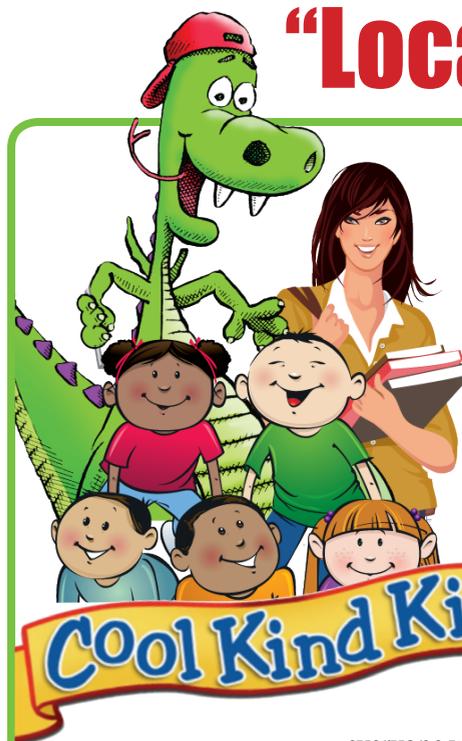


“Local Kids Start Anti-Bullying Campaign”



The kids were all excited when they arrived for class today. As Ms. Gilmour greeted each one, they all said, “I’m a ‘Cool Kind Kid Challenger’” to her. She laughed when she realized that they had planned this ahead of time. They began talking all at once, trying to tell her things that had happened since their last class. She raised her hand to calm them down.

Ms. Gilmour then asked if the kids remembered talking about writing a press release about being “Cool Kind Kid Challengers.” All said that they did. She continued, “What did we say was the reason for the press release?”

Tanner spoke first. “So everyone will know about it.”

Nicole then said, “So kids will know how to be one.”

Rudy added, “So we can let people know where they can be a ‘Cool Kind Kid Challenger.’”

“All good reasons,” replied Ms. Gilmour.

Ms. Gilmour then asked, “Where should we send the press release?”

Carmen said, “How about our local newspaper?”

Truman the Dragon laughed and said, “The Dragon News!” Everyone laughed with him.

Stephen thought posting it on the Internet was a good idea. Everyone agreed.

Nicole said, “Let’s make posters out of the press release and hang them in our schools.”

Ms. Gilmour said, “All good ideas. We need a catchy heading for the press release,” Ms. Gilmour continued.

Tanner asked, “What about ‘Local Kids Start Anti-Bullying Campaign?’”

Nicole said, “I like it. It makes me want to learn more about it.”

Ms. Gilmour said, “That’s exactly what the heading should do. Do you all like this heading?” The kids gave it six thumbs up.

“Now we need to tell what the campaign is about,” said Ms. Gilmour.

Truman the Dragon was first to say, “All kids can be ‘Cool Kind Kid Challengers.’”

Rudy shared, “We are about helping kids reject bullying by being kind and cool.”

Nicole added, “We challenge kids to be ‘Tough enough to be Kind.’”

“And, ‘Cool enough to be Kind,’” added Stephen.

Carmen said, “We want kids to know that they can stand up for kids who are being bullied, be their friend.”

Nicole thought about that and said, “Sometimes kids who bully need a friend, too.”

“What are a few challenge ideas we can add?” asked Ms. Gilmour. All hands went up.

“Be Tough enough to stop someone from picking on a little kid on the playground,” said Rudy.

“Be Cool enough to not spread gossip about someone,” added Carmen.

Nicole added to that, “Be Cool enough to believe that everyone deserves to be treated equally and with respect.”

Tanner was thinking. “Let’s put in where to be a CKK Challenger. Do you like my abbreviation?” Everyone liked it.

Truman started listing places. “School, playground, sports events, our neighborhoods and community places.”

Rudy added, “Wherever we go, we can be CKK Challengers!” The kids couldn’t wait to see what kind of response their press release would bring.

Barbara Gilmour, Tanner’s grandmother, is the creator and developer of the “Cool Kind Kid” Social Skills, Character Values and Anti-Bullying educational materials and the award-winning “Cool Kind Kid” Audio CD. She also writes the Children’s Manners Blog, offering tips for teaching your children manners and social skills. www.CoolKindKid.com.