



STAND FOR COURAGE

How Do Schools Implement Stand For Courage

The Stand For Courage (SFC) school implementation strategies were developed to help schools take the next step in bullying prevention by giving students effective and efficient leadership strategies for positively recognizing stand-up behavior and creating a more positive school climate and culture.

Schools begin the process by creating a student-driven leadership team, often known as the Stand For Courage (SFC) Team.

- The process of creating an SFC team often begins in the spring of the school year prior to full implementation of the program. This gives the team time to create their teaming structures, their marketing strategies, and their implementation strategies. It also provides an opportunity for the team to implement and analyze critical school data.
- To create the SFC team, at least one leading school staff member initiates a peer nomination process, where all students in the school are given an opportunity to nominate peers they trust to help improve the school culture. Importantly, students are not encouraged to simply nominate popular or high performing peers, but rather peers they feel they would speak to if they were going through a difficult time.
- SFC team meetings typically take place at least monthly for an hour and are often conducted during the lunch hour or after school. They can also be given “club” status, and include the creation of specific roles and responsibilities such as team president, vice president, treasurer, secretary, etc.
- Many schools call this team the Stand For Courage team, however, once the work begins, many teams decide to rename the team something more in line with their school culture (e.g., often something related to their school mascot).

Once the SFC team is created, leading staff members facilitate at least monthly meetings with at least four specific charges:

1. The team must establish their teaming structure, including the team name, norms for meetings, roles, and responsibilities of members, and the meeting calendar
2. The team must develop a strategy for recognizing the standup behavior of peers. This usually includes the establishment of an SFC box or boxes in the school, where students and staff can fill out forms for recognizing others.

- The team can create the SFC boxes, or they can have each grade create their own box (usually done this way in elementary schools)
- The number of boxes in a school is determined by the size and layout of the school.

The boxes should be easily accessible by all students in the school.

- The SFC team can also create a form for recognizing stand up behavior, or they can adopt a form from this website. Importantly, the form needs to at the minimum includes the following features:
 - Name of student/staff doing the recognition (can be anonymous)
 - Name of a student being recognized
 - A short description of what the student did to be recognized
- Once the recognition boxes and forms are in place, the SFC team is charged with gathering together the forms on a monthly basis and creating a system for recognizing those students reported.
- Prior to allowing the SFC team to review the recognition forms, leading staff should go through them to ensure they are appropriate.
- The SFC strategy for recognizing those reported often includes calling students down to the office to receive a special thank you from the team along with some form of tangible reinforcement (e.g., cookies, SFC t-shirts (pdf available upon request), SFC posters, discounted tickets to dances or other events, discounted food at the cafeteria, special parking spots, SFC bracelets, etc.).
- SFC incentives are typically paid for by the school but can also be donated by the community, or acquired using grant funds.
- The recognition can also be done more publicly (e.g., putting student names on a board at school thanking them over the PA system), however many students prefer not to be called out too loudly for their stand-up behavior.

- Reports of stand up behavior can also be uploaded by the SFC team to the SFC website (www.standforcourage.org), where luminaries, celebrities, and others can provide additional recognition for stand-up behavior (Currently, this component of SFC is only active in Seattle, Washington. Uploaded nominations to the SFC website are entered into a lottery for larger incentives including recognition on local radio and or television often including concert tickets etc.).
 - It is important to note that students can also upload nominations directly to the SFC website without going through the SFC school boxes or team, but doing so eliminates the immediate opportunity for personal SFC team recognition, which many nominees find extremely valuable (Currently, this component of SFC is only active in Seattle, Washington. Uploaded nominations from this region are entered into a lottery for larger incentives including recognition on local radio and or television often including concert tickets etc.).
3. In addition to the recognition strategy, the SFC team is also charged with the creation and implementation of “marketing” strategies that get the word out about the SFC, and teach the rest of the school and community how to get involved. These strategies are determined by the SFC team but can include
- Teaching behavioral norms and expectations to students, staff, and the community.
 - Teaching specific and appropriate “stand-up” strategies to students, staff, and community for how to respond when others are not following the expectations.
 - Social media strategies (e.g., Twitter, Snapchat, Facebook, Instagram) that engage the school community and provide additional reinforcement for stand-up behavior.
 - Presentations or videos for school assemblies about the importance of standing up for one another.
4. Finally, SFC teams are charged with analyzing, problem-solving, and reporting around school and community data.
- The team can help implement a student self-report survey that all students (and family) can take to indicate their experiences around bullying and other climate-related issues.
 - SFC team members can not have access to any Personally Identifiable Information (PII) about any individual students in the school. All surveys must

be anonymous, and the school staff needs to ensure that all students in the school are protected from any risks associated with the data.

- Once implemented, the SFC team analyzes aggregated reports of issues occurring in the school and strategizes solutions using a thoughtful problem-solving process.
- The data analyzed by the SFC team can also include the number of appropriate SFC nominations each month and other relevant data such as the number of incidents, suspensions, or office discipline referrals.
- After at least one year of implementing the SFC strategies in the school, the SFC team helps conduct follow-up surveys.
- The follow-up surveys provide critical data regarding the success of the program and additional areas for improvement.
- Follow-up surveys should be conducted at least once a year, every year that SFC is implemented in a school
- Finally, the SFC team report the outcomes of their efforts to the rest of the school and community at least once a year. This reporting can be done through multiple media approaches, including newsletters, videos, or social media.

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