

be nice.™

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What is **be nice.**?

The be nice. program is a positive initiative designed to spread awareness of bullying and the importance of treating people with civility community-wide. By doing so, be nice. reduces the devastating effects of bullying, which can include low self-esteem, depression and suicide. It will create a positive cultural shift in your school and community.

Bullying is a significant issue both locally and nationally. It affects not just those directly involved, but the bystanders among them and takes away from every student's right to feel safe, respected, and accepted. The school environment should be a nurturing one, where students can learn, grow, develop and achieve their best. The be nice. program is focused on this ideal. It strives to educate students and community members about how simply "being nice" is an effective way to promote a safe and civil environment within the school and community.

Keys to the **be nice.** Program

- Create awareness of the negative effects of bullying.
- Spread the message to students, staff and community: small, individual, actions have a tremendous impact on the school environment.
- Reinforce positive behavior
- Generate school and community-wide change

BECOME AN OFFICIAL **be nice.** CHAPTER!



Join the **be nice.** movement and get:

- Launch kit including instructions on how to form and educate a leadership group, how to plan and launch a kick-off school assembly, and activities for a year-long be nice initiative for your school.
- Exclusive access to the beniceonline.com website (including lesson plans, video blogs, interactive forums and new activities).
- Discounted Merchandise
- and much more!

For more information about **be nice.** programming and merchandise, visit us on line at: www.beniceonline.com

or call (616) 663-8011.

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