

SPREAD THE WORD

Email & Newsletter Promotion

Sample content that you can use for emails, newsletters, or updates on your school website.

Here are a few tips for getting the word out:

- Request that the principal or school counselor send an email to emphasize the priority of using the simulation.
- Tie the program into key initiatives already in place at the school or district level such as school climate, connectedness, and safety.
- Give teachers and staff dedicated time to take the simulation. For example, set aside 30-45 minutes of PD time or shorten a scheduled staff meeting.
- Emphasize the program's relationship to specific school or district goals and outcomes.

From: Principal/Counselor **To:** Teachers/Staff
Subject: New PD Resource for Improving School Climate and Safety

Dear {Name},

We have a no-bullying policy at our school. While this is strictly enforced, some students may experience bullying situations that we may not immediately be aware of. These social pressures, both at school and online, can lead to emotional distress, depression, anxiety, and even thoughts of suicide. These conditions may also compromise students' academic achievements affecting their ability to stay in school. According to a recent CDC report, lesbian, gay and bisexual students are two to three times more likely to be bullied than non-LGBTQ peers, are more likely to miss school, and are almost five times as likely to attempt suicide.

At {School or District Name} it is our goal to create a safe environment for all of our students. To help achieve this goal, I am encouraging you to participate in an online simulation focused on learning about the challenges that some LGBTQ students face and how you can address harassment and offer support. Kognito's **Step In, Speak Up!** is made available at no cost by {Sponsor Organization}.

{Add paragraph with details on PD time or designated time that will be set aside to complete the simulation}

A welcoming school climate is essential for student success. As educators, we play an important role in ensuring that all of our students have a safe environment to learn and thrive.

About **Step In, Speak Up!**

- Available online 24/7 and can be completed in multiple settings
- Helps educators recognize the specific challenges of high-risk student populations such as LGBTQ students
- Includes role-play conversations with at-risk students (both a classroom discussion and a one-on-one talk)
- Is evidence-based learning, listed in the National Registry of Evidence-based Programs and Practices
- Created in collaboration with The Trevor Project

Please click the following link to open an account and take the simulation: {link and access instructions}

Our goal is 100% participation. If you have any questions about the simulation or how to refer students for counseling support, please don't hesitate to contact me or {Counselor Name if applicable} at {name@email.edu}.

Sincerely,
{Signature}