

ASCD Smart Brief Press Release: Anti-bullying Curriculum—Proactively addressing the root causes of bullying by promoting social competence and redefining cool

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Recent research shows that social competence is a very strong indicator of success in school and later in life. Studies also indicate that as kids become socially competent they are better able to reject bullying and being bullied (see research summaries at <http://www.tannersmanners.com/published.shtml>).

The *Tanner's Manners: Be a "Cool Kind Kid" Social Skills and Character Values Curriculum*, Elementary School Edition, as well as the *Cool Kind Kid Camp Kits* for afterschool and camp programs, are designed to equip kids with the social skills they need to take on the challenges of personal, academic, and career success. The engaging, teacher-friendly, student-centered programs motivate children to learn and apply life-changing social skills.

The "Cool Kind Kid" curriculum teaches kids how to be comfortable in any social situation. It builds character, self-esteem, and social self-confidence. The program instills wholesome values that have a positive impact on every area of a child's life. It equips kids to resist the deception that bullying is cool. Kids learn how to be a cool kid with a kind heart, how to live The Golden Rule in today's world, and how to be the best that they can be.

Kids today are bombarded with the message in school, in their neighborhoods, and in the media that being mean, rude, and disrespectful is cool, and that bullying is cool. Kids learn to redefine cool as "kind, caring, and respectful" because they see for themselves that "you can't be truly cool if you are unkind." They become more aware of their behavior and how it affects themselves and others. They embrace the concept that bullying is the ultimate "uncool."

Four things make this curriculum unique and effective:

1. It combines Character Education (teaching core values) with Social Skills Development (the tools to implement those core values in kids' lives.) The lessons align more than a dozen social skills topics with nationally recognized character education standards, emphasizing that behavior is an outgrowth of character.
2. It features loads of fun activities and award-winning music: The "*Cool Kind Kid*" CD is 17 original songs, each teaching a different social skill. The CD has won 10 national awards, including Teachers' Choice, Parents' Choice, CD and Toy of the Year, and The National Parenting Center's Seal of Approval. Kids love singing and performing the songs and the fun activities, so they retain the social skills content.

- A review by the Teachers' Choice Award noted, "My students liked the music and quickly learned the words. They enjoyed the positive messages and talking about manners and how they have been treated. It made them look at how they were behaving."
 - According to The National Parenting Center: "...When we asked reviewers about this CD...the last things we expected to hear were 'fun,' 'upbeat,' 'catchy,' or 'music that we loved dancing to'...We read rave reviews time and time again as parents sang the praises of this marvelous audio CD...Teaching children how to be polite and kind to others resonates throughout all the tracks...Very well produced and wonderfully presented. "*Cool Kind Kid*" really left quite an impression."
3. The "*Cool Kind Kid*" Concept teaches students that "the kind kid is the cool kid, not the bully." Teachers report that the concept gives them the tools they need to help kids acquire social competence, and it gives kids attainable, desirable goals to work toward – they realize that they can be both cool *and* kind.
 4. The flexible format allows multiple teachers to work out of one kit. Lessons require very minimal preparation; everything is included, and the program is easy to implement.

This curriculum is an investment in students' futures. Inquire about discounts. On- or off-site training is available to facilitate strategies for implementation.

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