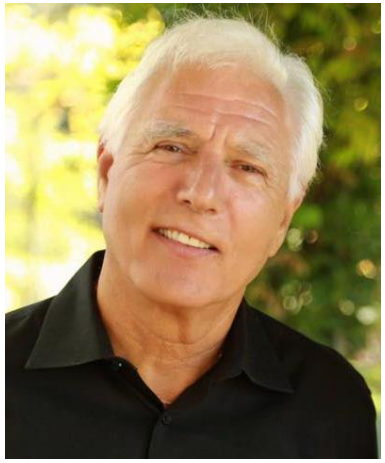
COMMUNITY MATTERS | Empowering Youth Transforming Communities

Reducing Risk Through Student Engagement

Presented by:



Rick Phillips MS.Ed.
Founder, Community Matters

Mission

Mission: To equip and empower students and adults to create schools that are safe, welcoming and inclusive.







Purpose: To equip and empower students and adults to create schools that are safe, welcoming and inclusive.

A Crisis Like Never Before

The Covid-19 Virus and the unpredictable world we now live in has led to an increase in mental health issues schools need to address:

- Anxiety
- Stress
- Fear
- Trauma

The “Outside-In” Approach



- Security-Focused
- Adult-Driven
- Punishment Policies
- Control Oriented

The High Cost & Ineffectiveness of the "Outside-In" Approach

- ✓ 2000 - 2010: More than $10 billion spent on school security equipment.
  Source: US School Security Market

- ✓ No measurable evidence that security or zero tolerance policies reduces school violence.
  Source: Skiba, Russell, University of Indiana

- ✓ Suspensions & expulsions have **increased;** and they **are costly** and **ineffective** in changing behavior.

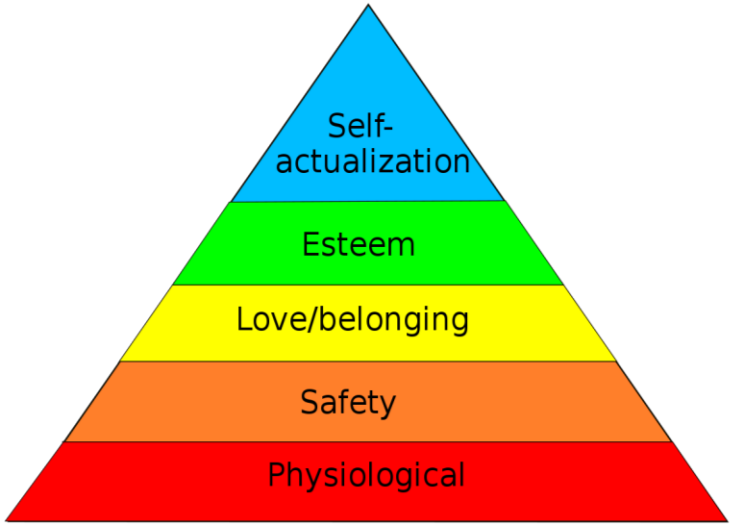


Schools Cannot Return to "Business as Usual"



A New "Normal"

Maslow's Hierarchy



vs

Bloom's Taxonomy



Community Matters "Inside-Out" Approach



Relationship Focused

Student Centered

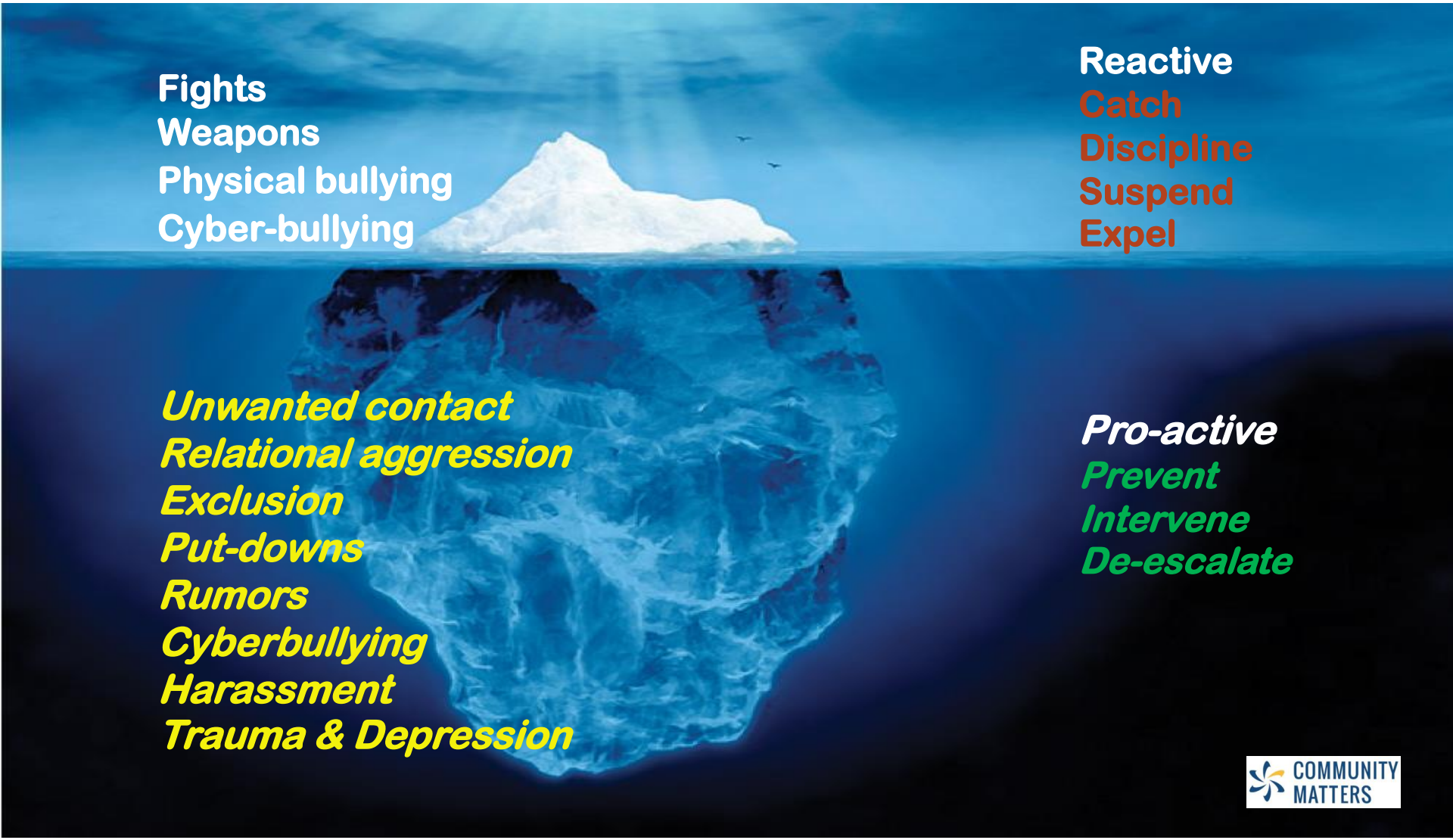
Corrective & Restorative

Focused on Changing Social Norms

Positive School Climate

- For youth to thrive in schools and communities, they need to feel socially, emotionally, and physically safe and supported by caring adults.

- A positive school climate has been associated with decreased depression, suicidal feelings, substance use, and unexcused school absences among LGB students - CDC: Lesbian, Gay, Bixexual, and Transgender Health Report 2015


Fights
Weapons
Physical bullying
Cyber-bullying
Reactive
Catch
Discipline
Suspend
Expel
Unwanted contact
Relational aggression
Exclusion
Put-downs
Rumors
Cyberbullying
Harassment
Trauma & Depression
Pro-active
Prevent
Intervene
De-escalate
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Leveraging the Power & Potential of Students

See, hear and know things adults don't
(88% of bullying incidents, peers are present)

Can effectively intervene in ways adults can't

First to arrive on the scene of mistreatment

Set the tone and social norms on campus

Empowering Youth: The Formula

The 3 "P's"

(*Purpose, Power and Place*)

+

The 3 "E's"

(*Engage, Equip, and Empower*)

=

The 3 "C's"

(*Competent, Caring and Contributing*)

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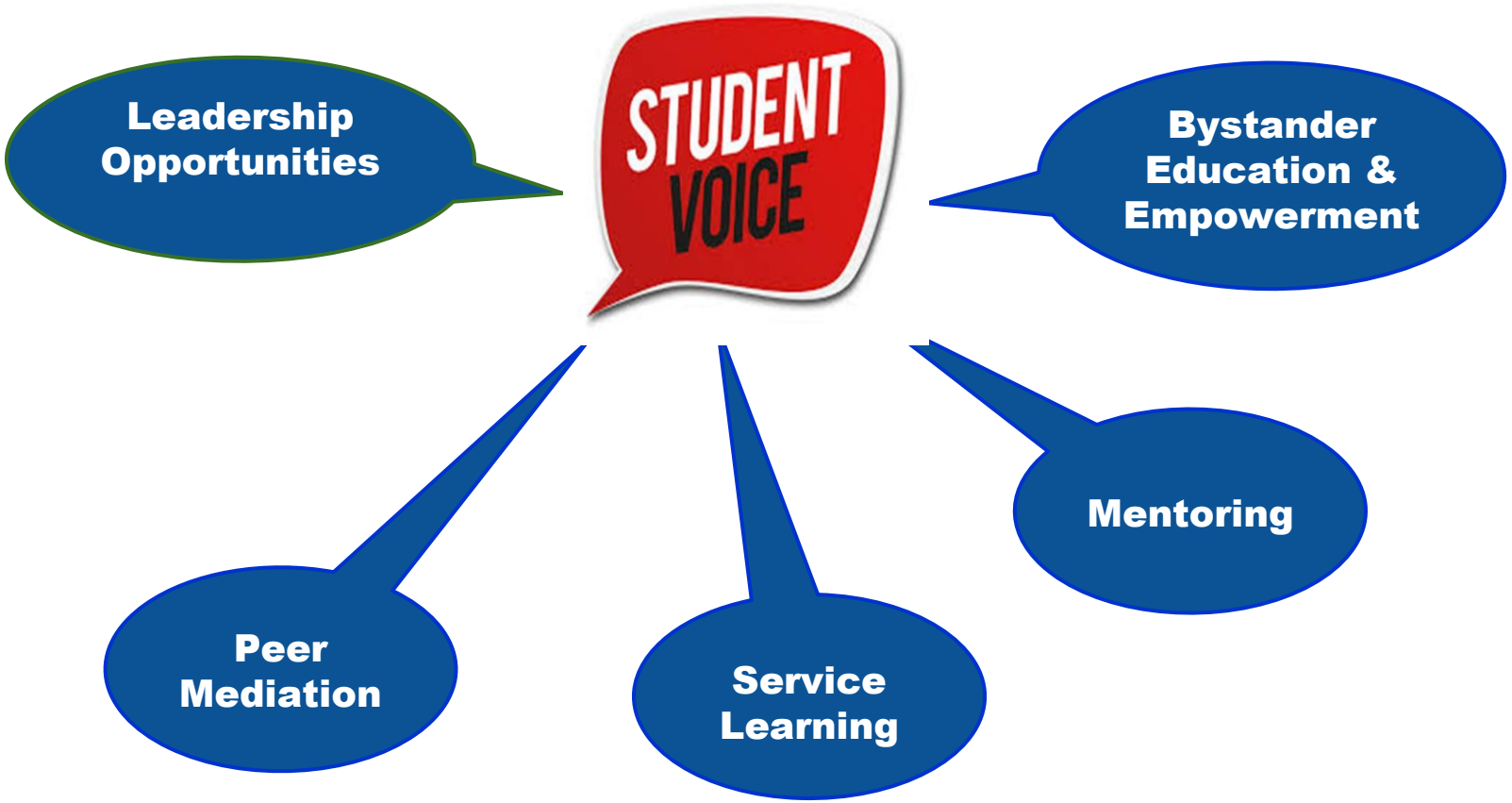
Strategies to Engage Students

- Empower youth by providing concrete, positive, and proactive ways that they can influence the social norms of their peer group so that bullying is seen as uncool behavior

- Encourage more emphasis on bystanders taking action in overall prevention efforts

  - CDC: The Relationship Between Bullying and Suicide, 2014.

Increasing Student Voice



formal & informal settings

Safe School Ambassadors®



19 years

2000+ schools

Over 100,000 students have been trained across 39 US states, Canada, Guam & Paraguay



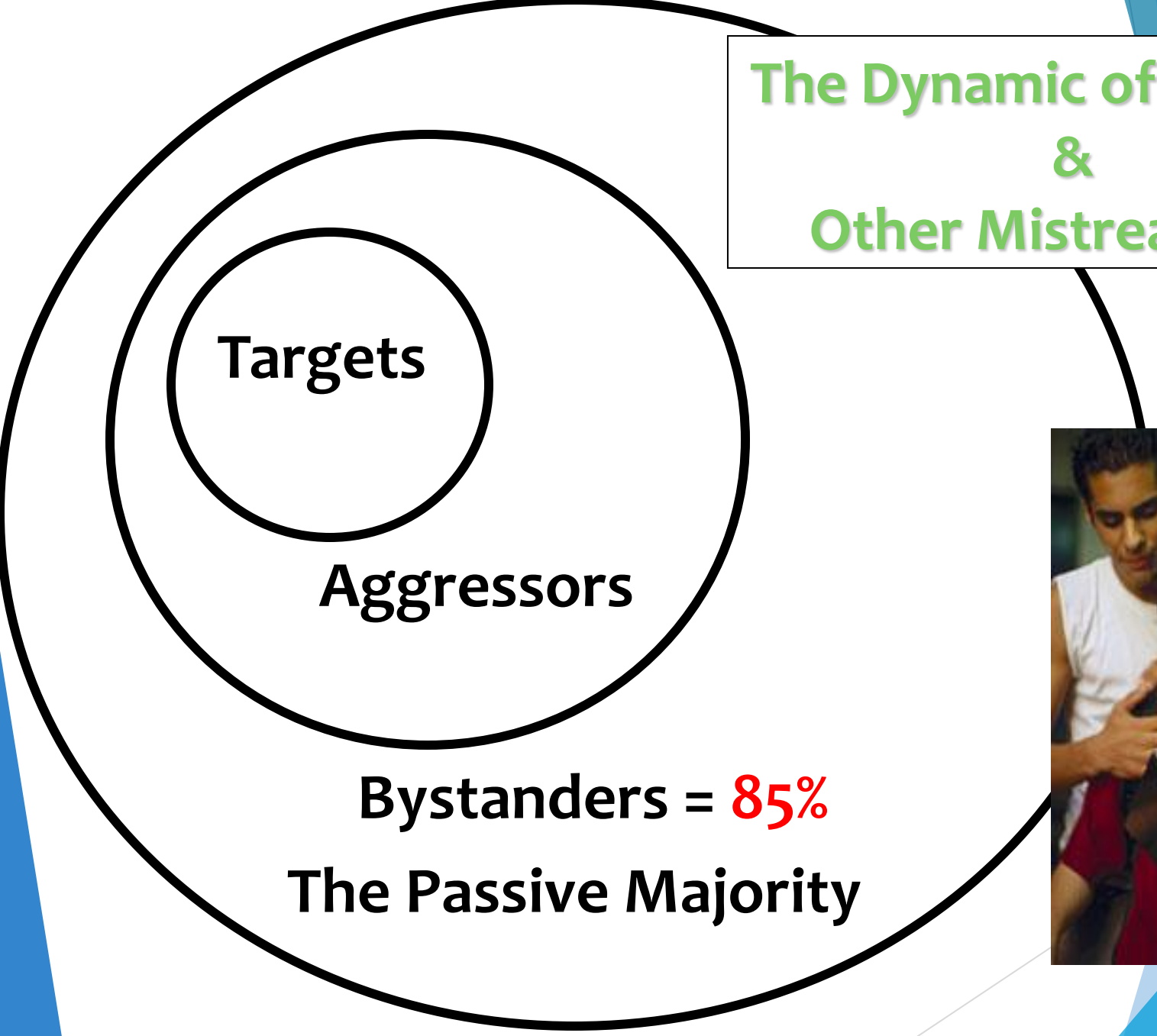
The Expectation Gap in Bullying Intervention

76% of teens reported they want others to intervene when bullying occurs

Only 16% reported that intervention to stop bullying often or always occurs

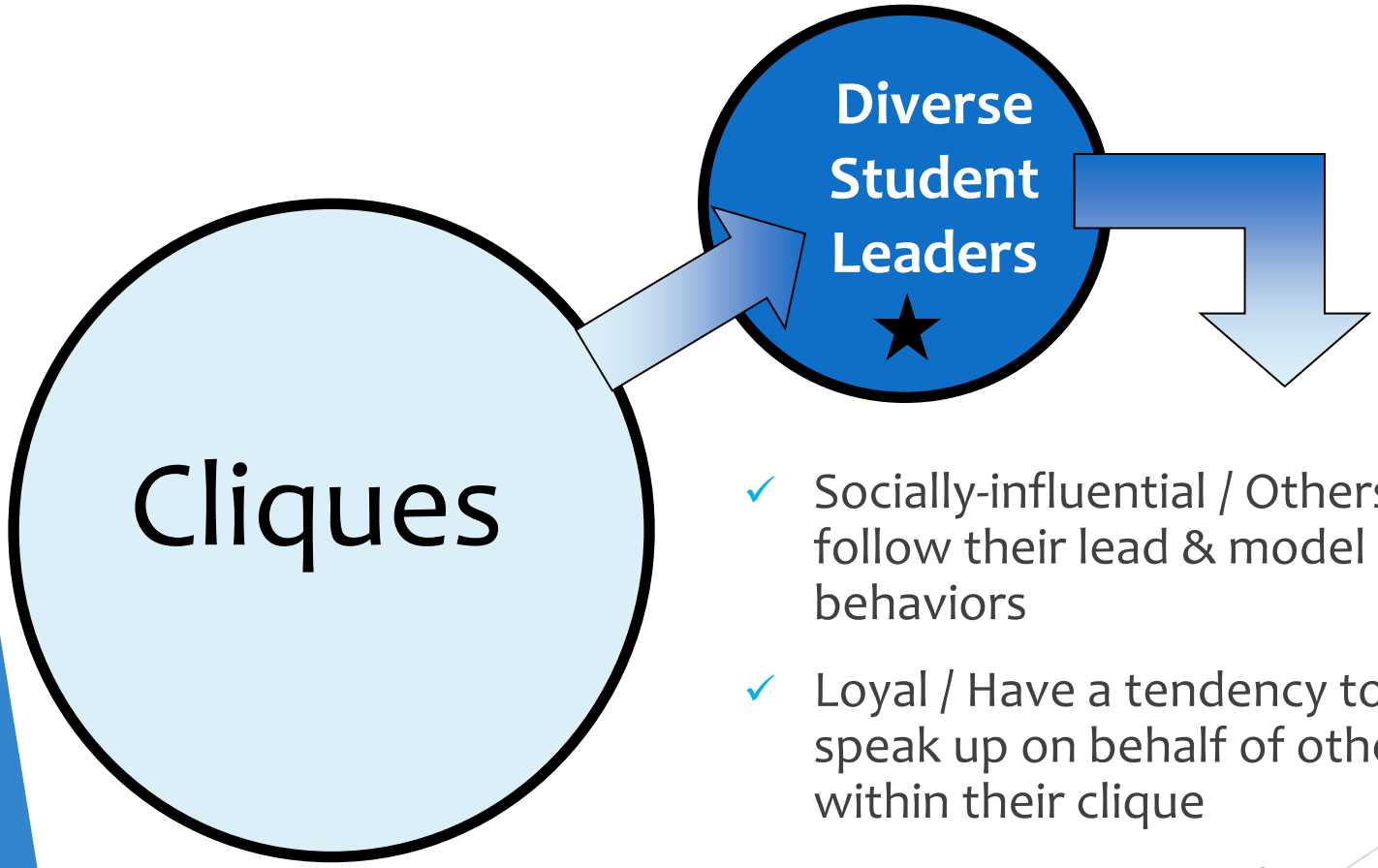
Source: The Bully Report: Trends in Bullying Pulled from Student Facebook Interactions, pub. 2012 by DoSomething.org

The Dynamic of Bullying & Other Mistreatment





"Alpha" Students



- ✓ Socially-influential / Others follow their lead & model their behaviors
- ✓ Loyal / Have a tendency to speak up on behalf of others within their clique
- ✓ Outgoing by nature / Highly verbal

Identifying the "Alpha" Leaders

Student and Adult Surveys



Safe School Ambassadors® Training

Long term prevention based program



- ✓ Two Day Training
- ✓ Grades 4-12
- ✓ 3-year Model plus TOT
- ✓ Up to 40 Diverse Student Leaders
- ✓ 5 – 6 Adults

5 Types of Mistreatment:

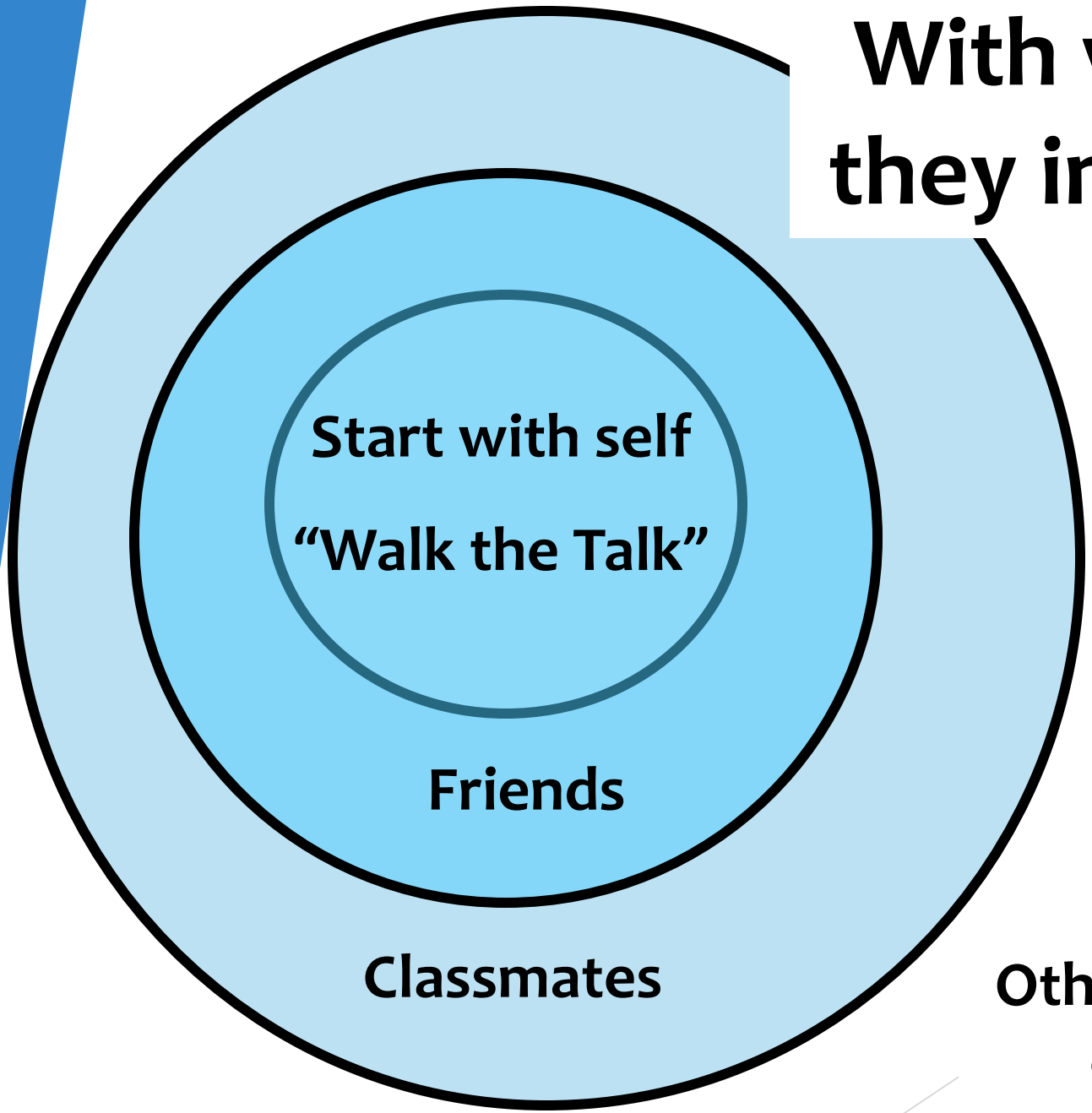


1. Exclusion
2. Put-downs
3. Bullying/cyber-bullying
4. Unwanted physical touch
5. Acts against campus

Six Skills for Ambassadors

- ✓ Balancing 
- ✓ Distracting 
- ✓ Supporting 
- ✓ Directing 
- ✓ Reasoning 
- ✓ Getting Help 

With whom do they intervene?



Others in school & community

Ongoing Support & Supervision: *Family Group Meetings*

- ✓ Connect & Inspire
- ✓ Regularly-Scheduled
- ✓ Deepen Skills
- ✓ Debrief Experience
- ✓ Collect Data



Data Collection

- ✓ Discipline Data
- ✓ Action Snapshot Campaign Summary
- ✓ Year End Surveys
- ✓ Principal Letter



Safe School Ambassadors Are Active

A minimum of

2 “Actions” per week

x 40 Ambassadors =

80 Actions per week



34 Weeks x 80 Ambassador Actions =

More than 2,700 Actions per school year

Safe School Ambassadors Are Effective

A two-year study by two different universities found statistically significant evidence of positive impact:

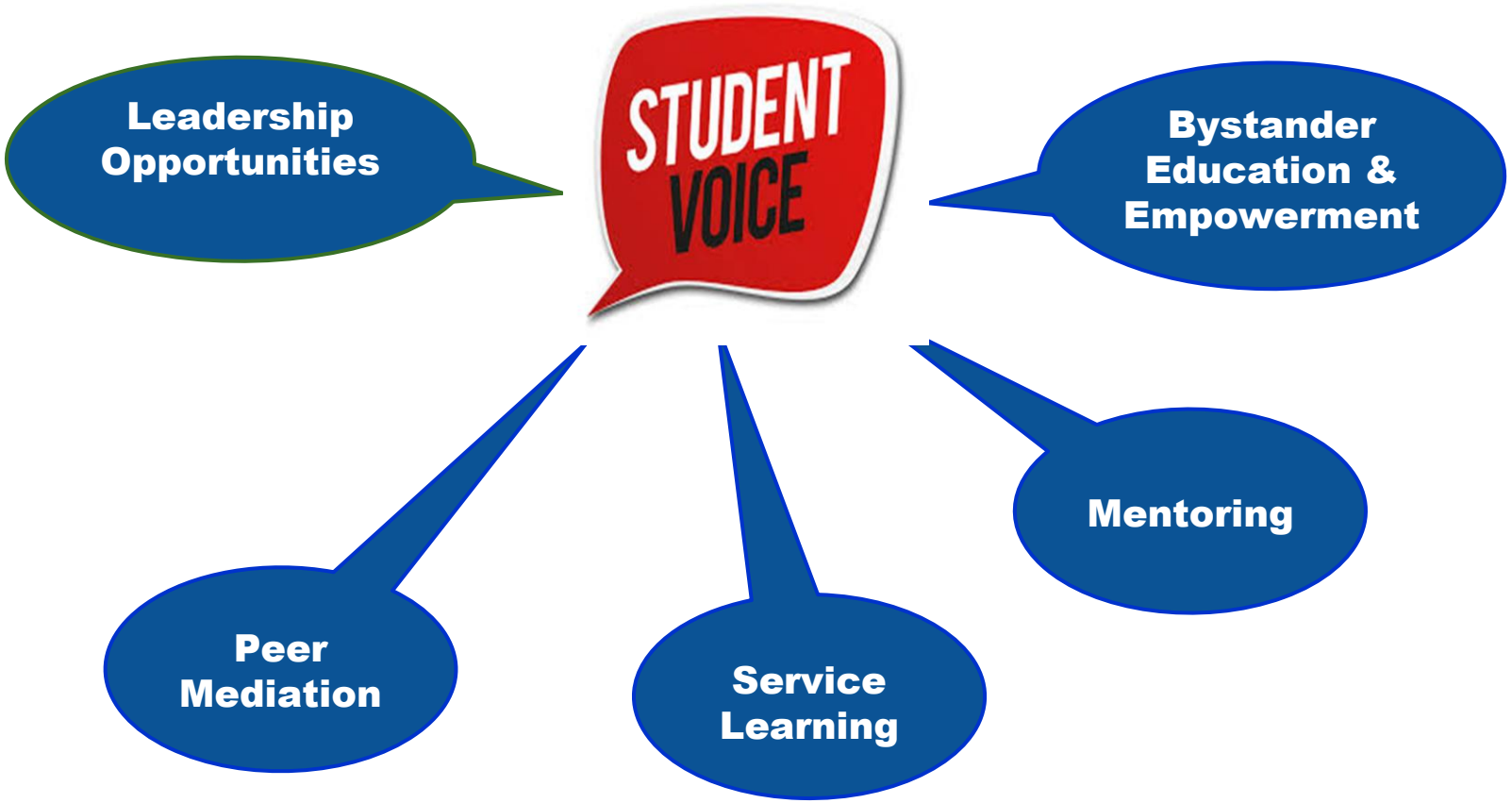
Suspension rates were 33% lower than prior to SSA implementation,



while suspension rates at demographically matched non-SSA control schools increased 10% in the same period.

http://www.communitymatters.org/downloads/EvaluationReportSSA2011.pdf

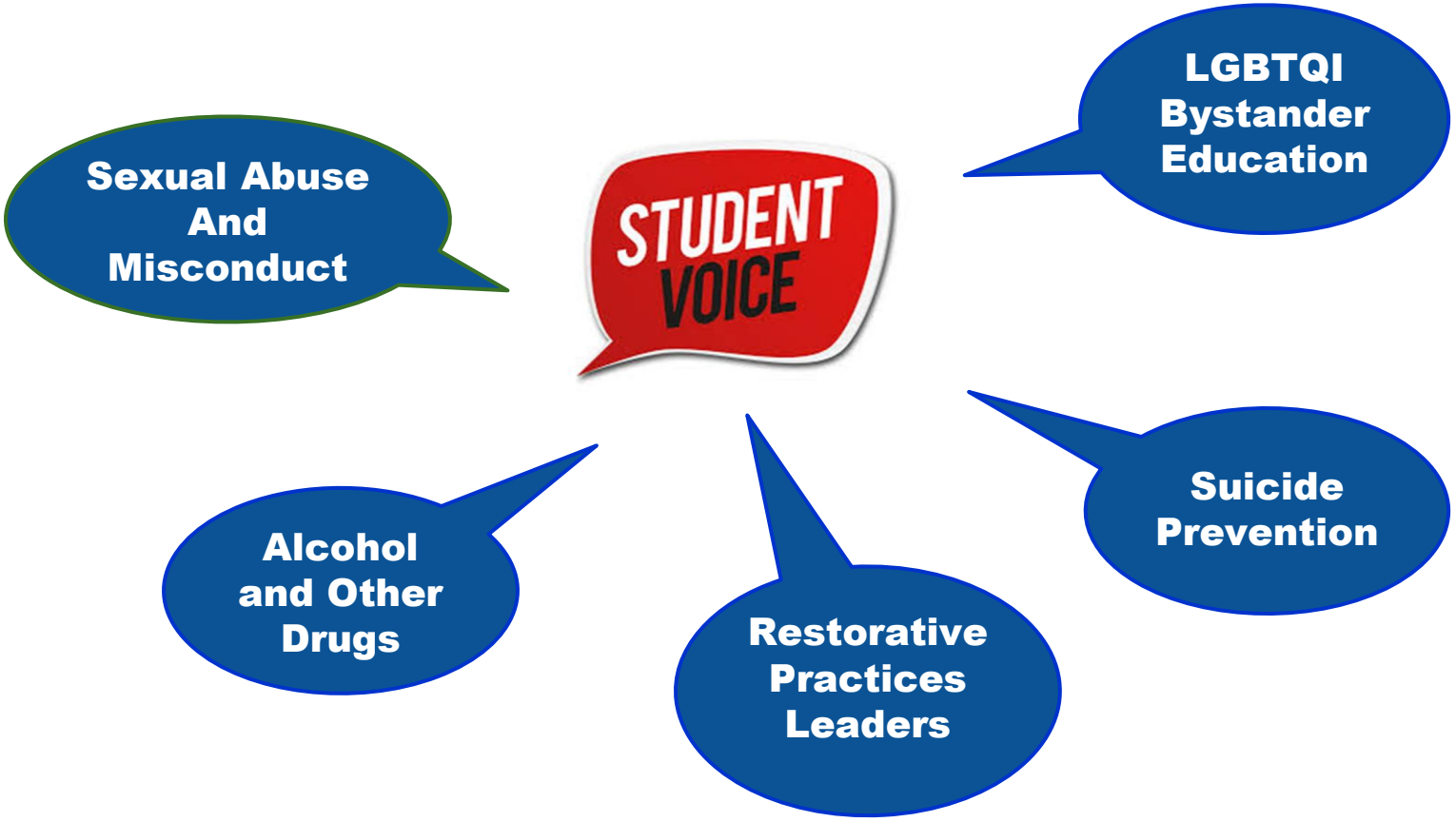
Increasing Student Voice



formal & informal settings

Other Ways to Increase

Student Voice



Thank You!

Together, we can empower students and adults to create schools and communities that are safe, welcoming and inclusive.

For more information contact Erica at:

707-823-6159 x. 103 or erica@community-matters.org



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