

Become one of
America's

Positive Word Zones



Beyond bullying prevention. It is Bullying **Preemption**. Be part of the solution.

- Bullying Preemption ▪ Life Skills ▪
 - Character Education ▪
- Positive Youth Development ▪

KC3 Positive Label Programs

- Elementary School
- Middle School
- School Bus Program
- Cyber Bullying Preemption
- Staff & Leadership Development Training

Partner in education and character education resource program of the National Museum of Patriotism.



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Kameron® KC3® Positive Label®

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**KC3® Positive Label
Certification Program**

Program Information Guide
The Preemption Solution



Kameron® Institute

**Making a
positive impact™**

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KC3® POSITIVE LABEL CERTIFICATION PROGRAM ►►► ACCENTUATES THE POSITIVE

The Program Is ...



Casey Books Provide Program's Foundation

KC3® Program Overview

A research based, Bullying Preemption and Positive Character Program. It is proven to decrease bullying words and cyber bullying words, discipline and distraction incidents. Beyond prevention – it's **preemption**.

Heart-warming Casey stories provide program's foundational language.

"We reframe the entire issue of name calling and bullying to focus on the solution. A step beyond prevention – this is preemption.

"Behavior is more easily replaced than erased," explains program founder, Margaret Ross.

It Works*

- ◆ Kindness, tolerance and cooperation increase 60%.
- ◆ Name-calling decreases 53%.
- ◆ 60% decrease in bus discipline and distraction incidents.
- ◆ Classroom distraction minutes decrease 55%. This increases TEACHING TIME: range 1-3 weeks.
- ◆ Staff job satisfaction soars.
- ◆ 100% would recommend the program.

**National Pre/post survey:
80,000 certified program participants.*

Success Stories!

"Students and teachers are feeling more safe and that is creating a more positive learning environment. Name-calling and negative comments have decreased and classroom instruction and learning have increased."
- Dr. S. Cocolis,

"More comradeship among faculty; continuity of teaching between home and school; a wonderful way to reach character education."
- B. Anderson

"Increased middle school student positive labeling behaviors by 50%; decreased negative statements/ name calling by 30%; kind word exchanges between students more than doubled."
- R. Mason

"We had dramatically reduced discipline referrals and fewer driver distractions, which improved our safety."
- P. Reynolds

Includes:

- Staff Training
- Program Materials
- Testing & Analysis

Q. Where do we begin?

A. We suggest beginning with school's pilot program year .

Q. Is name-calling, shunning, and ridiculing really bullying? And does it cause problems for you?

A. 80% of surveyed students say YES.

Q. What's KC3@ ?

A. KC3 represents Kindness, Character and Cooperation

Q. Is Cyber Bullying a problem?

A. Teens say YES. Half have been impacted.

Need More Information?

To request additional KC3™ Positive Label Pilot Program info (e.g., program steps, pricing, etc.), visit www.kameron.org, click on "Contact Us", and request the information you need.

Review program results and tour program photo gallery at www.kameron.org