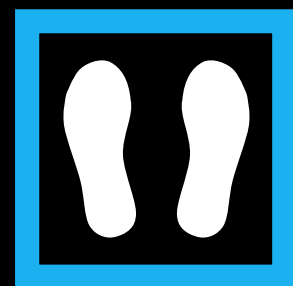


STAND WEEK

Media Safety for Youth



Advisor Guide

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is a project of End Exploitation Montana,
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Advisor Guide, February 2021 version

Learn more at STANDWeek.org
or EndExploitationMontana.org

Dear Student Advisor,

Thank you so much for your commitment to helping your student leaders be successful. Your school has chosen to put on this important program and you will be an essential part of that. STAND Week is designed to be led by student leaders in your school. The guidance you give your student leaders can make this program come alive and lead to important changes for the entire student body. Do not underestimate the potential impact of your support!

The red text in this Advisor Guide will help you oversee the students as they lead. The title and the red text are the only things that differentiate it from the Student Guide. Everything else is identical to what your students have in their booklets.

Please discuss each fill in the blank item with your student leaders. These represent decisions that need to be made with your input and guidance. While supporting these decisions, please encourage the students to lead as much as possible.

Ideally, student leaders will begin planning STAND Week about a month before it begins. However, the entire program is completely customizable to your school and your student body.

If you have any questions, comments, or concerns with any part of the program, please don't hesitate to reach out to us at info@EndExploitationMontana.org or STANDweek.org/contact.

All our best!
STAND Week Creators



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Welcome!

As a student leader you have an exciting opportunity to guide your school through STAND Week! This will be a fun and memorable week as you lead your friends in making awesome choices with technology. This booklet (and your advisor) will guide you every step of the way

Isn't media amazing?! If we are careful of the risks, great things can come from our media use. This week you have an opportunity to help your fellow students recognize those risks so they can make the most of their time on screens.

Be prepared to encourage your school to learn the STAND Messages, participate in the activities, and complete the STAND Challenges with their parents (while being entered to win awesome prizes). Make sure everyone knows you are in this together!

And **together you are unstoppable!**



Why STAND Week?

So what are the risks of media? Why do we need STAND Week?

Please take a minute to answer and discuss these questions as a student council.

1. How can screen time interfere with your relationships?

2. How can peer pressure or Fear of Missing Out (FOMO) influence your media use? _____

3. What's wrong with media that objectifies people?

4. How does cyberbullying affect you and the people around you?

5. Why is it essential to know how to use media safely?

Please discuss this page with student leaders before planning begins. It is one of the most important conversations you will have as the student leaders get started. The program will be significantly more successful if the student leaders realize the need for it.



Teacher and Parent Info

Teachers and parents have a big role to play in making STAND Week a success.

Please fill out and copy pages 7 and 8 for teachers at least two weeks in advance.

Your advisor will prepare the parent letter on page 9 and provide it to parents.

Please plan and lead a STAND Week discussion with all school faculty. You can use the teacher and parent information pages to organize your discussion.



STAND Week for Teachers

STAND Week, Media Safety for Youth, will be held:

What is STAND Week? STAND Week is a peer-to-peer media safety program for youth. It is led by student leaders, and creates an atmosphere where youth feel empowered to stand firm in making healthy choices with their media use. It also contains a parent education component and encourages an open-dialogue on essential issues between students and their parents/guardians. It is a supplement to any media safety education that is already taking place in schools. To learn more go to STANDweek.org.

How can teachers help?

1. On _____ (date), _____ (ex. homeroom teachers) will be asked to provide a 15 question, true/false survey for students to complete. It should take no longer than 2 minutes. The survey can be accessed at STANDweek.org/survey and is completely anonymous.
2. During the last period each day, teachers should distribute the provided STAND Challenge papers (for parent discussions) to each student before they leave. Morning STAND Challenge collection instructions:

 3. Encourage students to:
 - pay attention to morning announcements where STAND Week principles will be taught and activities will be announced.
 - recite the STAND Messages.
 - solve the STAND Brain Teasers located _____.
 - sign the STAND Pledges located _____.
 - complete STAND Challenges with a parent/guardian or other trusted adult each evening.
 - return STAND Challenges.
 4. Parents/Guardians are being asked to view the video, Media Safety for Parents, either before or during STAND Week. Please collect Video Completion Pages from parents of _____ students (via paper or email) as part of an incentive for watching the video.
 5. While being positive and empowering, STAND Week attempts to educate and protect kids from the harms of screen time, social media, cyberbullying, and adult content. Please be aware of any students who might be sensitive or struggling with related issues and refer them to the school counselor as needed.



6. Beyond these things, teachers are welcome to discuss principles of STAND Week throughout the week. The following STAND Week information and questions can help facilitate discussions:

MONDAY (screen time)

STAND Message: *I will STAND UP, look up, and be present, prioritizing real relationships over screens.* Truth Bomb*: "Did you know that too much screen time is related to sleep problems, depression, low self-esteem, anxiety, low attention span, and lots of other problems? So screen time can be great, but too much is no good!"

Questions: How can spending time on a screen impact your mood? What can we do if we feel emotionally disconnected from the people around us? How can you prioritize real relationships over screens?

TUESDAY (social media)

STAND Message: *I will STAND OUT by being true to myself in person and online.*

Truth Bomb: "Today's STAND Message is about being true to ourselves. When our parents were growing up, peer pressure mostly happened at school or when they were with their friends. But today, social social has given peer pressure the power to impact every aspect of our lives if we let it!"

Questions: What are the risks to having friends online that you don't know in person? Who has access to information you post online? How does peer pressure influence you?

WEDNESDAY (objectifying content)

STAND Message: *I will STAND FOR positive media, valuing the dignity of myself and others.*

Truth Bomb: "Objectification means to treat or view someone as an object. Objectification happens all the time online and leads to human trafficking, body image disorder, self-esteem problems, and so much more. Dignity is the opposite of objectification. It means we are all worthy of honor and respect!"

Questions: What is dignity? What are examples of positive media? What should you do if you see inappropriate media?

THURSDAY (cyberbullying)

STAND Message: *I will STAND WITH those who are alone, excluded, or vulnerable.*

Truth Bomb: "37% of 12-17 year olds have been bullied online. That's almost 4 out of every 10 of us."

Questions: What are some examples of cyberbullying? Why do you think people are more likely to bully online than in person? What are healthy ways to stand up for ourselves and others?

FRIDAY (positive technology)

STAND Message: *I will STAND NOW and be a leader of positive technology.*

Truth Bomb: "Technology gives us the power to do more good than ever before in the history of the world!"

Questions: How have you seen technology make the world a better place? How can you use technology to influence others for good? What makes a great leader?

*Truth Bombs are stated in the morning announcements.



Please fill out, remove anything that is not applicable, and copy this letter on school letterhead. Or you can type up your own. Then mail or email it to parents a week before STAND Week.

re: STAND WEEK
Media Safety for Youth 

Dear Parents,

Next week, _____(date), our school will be holding STAND Week, Media Safety for Youth.

What is STAND Week?

STAND Week is a peer-to-peer media safety program. It is led by student leaders, and creates an atmosphere where youth feel empowered to stand firm in making healthy choices with their media use. To learn more go to STANDweek.org.

How can parents help?

1. Each day of the week your child will bring home a sheet of paper called a STAND Challenge. Their assignment is to talk about what they learned from STAND Week that day. Spend as little or as long as you would like on these discussions. We know you want to keep your kids safe online and the STAND Challenges are here to support your efforts!
2. Sometime between now and _____ (the Friday of STAND Week), please watch a video called *Media Safety for Parents*.

You can access the video at STANDweek.org/parents. Password: _____.

To enter your child to win a _____, please print or provide a screenshot of the Video Completion Page to:

(designated teacher/email address)

If you have any questions, please don't hesitate to contact me.

Thank you for your support!

Ideally, parents are engaged in the program, but please be considerate of students whose parents are unsupportive.

After parents watch *Media Safety for Parents*, they will be asked a few simple questions to check their understanding of the concepts. The video completion page can be returned to a designated teacher or to you (via email), so you can track which child's parents watched the video and provide chosen incentives. (See STAND Prizes pp. 42-43.)

STAND Survey

On Friday prior to STAND Week, students will be asked to complete a STAND Survey. These will help your parents, teachers, administrators, and school counselors **understand** what it's like to be a middle schooler today. It will also help students **be aware** of their own experiences with media.

All answers are anonymous so don't be afraid to be completely honest!

Grade: _____

Questions	TRUE	FALSE
1. My family has rules for screen time.		
2. I feel my mood change after spending time on a screen.		
3. I have felt lonely in a group of people who were all looking at screens.		
4. I have a social media account my parents don't know about.		
5. I have friends online I don't know in person.		
6. I always tell the truth online.		
7. I have seen things online that have made me feel uncomfortable.		
8. I feel comfortable talking to a parent about anything I see online.		
9. I have shared things online I would never show my parents.		
10. I have witnessed cyberbullying.		
11. I have been cyberbullied.		
12. If I saw someone being cyberbullied, I would do something to help.		
13. I can help my friends make safe choices online.		
14. I have the power to use technology to make the world a better place.		
15. I feel empowered to use media in a healthy way.		

Please provide teachers with the following link:
STANDweek.org/survey

Each student should complete the survey at this link if possible so we can provide your administration with easy access to the results. After students take the survey, the results will immediately be available at:
STANDweek.org/surveyresults

If paper is preferred, that is also an option.



Parent Homework

One week before STAND Week all the parents/guardians at the school will receive a link to the video, *Media Safety for Parents*. Watching the video is the Parent Homework for the week. This video will help parents learn what they can do to help their kids make the most of their media use. It would be amazing if every parent/guardian watched the video. Parents play a huge role in STAND Week and you can motivate them to watch the video by rewarding their kids :). We call that incentive the Parent Homework Prize.

The video can be accessed at [STANDweek.org/parents](https://standweek.org/parents). Please ensure this link is sent to all parents/guardians one week before STAND Week begins.

Please choose a Parent Homework Prize you will offer to students whose parents complete the video. (See pages 42-43 for more info.) Ideas include:

- Give the classroom with the most parent participation a pizza party.
- If students' parents/guardians (or other trusted adult) participate, enter those students to win a special lunch in the lunchroom.
- Other _____

See page 6 for more info about tracking parent participation.

Notes: _____



STAND Week Sample Schedule

One Week Prior

Parents receive a link to the video, *Media Safety for Parents**, as well as information about the upcoming STAND Week.

“STAND Week Coming Soon” signs* are displayed around school announcing the upcoming program.



Friday Prior

Student leaders make a schoolwide announcement* giving a brief overview of the upcoming STAND Week.

During first period (or another class chosen by administrators) students anonymously complete a media safety survey.*

STAND Week Survey

Please answer each question. Answers are completely anonymous.

*** Required**

What grade are you in? *

6th
 7th
 8th

My family has rules for screen time. *

True
 False

I feel my mood change after spending time on a screen. *

True
 False

I have felt lonely in a group of people who were all looking at screens. *

True
 False

Monday of STAND Week

In the morning, student leaders announce the STAND Message* of the day.

At designated times throughout the day, students are invited to sign the STAND Pledge*, complete a STAND Brain Teaser*, and recite the STAND Message. Teachers may also have discussions about the STAND Message of the day.

At the end of the day, teachers provide students with the day's STAND Challenge* form to take home.



Tuesday-Friday of STAND Week

First thing in the morning, students return their signed STAND Challenge forms. The student advisor randomly draws three signed forms as the day's winners.

The remainder of the day will be the same as Monday.

Monday STAND Challenge

Talk to a parent/guardian about today's STAND Message. Bring your signed form back to school and be entered to win a PRIZE!!

I will STAND UP, look up, and be present. prioritizing real relationships over screens.

Talking Points

What screen time rules do we have in our family?
 How does spending time on a screen affect our moods?
 What can we do if we feel emotionally disconnected from the people around us?

Writing Challenge

What will I do to prioritize real relationships over screens? (write 2-3 sentences)

Student Name _____ Grade _____

Parent/Guardian Signature _____ Parent Phone _____

*These elements of the program will be explained in detail throughout this booklet.



Brainstorm Activities

The daily activities of STAND Week include announcing and reciting the **STAND Message** of the day, signing the **STAND Pledge**, solving the **STAND Brain Teaser**, and completing the **STAND Challenge** with a parent or other trusted adult. These activities will repeat with a new theme each day of the week.

Take some time to brainstorm how to complete each of these activities. Your advisor has the files for each of them. The blue text in each section includes suggested ideas.

Contact us if you have any issues with accessing any files at info@EndExploitationMontana.org or STANDweek.org/contact.



STAND Messages

STAND Messages are at the heart of STAND Week. Every day you will introduce one in the morning announcements and then reinforce it throughout the rest of the activities. Each message helps students use media in the best way!

Every day you will display the STAND Message around the school to remind students what the day's STAND Message is. These can be printed or displayed virtually.



Student leaders can make a fun video of themselves introducing the STAND Message. Teachers can play the videos at the beginning of the first class each day.

Brainstorm:

Who will be responsible for displaying STAND Message signs?

What type of STAND Message display will you have? Printed or virtual?

When will you hang them? (Be sure to display each day's STAND Message before



you make the morning announcement each day.)

Where are the best high traffic areas you can hang or display the STAND Messages?

How can you get the attention of the students in your school as you announce the STAND Messages each day?

Why do you think the STAND Messages are an important part of STAND Week?



Encourage students to recite the STAND Message individually or collectively, in classrooms or in the lunchroom. You could even have a small competition to see which table in the lunchroom can recite it the best. Every time someone says a STAND Message it reinforces it for anyone who hears it!

I will **STAND UP**, look up, and be present, prioritizing real relationships over screens.
STAND [1]

I will **STAND OUT** by being true to myself in person and online.
STAND [1]

I will **STAND FOR** positive media, valuing the dignity of myself and others.
STAND [1]

I will **STAND WITH** those who are alone, excluded or vulnerable.
STAND [1]

I will **STAND NOW** and choose to be a leader of positive technology.
STAND [1]



STAND Pledges

Every day students will have the opportunity to sign their commitment to each of the STAND Messages on what is called a STAND Pledge. These can be professionally printed on a vertical banner or simply handwritten on a large piece of paper or poster. Each day add a new STAND Pledge until all five are hanging.



Consider hanging the STAND Pledges by the main office. Invite students to sign them before school, after school, during lunch, or during passing time. Maybe keep a jar of candy nearby so students can take a piece as a reward for their commitment to STAND. Or you could choose a random signature each day and announce that person as a winner of a small prize.

Brainstorm:

Who will be responsible for displaying the STAND Pledges and making sure there are pens or markers to sign with?

What type of display will you have? Professionally printed, handwritten, or other?

When will you hang them? (Be sure to display each day's STAND Pledge before








you make the morning announcement each day.)

Where is the best area to hang the STAND Pledges?

How will you encourage your fellow students to sign the STAND Pledges?

Why do you think the STAND Pledges are an important part of STAND Week?

<p>I will STAND UP, look up, and be present, prioritizing real relationships over screens.</p> <p>Handwritten signatures: TREY, COW, ERIN, DAN, DANE, HANNA, JANE, AS, JOE, CHRIE, NATE, SUE, PATTY, DANA, BRH, JEFF, JON, STEVE, JOE, UNLAW, KEVIN, TIM, MAG, LAURA, JENNIFER, RST</p> 	<p>I will STAND OUT by being true to myself in person and online.</p> <p>Handwritten signatures: JENNIFER, ERIN, DANE, HANNA, AS, JOE, CHRIE, NATE, SUE, DANA, BRH, TREY, JOE, COW, JEFF, JON, STEVE, PATTY, UNLAW, KEVIN, TIM, MAG, DAN, LAURA, RST</p> 	<p>I will STAND FOR positive media, valuing the dignity of myself and others.</p> 	<p>I will STAND WITH those who are alone, excluded or vulnerable.</p> 	<p>I will STAND NOW and choose to be a leader of positive technology.</p> 
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STAND Brain Teasers

Each day students can solve the STAND Brain Teasers that go along with the STAND Messages. Encourage everyone at your school to participate and have fun with them!



You could print the STAND Brain Teasers out on small pieces of paper, tape them to lunchroom tables, hang them on posters, or display them on a screen. They can be completed before school, during lunch, or during passing time. You can announce answers on the intercom or give teachers the answers. Maybe offer a prize for the first person to solve them.

Brainstorm:

Who will be responsible for displaying or distributing the STAND Brain Teasers?

What incentive, if any, will you give for students who complete the STAND Brain Teasers? (see STAND Prizes pp. 37-38)

When will the answers be given? Will there be a schoolwide announcement or will teachers give the answers? _____



STAND Challenges

One of the most important parts of STAND Week is the opportunity the STAND Challenges gives students to talk with their parents, or another trusted adult, about these things at home!



They can be printed on quarter sheets and passed out in the last class of the day.

In the mornings students can drop them off in collection boxes as they arrive, or have first period teachers collect them. Students who return their signed STAND Challenges can be entered to win a prize. You can use the student council budget to buy prizes, ask for donations from local businesses, or offer school incentives like extra credit. Winners can be announced during morning announcements. Your student advisor can draw winners from the returned STAND Challenges.

Brainstorm:

Who will copy, cut, count, and distribute STAND Challenges to teachers?

What containers will you use to collect STAND Challenges in? Or will teachers collect them during class? Who will gather them from teachers?




If containers are used, who will stay with the containers and remind students to drop their forms in as they arrive at school? What time will that person arrive at school? Who will bring the forms to the student advisor to choose winners?

What prizes will you give away? Will you purchase these or look for donations? Who will take the lead on this? When should it be done by?

How will you motivate students to complete the STAND Challenges?

Why do you think STAND Challenges are an important part of STAND Week?


Monday STAND Challenge
Talk to a parent/guardian about today's STAND Message.
Bring your signed form back to school and be entered to win a PRIZE!!



I will STAND UP, look up, and be present, prioritizing real relationships over screens.

Talking Points:
 What screen time rules do we have in our family?

Wednesday STAND Challenge
Talk to a parent/guardian about today's STAND Message.
Bring your signed form back to school and be entered to win a PRIZE!!



I will STAND FOR positive media, valuing the dignity of myself and others.

Talking Points:
 What is dignity?

Friday STAND Challenge
Talk to a parent/guardian about today's STAND Message.



I will STAND NOW and choose to be a leader of positive technology.

Talking Points:
 How can we use technology to influence others for good?

Due to the potentially sensitive nature of the STAND Challenge forms, student advisors or school counselors should draw the winning STAND Challenges. All STAND Challenges should be turned over to the school counselor to uncover any potential red flags.

Additionally, there will always be a risk that students sign their own STAND Challenges without discussing it with a parent. Parents are asked to provide phone numbers so signatures can be verified if necessary. Parent phone numbers are also provided if a parent should be notified of a prize coming home.

Parent/Guardian Signature

Parent/Guardian Signature

Intentionally Blank



Coming Soon Signs

One week before STAND Week, display **“STAND Week Coming Soon”** signs around the school to let the other students know that a unique week is coming up! These can be printed or displayed virtually.

Where are the best high traffic areas you can display the signs? Will they be printed or displayed virtually? How many will be displayed?

Who will display the signs? When should they be displayed by?



Daily Overview

These are things the whole student body will be part of.

Morning

- Starting Tuesday students return signed STAND Challenge forms. Advisors randomly draw three signed forms as the day's winners.
- Starting Tuesday student leaders announce the winners of the STAND Challenge.
- Student leaders announce the STAND Message of the day.

At chosen times during the day

- Students sign the STAND Pledge.
- Students solve the STAND Brain Teaser.
- Students recite the STAND Message.
- Teachers may also have discussions about the STAND Message of the day.

Afternoon/Evening

- Students receive the STAND Challenge from the last period teacher.
- Students complete the STAND Challenge at home with a parent/guardian or other trusted adult.

Advisors, rather than student leaders, should randomly draw STAND Challenge winners since there may be sensitive information on the forms. See page 18 for more info.



Behind the Scenes

These are things that only the student leaders will need to be part of.

Morning

- Display STAND Messages
- Display STAND Brain Teasers
- Display STAND Pledges
- Starting Tuesday, collect STAND Challenge forms. Give forms to advisor who will select three winners.

After drawing winners, please give all the forms to the school counselor. See page 21 for more info.
- Make morning announcements introducing the STAND Message of the day.
Starting Tuesday, announce STAND Challenge winners.

Throughout the day

- Encourage students to sign STAND Pledge.
- Encourage students to solve the STAND Brain Teaser.
- Encourage students to recite the STAND Messages.

Afternoon/Evening

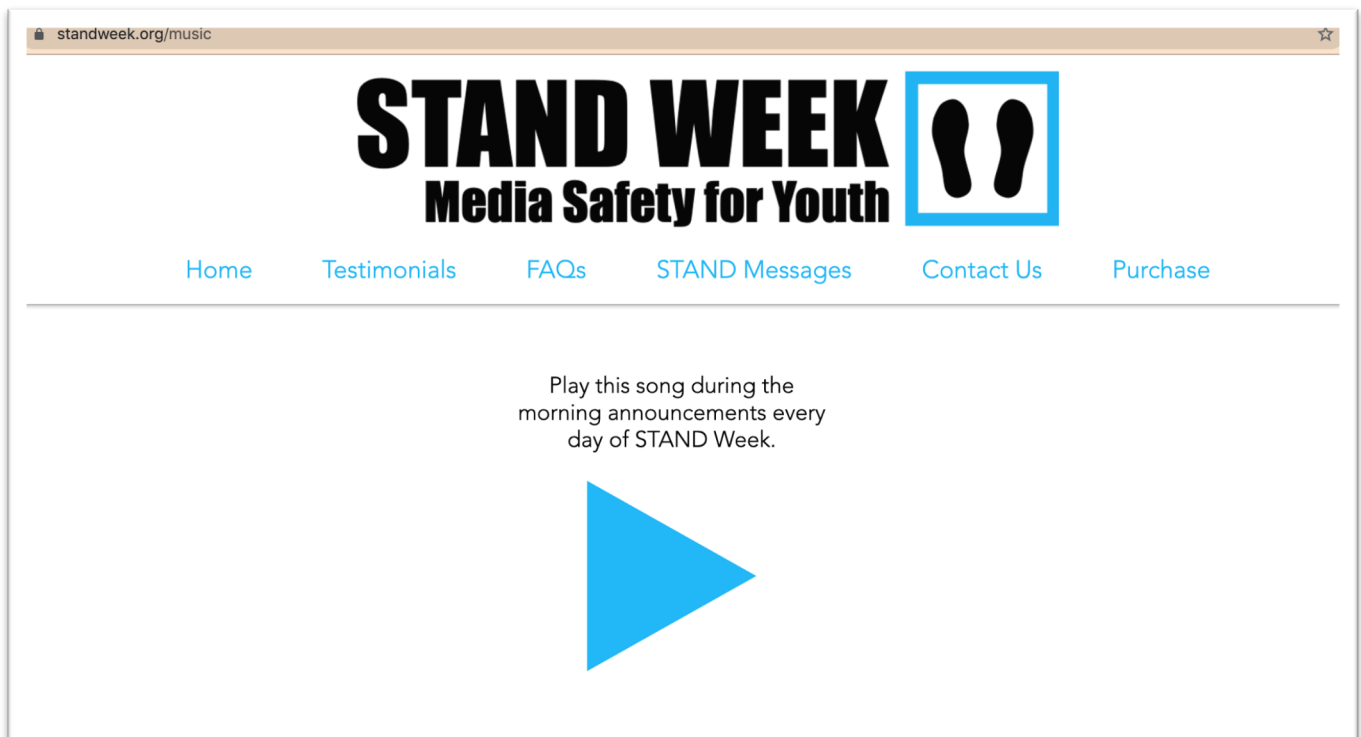
- Make sure last period teachers have STAND Challenge forms ready to distribute.
- On Friday give the Parent Homework prize.



STAND Music

STAND Music is available for you to use at any time during STAND Week. You can play it during morning announcements, passing time, and lunch. It can help **set the mood** and **remind students to participate**. The music is available at

[STANDweek.org/music](https://standweek.org/music)



STAND Announcements

The Friday before STAND Week is the first day of the **live announcements**.

Hopefully, by this time your fellow students will have noticed the STAND Week Coming Soon signs and become curious! In the first announcement, you will give them **everything they need to know**.

Encourage lots of enthusiasm from those who will make the announcement!! It will be much more engaging if there is fluctuation in their voice.

Prepare to read the following scripts beginning the Friday morning prior to STAND Week, and continuing through the final day of the program one week later. The personal examples (blue sections) will be **customized by YOU!** Be sure to fill in the blanks before making the announcements. As you begin the announcements, first play a few seconds of the **STAND Music to set the mood** 😊.

STAND Music is available at STANDWeek.org/music.

One or multiple students can read the announcements. Students can even make it more engaging by creating a video of themselves sharing all the information.





Friday Prior (1:30)

Introducing STAND Week

Next week at _____ (school name) we will be having our first ever STAND Week! It's a media safety program that will empower us to use media in amazing ways. STAND represents not backing down from what we know is right. Technology is awesome, but it can also be harmful. STAND Week is like driver's ed for the internet. At the end of the week, _____ (principal name) is going to buy each of us a brand new Ferrari!!

More Information

Just kidding! But seriously though, who likes prizes? Because there will be lots of those! So here's what you can expect next week: Every morning you will hear an announcement that will introduce the STAND Message of the day. (Keep your eyes open as we post those messages every day around the school!)

Fun Stuff

Throughout the day we will have awesome activities! Every afternoon there will be a STAND Challenge to take home and do with a parent or trusted adult. If you bring it back signed the next day, you will be entered to win some

Review all the blanks in each announcement to ensure they are filled in accurately.



awesome prizes like: _____!

(STAND Challenge Prize)

Parent Homework Info

And guess what else?! Your parents and guardians (or another trusted adult) have their own homework for STAND Week! So remind them to watch the video in their email. (*Student Leaders, this is where you announce the Parent Homework prize you came up with.*)

EXAMPLE

The last period class with the most parents or trusted adults who get their homework done will win a pizza party!!

Closing

I hope you're ready to STAND UP, STAND OUT, STAND FOR, STAND WITH, and STAND NOW at STAND WEEK next week!! See you then!!



Monday Morning (1:20)

What device will students play music from?

WELCOME

(play background theme song – STANDweek.org/music)

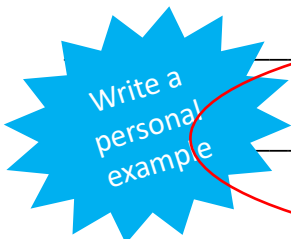
Good morning! Welcome to STAND Week! To STAND means to maintain your position and not back down. This week we're going to talk about where we can stand on media use. Where do you STAND on screen time?

TRUTH BOMB

TRUTH BOMB!! (bomb sound effect) Did you know that too much screen time is related to sleep problems, depression, low self-esteem, anxiety, low attention span, and lots of other problems? So screen time can be great, but too much is no good!

PERSONAL EXAMPLE

(Student Leaders, write your own script by answering this question: *What is an example of how screen time has interfered with your relationships?*)



Please pre-approve all personal examples the students prepare to share in the morning announcements (see the red circle). Filter anything that is too personal, too critical/ negative, etc.



EXAMPLE

I don't know about all of you, but I have a love/hate relationship with technology.

I love connecting with my friends, but I hate when people ignore me because they're on their phones!

CALL TO ACTION

So starting now, I will STAND UP, look up, and be present, prioritizing real relationships over screens! Who's with me??

REMINDERS

If you are, then sign the STAND Pledge hanging by the

_____ (where?), solve the STAND Brain Teaser

_____ (where?), and complete the

STAND Challenge your _____ (last period) teacher will give you. If

you do complete the STAND Challenge you will be entered to win a

_____! (STAND Challenge Prize) Lastly, remind your parents or

guardians to do their Homework so you can win

_____ (Parent Homework Prize)!

REPEAT

If you have chosen to offer prizes for signing the STAND Pledge solving the STAND Brain Teasers, or anything else, make sure students add those to the script.

Today's STAND Message is I will STAND UP, look up, and be present, prioritizing real relationships over screens!



Tuesday Morning (1:40)

WELCOME

(play background theme song – [STANDweek.org/music](https://standweek.org/music)) Good morning! Welcome to the second day of STAND Week! I hope you brought your STAND Challenge forms back because we have awesome prizes to give away!

ANNOUNCE WINNERS

Today's winners will receive a _____ . And they are:

6th grade: _____

7th grade: _____

8th grade: _____

Come to the office to grab your prizes. If you didn't bring back your form today, you can still bring it back for tomorrow's drawing.

TRUTH BOMB

TRUTH BOMB!! (bomb sound effect) Today's STAND Message is about being true to ourselves. When our parents were growing up, peer pressure mostly happened at school or when they were with their friends. But today, social media has given peer pressure the power to impact every aspect of our lives if we let it!

PERSONAL EXAMPLE

(Student Leaders, write your own script by answering this question: How has peer



pressure or FOMO influenced your media use?)



Handwritten area for a personal example, enclosed in a red oval and a dashed blue border.

EXAMPLE

Have you ever acted like you like something you didn't actually like? I'll admit, I have. Or how often do you waste time worrying about what other people will think? Um...is every day too much? I'm so tired of it though. I want to start accepting myself no matter what anybody else thinks, and not doing things just because everyone else is doing them!

CALL TO ACTION

From now on, I will STAND OUT by being true to myself in person and online.

REMINDERS

Who's in? Then sign today's STAND Pledge, solve today's STAND Brain Teaser, and complete today's STAND Challenge to be entered in tomorrow's drawing for _____ (Challenge Prize). Also, remind your parents and trusted adults to do their homework so _____ (Parent Homework prize)!

REPEAT

Today's STAND Message is I will STAND OUT by being true to myself in person and online!!



Date: _____ Time: _____ Announcer: _____

Wednesday Morning (1:30)

WELCOME

(play background theme song – [STANDweek.org/music](https://standweek.org/music)) Good morning! Welcome back to STAND Week! I hope you remembered your STAND Challenge forms today.

ANNOUNCE WINNERS

Today's winners are going to be glad they did because they have won _____ . And the winners are:

6th grade: _____

7th grade: _____

8th grade: _____

Come to the office to grab your prizes. If you didn't bring back your form today, you can still bring it back to be entered in tomorrow's drawing!

TRUTH BOMB

TRUTH BOMB!! (*bomb sound effect*) Objectification means to treat or view someone as an object. Objectification happens all the time online and leads to human trafficking, body image disorder, self-esteem problems, and so much more. Dignity is the opposite of objectification. It means we are all worthy of honor and respect!



PERSONAL EXAMPLE

Student Leaders, write your own script by answering this question: How do you feel about the inappropriate media that objectifies people?



Write a
personal
example

EXAMPLE

I'm not ok with media that objectifies people. I can choose to reject those things and only view and share media that is positive and respectful.

CALL TO ACTION

I will STAND FOR positive media, valuing the dignity of myself and others. Who's in?

REMINDERS

Make sure to sign today's STAND Pledge and solve the STAND Brain Teaser! And bring back your STAND Challenges tomorrow to be entered to win _____ (STAND Challenge Prize). Also, remind your parents and trusted adults to do their homework!

REPEAT

Today's STAND Message is I will STAND FOR positive media, valuing the dignity of myself and others!



Date: _____ Time: _____ Announcer: _____

Thursday Morning (1:00)

WELCOME

(play background theme song – [STANDweek.org/music](https://standweek.org/music)) Good morning!

Welcome back to STAND Week! I hope you remembered your STAND Challenge forms today.

ANNOUNCE WINNERS

Today's winners have won _____. And the winners are:

6th grade: _____

7th grade: _____

8th grade: _____

Come to the office to grab your prizes. If you didn't bring back your form today, you can still bring it back to be entered in tomorrow's drawing.

TRUTH BOMB

TRUTH BOMB!! (bomb sound effect) 37% of 12-17 year olds have been bullied online. That's almost 4 out of every 10 of us. Why do you think people are more likely to bully online than in person?

PERSONAL EXAMPLE

Student Leaders, write your own script by answering this question: What effects



of cyberbullying have you seen?



EXAMPLE

I have seen cyberbullying really hurt people right here in our own school. It's not ok. I want to help the people around me feel awesome.

CALL TO ACTION

From now on, I will STAND WITH those who are alone, excluded or vulnerable.

Who's in?

REMINDERS

Make sure you sign today's STAND Pledge and solve the STAND Brain Teaser!

And remember to bring back your STAND Challenges tomorrow so you can have a chance at winning a _____ (Challenge Prize).

REPEAT

Today's STAND Message is I will STAND WITH those who are alone, excluded or vulnerable!



Date: _____ Time: _____ Announcer: _____

Friday Morning (1:00)

WELCOME

(play background theme song – STANDweek.org/music) Good morning!

Welcome to the last day of STAND Week! I hope you remembered your STAND Challenge forms today.

ANNOUNCE WINNERS

Today's winners have won _____. And the winners are:

6th grade: _____

7th grade: _____

8th grade: _____

Come to the office to grab your prizes.

TRUTH BOMB

TRUTH BOMB!! (bomb sound effect) Technology gives us the power to do more good than ever before in the history of the world!

PERSONAL EXAMPLE

Student Leaders, write your own script by answering this question: How can I use technology to have a positive impact on the world?



EXAMPLE

We can campaign for a good cause, we can connect with people we love, we can learn a skill that will help us reach our goals!

CALL TO ACTION

I know we are each powerful. So let's each STAND NOW and choose to be a leader of positive technology. Who's in?

REMINDERS

We can't wait to see your signatures on the STAND Pledge and to see who can solve the STAND Brain Teaser! The _____ (Parent Homework prize) winners will be announced this afternoon!

REPEAT

Today's STAND Message is I will STAND NOW and choose to be a leader of positive technology!



Date: _____ Time: _____ Announcer: _____

Friday Afternoon

ANNOUNCE WINNERS

Good afternoon and congratulations to:

_____!!

(Parent Homework Prize winners)!! Your parents and guardians (or trusted adults)

did their homework so you have won: _____!!

Thanks for an awesome week! And remember to STAND UP, STAND OUT, STAND FOR, STAND WITH, and STAND NOW to use media in awesome ways!



Name: _____

Calendar

Use this calendar to keep track of your responsibilities for the week.

Friday	
Thursday	
Wednesday	
Tuesday	
Monday	

8:00am

10:00am

12:00pm

2:00pm

Before STAND Week: _____

Other reminders: _____



STAND Prizes

You can offer as many (or as few) incentives as you, your administration, your teachers, and/or your advisor would like. Many ideas are mentioned in this booklet. Each of those ideas are summarized or expounded on here. You may have already brainstormed some of them. Mark the ideas you would like to incorporate.

What will you give incentives for?

- reciting the STAND Message
- signing the STAND Pledge
- solving the STAND Brain Teaser
- returning the STAND Challenge*
- Parent Homework*
- other _____

Which incentives will you give?

- small piece of candy
- school swag
- donated items
- extra credit
- free lunch
- STAND swag**
- a round of applause 😊
- other _____

You might also find it worthwhile to incentivize the student leaders.

*We recommend prioritizing prizes for returning STAND Challenges and the Parent Homework, since parental education and communication are so important to media safety.

** STAND Swag can be ordered at [STANDweek.org/purchase](https://standweek.org/purchase).



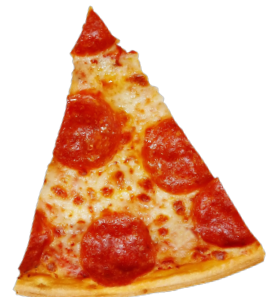
Why are incentives helpful?

Are there any downsides to giving incentives?

If you have a budget, what is it? How can you make the money go the furthest?

What stores would you like to request donations from?

What other steps need to be taken in order to finalize prizes?



Links to Remember

info@EndExploitationMontana.org
or STANDweek.org/contact
(Contact us with any questions!)

STANDweek.org/music
(STAND Music for use anytime throughout the week)

STANDweek.org/survey
(survey students will complete before STAND Week)

STANDweek.org/parents
(*Media Safety for Parents* video)

STANDweek.org/purchase
(STAND Week prize options)

STANDweek.org/feedback
(Please let us know what you thought about the program.)

Also, STANDweek.org/surveyresults, for results of the student survey.



More STAND Week Ideas

There are so many ways to customize STAND Week for your school!

Here are a few ideas:

- ❑ Make STAND Week a part of your school for more than just one week. You might consider making it a five week, or even a year long program!
- ❑ Bring in a guest speaker for a Lunch and Learn. (It could be local law enforcement, a media specialist, a counselor, or another community member.)
- ❑ The school choir (or any singers) could put on a flash mob with a song like *Stand* by Rascal Flatts, *I Won't Back Down* by Tom Petty and the Heartbreakers, or *I'm Still Standing* by Elton John.
- ❑ Challenge students to make their own STAND Video, or create one in an elective class.
- ❑ Put on an assembly on the last day of the week, reviewing each STAND Message; or put on a pep rally on the first day of the week, introducing the event.
- ❑ Leave STAND posters and banners up throughout the school year. Make an atmosphere of STANDing by reminding students about the STAND Messages throughout the school year.
- ❑ Students can make their own STAND Pledges to put around the school.
- ❑ Post truth bomb info in hallways.



Thank You!!

You are amazing!! **You have the power** to lead your friends and classmates in ways that will change their lives for the better. **Thank you so much for supporting this important program.** We hope you had a great experience!

If you would like to share feedback about the program, please go to STANDweek.org/feedback.

We can't thank you enough for your support of this program. STAND Week has the potential to prevent many of the harms of screen time, social media, cyberbullying, objectifying content, and so much more.

We would love to hear about your experience with the program. Please go to STANDweek.org/feedback to share. Please also encourage parents, teachers, administrators, and students to share. We would also love to see pictures of your STAND Week. You can send them to info@EndExploitationMontana.org.

Thank you!





STAND up
STAND for
STAND out
STAND with
STAND now