes for a pretty big group!)

· Set out many small cupcake liners in

advance with a food sample in each to

. Try to engage in conversations as much

the kids about what is good and bad for

as you can while you're having fun! Teach

speed up the serving of food.

The Brain Center contains three sections which will change daily:

Feed your Brain!

Challenge the kids to try somehing new! Vitamin K enhances arain function and Vitamin C improves brain function and memory. Did you know that foods high in omega-3 fatty acids actually increase the volume of the brain! Eat

Suggestions include: blueberries, salmon, nonds, (caution those with nut allergies), vacados, beans, pumpkin seeds, broccoli, negranate seeds, or dark chocolate.

Challenge your Brain! bodies, realizing that all

Set up a table with brain teasers or puzzles printed on a half sheet of paper to stretch those brains! Have extras for kids to share with moms and dods

Suggestions include: playing chess or checkers, Sudoku, memorizing poetry, doing mental math, earning words in another language, drawing a map or trying to write words backwards or with your

at the Brain Center! I was Exercise your Brain! impressed with their om-

Select a fun physical activity! Aerobic exercise pumps more oxygen to bition to try-just for fun! the brain and releases hormones that stimulate brain growth! Even exercising for 20 minutes improves memory!

> Suggestions include: Double datch jumping rope, juggling with tennis balls, miniature golf, jumping -Comile M. Porent volunteer jacks or yoga.



Use this list to keep track of tasks and make committee assignments. Romember some of these activities are optional See what share for new of these activities are optional demember, some of these activities are optional (see "Adapt For Your School" on page18.)

- to White Ribbon Week:
- Establish a date for White Ribbon Week. eview your budget for White Ribbon Week.
- O WHITE KIBDON WEEK: wiew the plan for the week with your principal and PTA/PTO president. ablish a state for White Bibbon Week

- Review your budget for White Ribbon Week. Organize and meet with with a committee of volunteers and delegate tasks. Oreder and europlasmeetal materials. Including extra Discussion Guides for Drganuce and meet with with a committee or vorunteers and delegate task Order any supplemental materials, including extra Discussion Guides for each teacher at whiteribbonweek.ore Iner at whitehood week.org mission, attend a faculty meeting and present your plan to teachers;

- Jistribute "Discussion Guide," Copy "Are You a Trusted Adult?" and the "Healthy Media Pledge" (pages 22-23). Decien and distribute invitations for a carent moneting. Copy -we rou a Trusted Adult... and the -meaning Media Design and distribute invitations for a parent meeting. Order or copy bookmarks. Ask for donations for a raffle, (balls, jump ropes, passes to do real-life activities Le. bowling, climbing, trampoline, swimming, and skating places). Prepare ahead of time for each lunchtime activity. For Day 1: Copy cell phone papers (game 11).

- e ahead of time for each lunchtime activity:
 For Day 1: Copy cell phone papers (page 11).
 For Day 2: Cut paper pennants (Tip: with permission, use school bucher paper, and school paper cutter for triangles).
 Gro Day 3: Select stress-relieving activities and prepare materials. For Day 3: Select stress-relieving activities and preg For Day 4: Organize balancing activities. For Day 5: Prepare materials for Tic-Tac-Toe game.

nning of White Ribbon Week g up any posters or banne Ip any posters or panners. Jute circle graphs (and optional bookmarks) to each clar the series of Te circue graphis (ana opuionai buominansi) su vacin s te raffle tickets & envelopes to each class (optional na usbane en envel divisal envertante for end of interval Tame tickets & enveropes to each class (optional). where to send digital snapshots for end-of-week sli and purchase breakfast items (optional al) for parent me

Kids film a 10-second video of

activity which are compiled into

their favorite brain-boosting

an end-of week video for the

d of the week;

inners of raffle, ideshow or Review Activity rincipal, select a date for next hite Ribbon Week. photo and feedback of your fo@whiteribbonweek.org





whole school. ©whiteribbonweek.org



Giant banner challenges students to identify 1001 ways to boost their brain power.



. Label the "Brain Center" with a large poster or banner. It's helpful to have a diagram of the brain and the functions of each part on a wall in the Brain Center. (included in our Brain Power downloads.)







Kids learn the movie and video game rating system.

Based on current brain science, "Brain Power" gives students an exciting opportunity to boost their brain power in the "Brain Center" with brainboosting foods, physical activity and and mental challenges.

Students also learn about three media brain dangers:

- violent media
- indecent media, and

• excessive screen time with practical tips for keeping their brains safe and healthy.

Organizers don't have to be technology experts. The checklist in each program makes the process simple.

> Reproducible **Trusted Adult** letter helps parents create a safe and comfortable environment for kids to talk.

Healthy Media Pedge helps families discuss their own media rules.

