**HUMANKIND. BE BOTH.**

*Fresno Unified School District – Student Advisory Board*

**How we got to the Human Element Campaign:**

* The words ‘anti-bullying’ were not creating the change we wanted to see. We need to tell people what to do, instead of what not to do.
* Tired of hearing the slurs, hateful words, and observing hurtful actions.
* We wanted to make change – and we wanted our message to be positive and teach others.
* Kindness is a culture and we must show what that looks like on a daily basis.
* Vision: To protect and support each other through kindness as a culture

***Watch our first slide show here:***

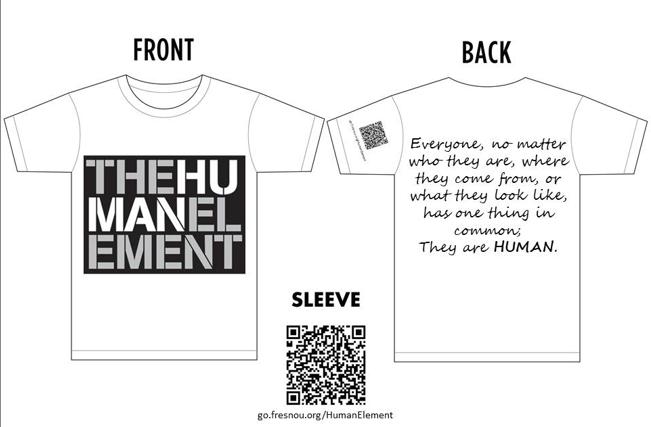
<https://www.youtube.com/watch?v=0-aW_l6dKLo>

***Watch our presentation to the Fresno Unified School Board here:*** <https://www.youtube.com/watch?v=cFqk25kfgQs>

**Bracelets**



**Program First Steps:**

* Passionate Students
* Relevant topic…and made it POSITIVE
* Total creative control given to the students
* Adult Guidance, but no Hijacking!
* Created Partnerships with local business leaders and District leadership
* [](http://www.fresnounified.org/dept/schools/campusculture/CCM%20Backup%20Files/HE%20Assembly%20Binder/Human%20Element%20%20One%20Tribe.mp4)Complete support from School Board

**T-Shirts**

***Watch our first videos here:***

<https://www.youtube.com/watch?v=IBxQokFIcEA>

<https://www.youtube.com/watch?v=Fy2OIMJMlH4>

<https://www.youtube.com/watch?v=HD-_2iXEXak>

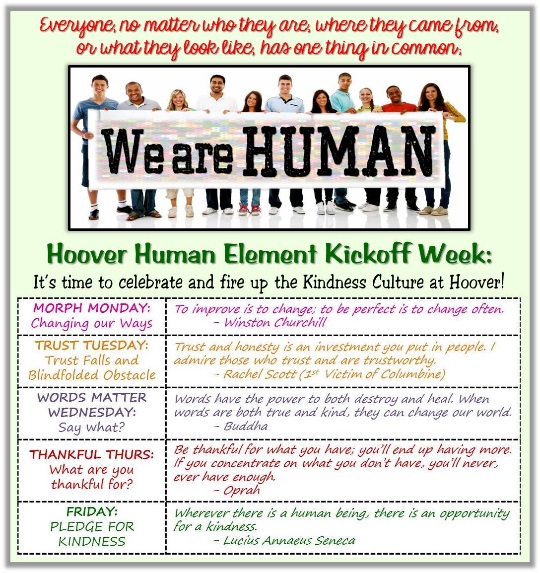
**Implementation 2013-14:**

* Human Element Committees
* Student Training Day
* Goal #1: All High Schools will produce an all school assembly and HE Week
* Goal #2: 13-14 Human Element Video
* Goal #3: Field Test MS Assembly
* ******Goal #4: Wristband Promotion
* Goal #5: Reach out to Region

***Watch our award winning HUMANKIND. BE BOTH. video:***

<https://www.youtube.com/watch?v=ReqyQ9-MquM>

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**Lessons Learned:**

* Time is needed to imbed as culture
* Outreach Down, Not Up (HS-MS-ES)
* Real student experiences
* Commitment from every site/leader
* Support that is seen and heard
* Ongoing training for student leaders
* Leader structure
* Resources (Financial, technical, human)

***Watch our 2013-14 Recap Video here:***

<https://www.youtube.com/watch?v=1bQkwNmA5BQ>

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**Keep Moving Forward:**

* Assembly Package
* Adult Presentation
* Community Outreach
* Elementary Ambassadors
* NEW Promotional Materials
* Web Upgrade
* Human Element Store
* 2015-16 Videos/PSAs
* GoFundMe

***Watch our Human Element PSA here:***

<https://www.youtube.com/watch?v=40yT6dg1wEY>

**Replicate It:**

* Passionate Kids – Meeting Regularly
* Adult Coordination – Not Dictating
* Train your student leaders
* Creativity for your region/schools
* Develop a MANTRA
* Year 1: Adult Conversation/Board Support
* Year 2: Students take the lead @ HS
* Year 3: Culture Building/Ongoing Support
* Year 4: Stay Relentless
* Year 5: Raise up others to lead

**Stay Connected with FUSD SAB**

**and the Human Element:**

go.fresnounified.org/humanelement

www.youtube.com/user/FUSDSAB

www.facebook.com/HumanElementFUSD

Twitter: @HumanElementSAB

www.gofundme.com/humankindbeboth

**Watch our NSBA presentation slide show here:**

<http://youtu.be/rTk2-3N4j5g>