

# Rachel's Challenge

The most extensive school program worldwide for creating positive school cultures, ending school violence in all its forms, and improving youth mental health.

*Introductory Overview*

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Problem Statement:

Rachel's Challenge

# Youth in Crisis

The U.S. Surgeon General has declared a State of Emergency in Youth Mental Health.

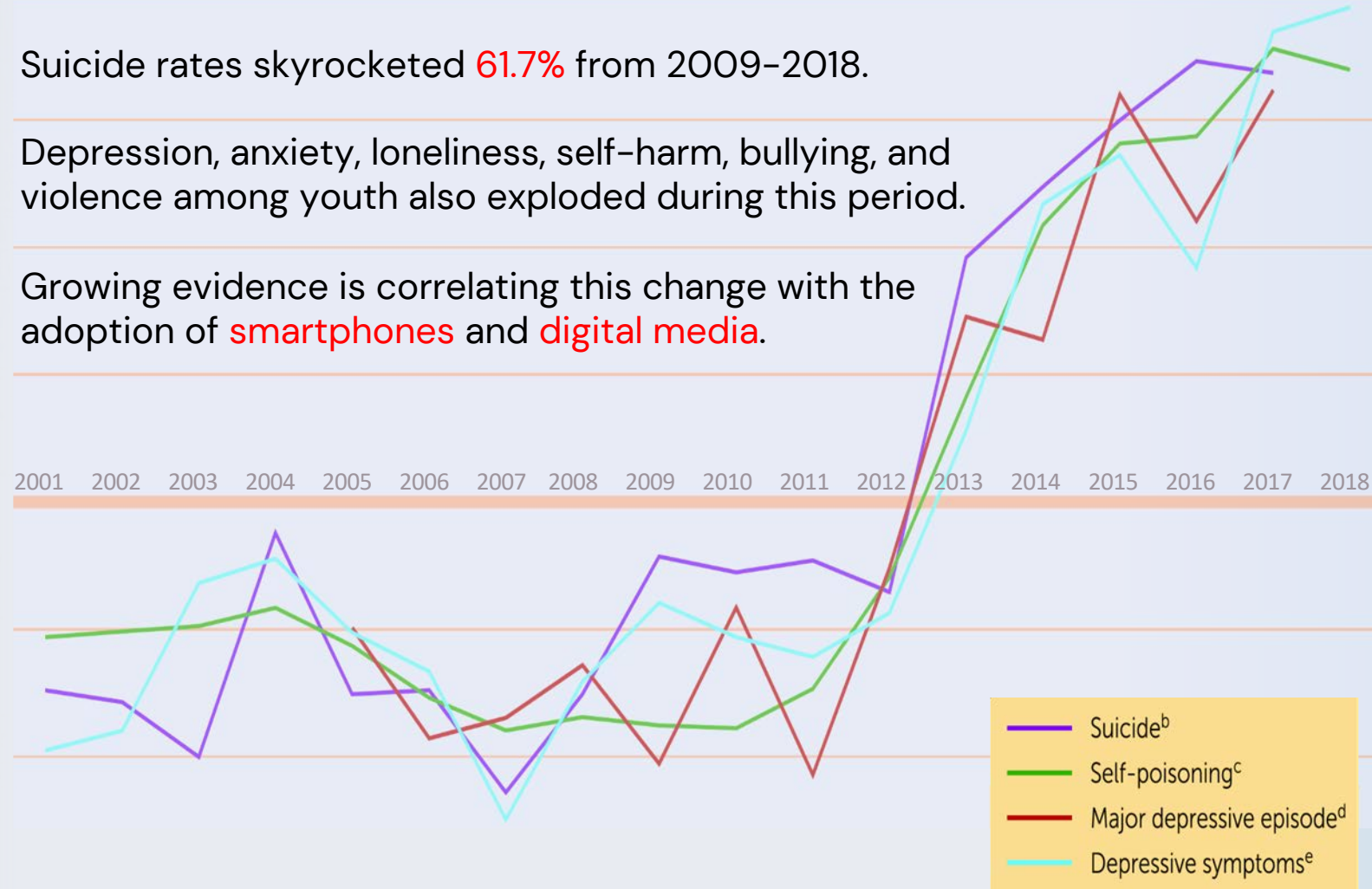
**THERE IS A CURE**

[www.rachelschallenge.org](http://www.rachelschallenge.org)

# THE NEED: Youth in Crisis

## Pre-Pandemic Data

- Suicide rates skyrocketed **61.7%** from 2009–2018.
- Depression, anxiety, loneliness, self-harm, bullying, and violence among youth also exploded during this period.
- Growing evidence is correlating this change with the adoption of **smartphones** and **digital media**.



# That was then.

The pandemic has accelerated this trend:  
*a crisis on top of crisis*

# THE NEED: Youth in Crisis

## 4 FACTS ABOUT

### Teen SUICIDE and SELF-HARM in a POST-PANDEMIC world

31%

Increase in teen suicide attempts post-pandemic; this in addition to a **61.7%** increase over the previous 10 years

51%

Increase in ER visits by girls due to attempted suicide

50 seconds

Every 50 seconds an adolescent is admitted to the ER for attempted suicide

79 minutes

One young person **dies** from suicide every 79 minutes



# THE NEED: Youth in Crisis

## 4 FACTS ABOUT

### Youth MENTAL HEALTH in a POST-PANDEMIC world

1 in 4

Youth are experiencing clinically elevated **depression** levels

2x

Mental health issues in youth **doubled** globally during the pandemic

70%

Increase in **cyberbullying** during the pandemic

20.5%

Increase in **anxiety** in youth over pre-pandemic levels



# THE NEED: Youth in Crisis

## 4 FACTS ABOUT School BULLYING and VIOLENCE

160k+

Teens skip school each day due to bullying

80%

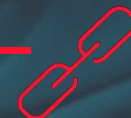
Of students who are bullied have reduced academic performance and ability to learn

282k

Students are physically attacked in secondary schools each month

75%

Of school shooting incidents have been linked to bullying and harassment





# Two types of school safety

## Physical Safety

- Hardening target
- Crisis management
- Post-event triage

## Preventative Safety

- Softening the heart
- Mental and behavioral health through connection

# School shootings are the **endpoint** of school violence

*They are not the beginning*

## 3 FACTS ABOUT CAUSES OF DEATH

### Suicide, Covid, School Shootings

392

24 YRS.

People have been killed in school shootings since Columbine.

6,000

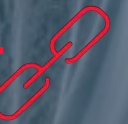
3 YRS.

Young people have died from Covid since 2020.

7,000

1 YR.

Youth die of suicide every year in the US.



Solution:

Rachel's Challenge

# Addressing the Root Causes

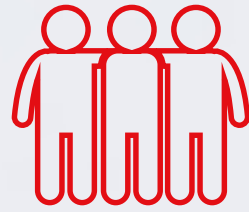
A complex problem with a simple solution

[www.rachelschallenge.org](http://www.rachelschallenge.org)

# Most school shootings are a suicide, first.

They've already made the decision. There is no escape plan.

THE SOLUTION: **Connection**



“**CONNECTEDNESS** is a protective factor for suicide prevention and promotes positive behaviors.

“Students who feel connected to their school are more likely to have academic achievement.

“Young people who feel connected are less likely to engage in negative high-risk behaviors.

*– U.S. Center for Disease Control*



Students who feel **CONNECTED** are significantly less likely to hurt themselves or others and are more likely to achieve academically and socially.

*When students feel connected:*

4.5x

Report more hope for the future

27%

Are more engaged



18%

Better grades

31%

Higher academic performance overall

Isolation is the problem.

Connection is the  
solution.



# Why is Connection important?

- Security
- Identity
- Belonging

Do you feel *SAFE* at your school?

Before RC: 1,464

*AFTER RC: 5589*

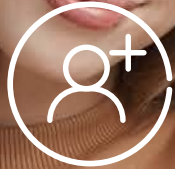
**4,125 more students felt safe after Rachel's challenge.**

# Creating **CONNECTION** is Easier than you Think

“Rachel’s Challenge is the simplest, most powerful intervention I have seen in my 40 years of education.” – **Dr Robert Marzano**, leading education researcher.

# How do you create Connection?

- **Shared experience**
- **Model behavior**
- **Ground up approach**



# Behavioral Change

Neuroscience

Elements Required for  
Sustained Change



## Emotional Impact

- ✓ Significant Emotional Event
- ✓ Change Agent
- ✓ Semicolon



## Mindful Awareness

- ✓ Reflection
- ✓ Processing
- ✓ Meaning



## Purposeful Action

- ✓ Intentional
- ✓ Repetitive
- ✓ Persistent

# COLUMBINE HIGH SCHOOL



**A TIME TO REMEMBER**  
**A TIME TO HOPE**



**Never Forgotten**









When will the world open  
and see

The art in me

I write

-Not for the sake of glory

-Not for the sake of fame

-Not for the sake of success

But for the sake  
of my soul

-Rachel Joy

WHY AM I STAND  
HERE AT THE  
FORK IN  
THE ROAD

AND LET MY MIND  
CREATE THE  
STORIES UNTOLD

If you will not take credit in my failures  
you will not be given credit in my success



Days of  
hau-time  
me

BE  
WOMEN  
L A B E L E D

Rachel  
you do  
you do  
you do

AS  
AVERAGE

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## My Ethics, My Codes of Life

Rachel Scott period 5

Ethics vary with environment, circumstances, and culture. In my own life, ethics play a major role. Whether it was because of the way I was raised, the experiences I've had, or just my outlook on the world and the way things should be. My biggest aspects of ethics include being honest, compassionate, and looking for the best and beauty in everyone.

I have been told repeatedly that I trust people too easily, but I find that when I put my faith and trust in people when others would not dare to, they almost never betray me. I would hope that people would put that same faith in me. Trust and honesty is an investment you put in people; if you build enough trust in them and show yourself to be honest, they will do the same in you. I value honesty so much, and it is an expectation I have of myself. I will put honesty before the risk of humiliation, before selfishness, and before anything less worthy of the Gospel truth. Even in being honest and trust worthy, I do not come off cold and heartless. Compassion and honesty go hand in hand, if enough of each is put into every situation. I admire those who trust and are trust worthy.

Compassion is the greatest form of love humans have to offer. According to Webster's Dictionary compassion means a feeling of sympathy for another's misfortune. My definition of compassion is forgiving, loving, helping, leading, and showing mercy for others. I have this theory that if one person can go out of their way to show compassion, then it will start a chain reaction of the same. People will never know how far a little kindness can go.

It wasn't until recently that I learned that the first and the second and the third impressions can be deceitful of what kind of person someone is. For example, imagine you had just met someone, and you speak with them three times on brief everyday conversations. They come off as a harsh, cruel, stubborn, and ignorant person. You reach your judgment based on just these three encounters. Let me ask you something...did you



Ethics vary with environment, circumstances, and culture. In my own life, ethics play a major role. Whether it was because of the way I was raised, the experiences I've had, or the people I've met, ethics have shaped me in many different ways. Ethics affect everyone.

I have been told repeatedly that I trust people too easily, but I find that when I put my faith and trust in people when others would not dare to, they almost never betray me. I

"I have this theory, that if investment you put in people, if you build enough trust in them and show yourself to be honest, they will do **one person** can go **out of their way** to **show compassion**, then it will start a chain reaction of the same.

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People will never know how far a little kindness can go."

# **I Accept Rachel's Challenge**

- 1. Look for the best in others**
- 2. Dream Big**
- 3. Choose Positive Influences**
- 4. Speak with Kindness**
- 5. Start your own Chain Reaction**

# WE'VE GOT THIS.

Teaching Kindness, Compassion, and Hope

Prevention Through Connection

## We are Rachel's Challenge.

The most effective, proven, long-standing program worldwide for addressing the root causes of school violence, bullying, prejudice, suicide and self-harm.

We improve school culture so that teachers are free to teach, and students are inspired to learn.



[www.rachelschallenge.org](http://www.rachelschallenge.org)



# Evidence-based, Tier One **INTERVENTION**

- Simple
- Flexible
- Sustainable

# HOW do we DO IT?

We address the **causes** of school violence and self-harm directly at the source:

**We don't treat the symptoms, we cure the disease.**

- ♡ We're not "anti-" anything; we are PRO Kindness – leading through positive action
- ♡ We use proven behavioral tools to model behavior such as Compassion and Empathy
- ♡ We build positive life skills like Hope and Connection: the antidote to fear and isolation

We see it working first-hand, in thousands of culturally and economically diverse schools every day.





## Respecting Your Resources

- ① Modular and Flexible
- ① Designed to be Student-Led, engage Student Voice
- ① Works best as a Multi-Year Program
- ① Follow-on support for Continuum of Care



# How does implementation of Rachel's challenge look?

## RC LIVE

Age-appropriate, K-12 on-site:

- Assembly presentations
- Interactive trainings
- Intensive character workshops
- FOR Club: Student-led, in-school activities

## RC DIGITAL

RC Digital:

- On-demand, a-la-carte content
- Small, short, daily
- Interactive workbooks, discussion prompts
- Custom LMS for Ease of Use in classroom or at home



# Our Reach



Over 20 years

In the field



Over 30 million

Students, parents and  
educators trained



Over 20,000

Schools reached

# Our Impact

8

Known school  
Shootings  
averted

150+

Suicide aversion  
letters received on  
average each year

90%

Schools report up  
to a 90%  
reduction  
in disciplinary  
referrals YoY

282%

Students surveyed  
reported a 282%  
increase in feeling  
'safe' at school after  
Rachel's Challenge

# Framework for getting started:

## 1. Connect With Us

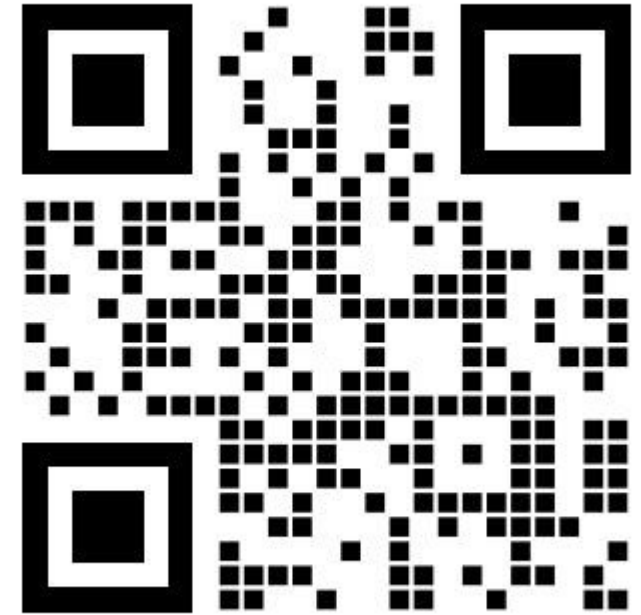
- For more info, contact your regional partnership manager.
- Rachel's Challenge still has slots available for the 23-24 school year.

## 2. Funding

- We support you with information you may need to unlock funds.
  - RC qualifies for state-mandated anti-bullying and character education funding.

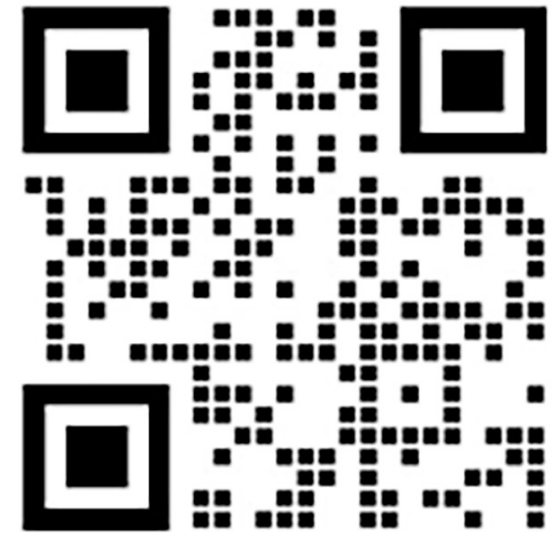
## 3. Delivery

- Multi-school / multi-district tours in region, FOR Clubs and KC Clubs started in each school, access to ongoing digital resources, access to a FOR Club director for ongoing support.



# OUR GIFT TO YOU!

## Rachel'sChallenge



Rachel'sChallenge.org