



Kickin' It Direct...Anonymous Text Reporting Service

337 Iron Ore Road, Manalapan NJ 07726
office@werekickinit.org
732-446-3636 kickinit.org

Bullying related complaints have taken over the schedules of school administrators from coast to coast. Countless incidents of negative behavior and reporting regulations are forcing administrators to set aside other important work to focus on investigating, intervening and reducing future occurrences bullying to staying in accordance with NJ state antibullying laws; while at the same time trying to ensure each student feels safe, validated and heard. To elevate the burden from the administration Kickin' It provides complete antibullying and safety resources, programs and services for the schools, the students and their families; that will improve the overall school and social climate.

One such effective program is the Kickin' It Direct Service (KIDS) program; a comprehensive anonymous text reporting solution that supports the administration, while empowering the students, to speak up and do the right thing.

The KIDS Program offers:

- Online reporting and archiving of messages
- Two-way anonymous communication with KI
- Year Long support and assistance for the Administration
- Awareness materials encouraging students to safely report what they experience or witness

School officials continue to struggle to remove bullying, drugs, violence, vandalism and other negative activities from their schools. In order for the Administration to be effective, they must have eyes everywhere and be in constant communication with their students; the problem is students are not comfortable reporting such instances through traditional methods. Statistics show students fail to report incidents for a number of reasons:

- Fear; if any one finds out, they will be labeled a tattle-tale, rat, big mouth, etc.
- Fear; that they will lose power, be ostracized or suffer retaliation
- They often don't recognize subtle bullying, not realizing it could be the final straw for some
- Internal conflict; they feel ashamed, afraid, weak, anxiety, depressed
- And sadly, too many students simply feel nothing will be done about it; so why report it

Kickin' It's comprehensive anonymous direct reporting solution is designed to provide the communication needed to keep students safe, while providing the confidentially competent that will help empower them to speak up. Although, phone tip lines have been used for years, this generation prefers to communicate by text messaging.

Kickin' It provides a format that is easy for students or their families to report any negative unsafe incident that they may be a part of, witness or overhear; by taking the fear and apprehension out of the equation. The KIDS program enables those that are targeted, a bystander, even those that go along with negative behaviors just to avoid being a target themselves; the platform to share, vent or report what is negatively impacting them or others.

The KIDS program supports the schools HIB prevention, intervention and strategy requirements and gives the students and parents an added secure pathway to report problems. Kickin' It also provides support and resources to the schools, throughout the year, assisting with implementation and methods to help keep a positive school climate.

The KIDS program will effectively help:

- Reduce physical, verbal and cyber altercations
- Reduce incidents during assemblies, on the field and during sporting events
- Solve issues of theft, graffiti and destruction of property
- Provide knowledge of suicide pacts, hazing, pranks
- Provide knowledge and help reduce incidents of smoking, drugs, alcohol, vaping, etc
- Ensure safer bus rides
- Improve the overall school and social climate
- Relieve stress from the administration so they can focus on teaching, which will improve the overall academic rating

For more information about the KIDS messaging program or any other programs, services or resources please contact:

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