

DON'T WAIT to UnMake a Bully™

Empowering youth through positive media

Lights! Camera! Action!

The DON'T WAIT Project® (DWP), founded by Lisa Bradshaw in 2011, is a 501c3 non-profit organization committed to raising community awareness about how positive life choices can impact the health and welfare of individuals, organizations and communities. Since partnering with filmmaker, educator and UnMake a Bully creator Mike Feurstein in 2012, DON'T WAIT to UnMake a Bully™ has worked with more than 8,000 K-12 students at schools throughout the country. Students write, direct, produce and star in anti-bullying and character-developing PSAs based on their own experiences. They use a professional quality film camera and other equipment while learning valuable teamwork lessons and industry skills throughout production.

STUDENT FEEDBACK

LUCAS: I like my job as script supervisor. Right here, [on my badge] it says, 'problem solver, good memory.'

AAMIR: I turn to my friend now if he's bothering people, and I say, 'Remember that bullying PSA we made?' ...
Then he stops.

1

DAY ONE

90 MINUTES

Anti bullying and character education. Model movie set and job instruction.

2

DAY TWO

90 MINUTES

Students brainstorm and discuss real-life bullying scenarios while writing their PSA script.

3

FILM DAY

ONE SCHOOL DAY

Students film the PSA, fulfilling their chosen jobs, like director, actor, sound and slate.

TEACHER FEEDBACK

I believe this is an example of outstanding education: collaboration; problem-solving; team work; communication; higher-level thinking; and a polished final project that helps a larger audience.

—Susan Gubsch, Washington

Bullying Statistics

When being bullied at school

15.4% avoided school.

4.5% were physical when bullied.

85% of time, peers were present.

57% of the time, bullying stops within 10 seconds when bystanders intervene.

