

COWEY

S.T.O.P.s



THE BULLY

“The Nations Best Anti-Bully Program”

Why Does this Programs Exist?

- Bullying Statistics -

- Surveys Show That 77% of students are bullied mentally, verbally, & physically.
 - That's 1 out of 4 kids in the United States being bullied.
- 1 out of 5 kids admits to being a bully, or doing some "Bullying."
- 8% of students miss 1 day of class per month for fear of Bullies.
- 43% fear harassment in the bathroom at school.
- 282,000 students are physically attacked in secondary schools each month.
- More youth violence occurs *on school grounds* as opposed to on the way to school.
- Playground statistics - *Every 7 minutes* a child is bullied.
 - Adult intervention - 4%. Peer intervention - 11%. *No intervention* - 85%.
- 46% of males and 26% of females reported they had been in physical fights.
- *100,000 students each year bring a gun to school.*
- **Students say that their schools are not safe.**

Source:

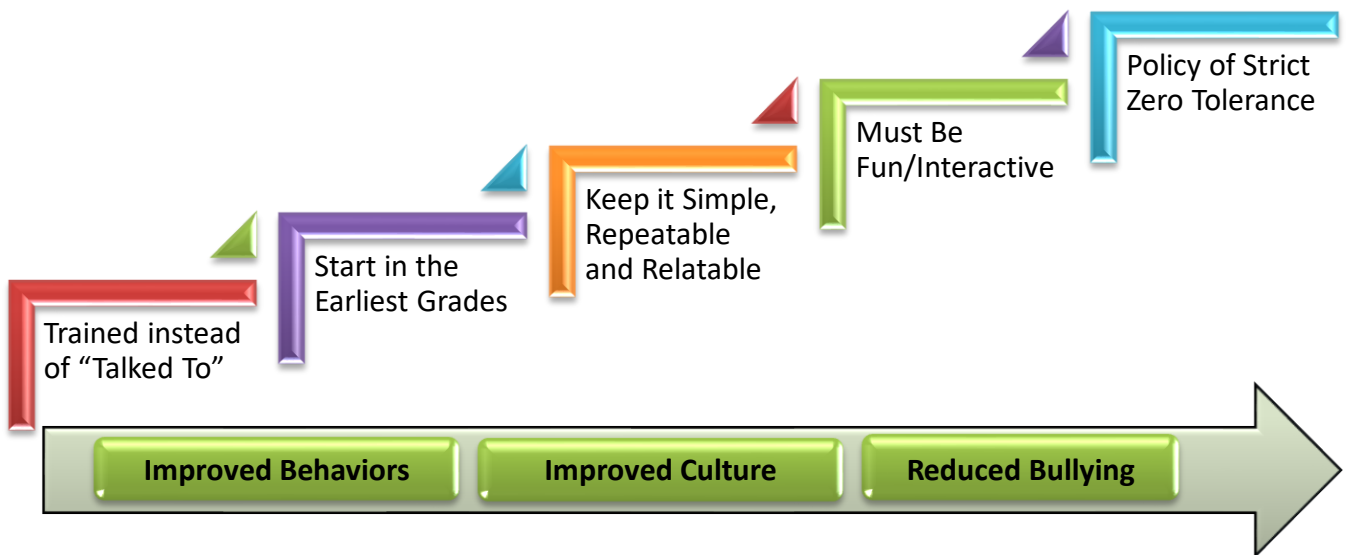
Bureau of Justice Statistics - <http://bjs.ojp.usdoj.gov/>

Centers for Disease Control and Prevention - <http://www.cdc.gov/ViolencePrevention/youthviolence/index.html>

What do we do about Bullying?

- We must start a transition of better behaviors -

1. Children must be *trained* and not just 'talked to'
2. The training must *start at the kindergarten level* while kids are most impressionable.
3. The training must be a VERY Simple, repeatable process that kids can easily understand and relate to.
4. The program must be fun, engaging and highly interactive.
5. Schools must maintain a zero tolerance bully policy and strictly enforce it.



What happens if we do nothing?

- Bullying Progression -



How & Why The Cowey Program Works

The Cowey S.T.O.P.s the Bully program was a collaborative effort. It was developed and designed by trainers with over 50 years of teaching and training experience. Contributing input that is equaled to over 100 collective years of experience; numerous teachers, principals and other childhood development experts assisted in the creation of the Cowey program.

The program is designed for children in grades K-3 where the bad bullying behaviors starts.

The Cowey program delivers a simple, highly interactive, educational journey told through “Cowey”, a first grader at Farmtown Elementary. This way, kids relate to a character like them and follow intently.

First the program explains what bullying is, who it happens to and why bullies bully, all in terms that kids understand.

Next, is the story of how Cowey was bullied, where we *train* kids on a *simple*, proven and most importantly, a *repeatable* four step process (using the acronym S.T.O.P.)

At the same time, we train school teachers and faculty on the program and install a reinforcement kit that includes posters, stickers, books, coloring pages and other visuals to strengthen and reinforce Cowey’s strong message.



Let's find the funding

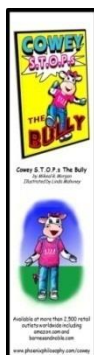
- Seek Internal Funding! Check with your school administration for funding from the Associated Student Body fund.
- Spread the word, Share the Tab! PTI is happy to cut program fees by as much as 50% if you can get another school in your immediate area to commit to a program on the same day!
- Ask Mom & Dad! Contact your school's PTO/PTA. We will even come to a board meeting and present the plan so that you don't have to!
- Have your Uncle Pay for it! Apply for grant monies from your state by contacting your State Department of Education or even the State Department of Human Services.
- Let PTI work for it! (with a little help from you) Contact your local businesses, especially those related to services for children and their families. Ask for the owner, CEO or Community Services or Human Resources Department if they are willing to sponsor a beneficial program for your school.
If they are willing to sponsor the program for your school, we will conduct a free Goal Setting Program* for them! You can even further entice them by offering to announce their support to your students and parents. You may offer to distribute stickers to students or flyers to parents. You could even have one of their representatives there at the program to greet people.
- Have the Locals Commit to the Cause! Request sponsorship from local civic organizations: Rotary Club, Lions Club, Elks, and Chamber of Commerce.
- Bundle it up! Plan to integrate and highlight PTI Programs into a major theme such as an awareness week, health day, Anti-violence awareness month, etc..



Reinforcement of the program



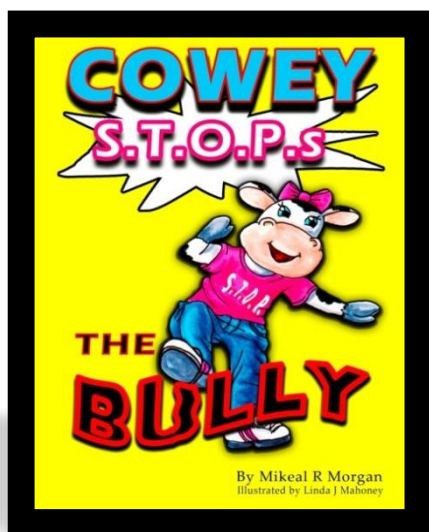
Stickers



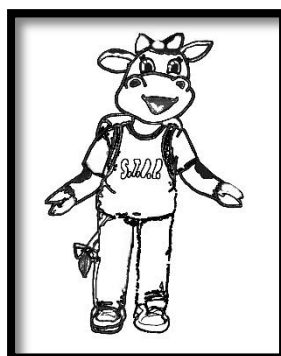
Bookmarks



Classroom Games



Full Color Children's Book



Coloring Pages



Posters

The Cowey S.T.O.P.s the Bully Program will be reinforced time and time again through various resources that we provide. The full-color children's book will reinforce the S.T.O.P. Bullying message with bright vivid colors and characters that gets kids involved and inspired to have better behaviors. Classroom Quizzes, posters, bookmarks and coloring pages with stickers also continuously reinforce this powerful message.

Additional School Programs

Where is my bell? for Students™



The Phoenix Project for Students™



S.M.A.R.T.E.R. Goal Planning for Students™

Check these out at www.mikealmorgan.com

PTI delivers a variety of programs to all ages of people. We have many groundbreaking motivational programs that help small kids and teens connect to better behaviors, goal setting, and getting and keeping a positive attitude. Contact us today at www.mikealmorgan.com or direct at (281) 615-7810