**SSORG-458**

**Bullying Prevention Unit—Marketing Page**

**Page Headline:**

*Second Step* Bullying Prevention Unit

**Headline:**

The power to create a positive school climate

**Body Copy:**

It’s never too early to provide students and staff with tools to prevent bullying, both in your school and the community. Based on the latest field research, the *Second Step* Bullying Prevention Unit teaches kindergarten–grade 5 students how to recognize, report, and refuse bullying.

As students master these crucial skills, educators and school staff learn to recognize and respond appropriately when they observe bullying or receive a bullying report, all while gaining insight into teaching the Unit to children.

[Shop all Bullying Prevention Unit products.] [LINK NEEDED]

**Who is the Bullying Prevention Unit for?**

Building on the fundamentals of the *Second Step* social-emotional learning program, we developed the Bullying Prevention Unit with age-appropriate lessons for elementary classrooms (Kindergarten–Grade 5.)

**Why choose the *Second Step* Bullying Prevention Unit?**

The Bullying Prevention Unit:

**Provides a Research-Based Curriculum**

Based in research and backed by evidence, the Bullying Prevention Unit allows teachers to make the best use of class time.

**Offers an Integrated Approach**

Via online training, school staff learn to work with all students involved in bullying, including bystanders, for an improved school climate.

[Jump to staff training demo.] [LINK NEEDED]

**Helps Build Trust**

When all staff learn how to effectively recognize and respond to bullying, students understand they can trust staff to deal with bullying in an appropriate manner.

**Provides Engaging Video Lessons**

With the help of acclaimed author Trudy Ludwig, we’ve turned lessons into engaging videos using Claymation, animation, and live action.

[Jump to sample lesson video] [LINK NEEDED]

**Reaches Families**

Family materials extend lessons beyond the classroom and help families distinguish between peer conflict and bullying.

[Jump to Resources for Families] [LINK NEEDED]

**Is Easy to Implement**

The Bullying Prevention Unit includes principal resources, staff training, and student lessons to help everyone learn bullying prevention techniques.

[Jump to Lesson Samples] [LINK NEEDED]

**TESTIMONIAL [INSERT WHERE APPROPRIATE]**

*“Relationships are so key in solving bullying issues. Kids have to trust that the adult cares. That’s why it’s so important that every single adult in a building has the strategy and the knowledge to listen to a student and validate what they’re saying.”*

—Kim Bilanko, Principal  
Benjamin Franklin Elementary, Kirkland, WA

**Lesson Samples**

Explore the breadth of lessons, activities, and take-home materials in the *Second Step* Bullying Prevention Unit. Combined, these pieces create a comprehensive program to help schools prevent bullying.

**Bullying Prevention Unit Scope and Sequence (PDF)** [LINK NEEDED]

**Student Lesson** [LINK NEEDED]

**Classroom Activity** [LINK NEEDED]

**Take-Home Activity** [LINK NEEDED]

**Watch a Sample Lesson Video**

[[Watch Now](https://youtu.be/aKdzlY61T9k)]

**Watch Award-Winning Lesson Videos from the *Second Step* Bullying Prevention Unit**

[[Watch Now](https://youtu.be/ByZ6jy2Rc_w)]

**Staff Training**

The Bullying Prevention Unit features training modules to help staff develop ways to effectively identify and deal with bullying throughout the school. Staff education is easy to implement and will help make a difference in students’ lives.

**Module 1**

For principals and program coordinators, this module focuses on understanding the student–educator relationship, communication policies and procedures, and family communication. This module is 45–60 minutes in length.

**Module 2**

For all staff, this module focuses on recognizing, responding to, and reporting bullying. This module is 75–90 minutes in length.

**Module 3**

For teachers and counselors, this module explores the lesson notebook and focuses on teaching the lessons, following through, and involving families. This module is 45–60 minutes in length.

[View a sample from Module 2] [LINK NEEDED]

**More to Explore**

**Success Stories**

Get a closer look at how the *Second Step* curriculum has been successfully and creatively implemented in schools across the country.

[View all success stories] [LINK NEEDED]

**Webinars**

Watch live and recorded webinars to hear from our experts about the *Second Step* program and ask us questions.

[View available webinars] [LINK NEEDED]

**Research-Based Programs**

We take great pride in the fact that our programs are based on current research in the field. Get a closer look at the research we incorporate into the *Second Step* program and our ongoing commitment to evaluating the program’s effectiveness.

[View all research information] [LINK NEEDED]

**Alignment Charts**

See how our programs are designed to complement your current standards, frameworks, and practices—not replace them.

[View all alignment charts] [LINK NEEDED]

**Related Blog Posts**

[View all Bullying Prevention blog articles]

[FEED FROM BLOGS TAGGED WITH “BULLYING PREVENTION”]

**Resources for Families**

**Family Letters**

Keep families informed on classroom instruction, and give them access to actively participate with online family resources.

**Take-Home Activities**

Encourage family discussions, and allow students to reinforce skills with these take-home activities.

[Sample Take-Home Activity] [LINK NEEDED]

**Articles for Families**

[FEED FROM BLOGS TAGGED WITH “BULLYING PREVENTION” AND “PARENTING”]

**Recommended Books for Kids**

[LINKS NEEDED]

**Ready to Purchase?**

If you aren’t sure what you need, we’re happy to help! Please reach out and contact us. [LINK NEEDED HERE]

[Shop all Bullying Prevention products] [LINK NEEDED HERE]

[Complete the Suite] [LINK NEEDED HERE]

**Other Ways to Purchase**

Learn how to order our products with a purchase order. [LINK NEEDED HERE]

Looking to make a bigger purchase? Contact us for a quote. [LINK NEEDED HERE]