



SOLUTION AND RESEARCH BASED INTERVENTIONS

## OUR GOAL

By Brad Tassell

*Our goal is simple: To create 100% stakeholders in every school by using fun, useful solutions to any bullying problem, and creating total student engagement.*

"A combination of reading his book, and video conferencing with Mr. Tassell proved to be an insightful experience for my 6<sup>th</sup> grade class! He taught them about life lessons about bullying and how to handle yourself in an awkward bullying situation. The 6<sup>th</sup> graders are now armed with appropriate strategies to handle themselves. His brilliant strategies will be used in my health classes. So engaging, full of positive energy, humorous, knowledgeable, and full of life! It achieved my goals and expectations for my students."

Molly Slenker, Incarnate Word School

*Aligns with all state and federal guidelines*

*The Whole-School program that will change your school forever!*

What if a whole-school bullying program existed that was teachable in a day? What if this program gave students a simple, clear signal when they felt bullied? What if a signal existed for all stakeholders indicating when a student's perception was, "I am being bullied," requiring the bully (ies) to be put on notice to stop? If the behavior continued, the steps to consequences were clear to everyone, and the school would be notified that this child felt emotionally compromised. It is a program designed to foster strong school and peer leadership. Last, some students use tattling to bully others, trying to get them into trouble. What if a specific technique existed, implemented by teachers, that helped students determine the difference between tattling or reporting, causing students to consider their actions and assess the true level of danger before telling on someone without just cause?

## Don't Feed the Bully/ I'm Gonna Write That Down

*"I will not only change your school for the better. I will bring humor, empathy, and the solutions you and your students need, wrapped in a fun and educationally-enriched package." Brad Tassell*

### IN THIS ISSUE

- ✓ Whole School program
- ✓ Extensive research
- ✓ Solution based
- ✓ Creates less work for teachers
- ✓ All students feel supported
- ✓ Stops Tattling
- ✓ Aligns with guidelines and laws
- ✓ Creates legal paper trail
- ✓ Inexpensive or FREE!

### Page 2

*Don't Feed the Bully Novel*

### Page 3

*I'm Gonna Write That Down Program*

### Page 4-5

*Training and Programs*

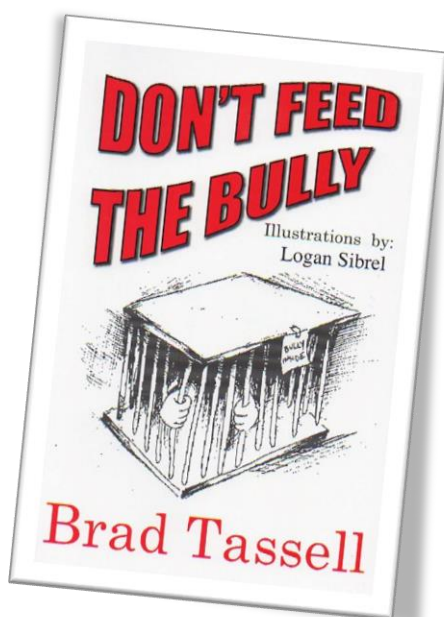
### Page 6

*About Brad Tassell M.A.E*



## Don't Feed the Bully

An award-winning detective novel and programs that for the first time get every kid on the same page as to the real meaning of bullying, plus, moving the bully target, building empathy, and all literacy skills.



*"Just wanted to say, 'Thank you,' for scheduling this video conference for me; I am amazed at how much my students love Brad/book/process! (They wanted to miss P.E. for the conference -- I feel like I am in the Twilight Zone). My Read 180 students are volunteering to read orally~~simply amazing!!"*

Cathy Gambel English Language Arts & Read  
180 Champ Cooper School

*Don't Feed the Bully* is a fictional detective story aimed at boys 10-14, although, anyone who can read will love this funny and meaningful story. Hannibal Greatneck III, detective, sixth grade student, or Handy to his friends, walks into William B. Travis elementary and finds a cage in the middle of the classroom. The school has dealt with its bully problem by handing over all the power to another bully. Handy must find the clues, outwit the villains, and return control of William B. Travis back to the students and faculty. The story is a funny one with hilarious and serious undertones, but with great purpose:

1. To get boys 10-14 to love reading by putting a book into their hands that is funny for them, plus has great lessons that they can easily understand and apply.
2. A comforting ally in their own struggle with bullying. They can see others have dealt with the problems and realities they are dealing with every day from their fear of confrontation to the ignorance and apathy of most teachers and staff.
3. To give them a few steps to master that will help quell the bully tide. Plus, more in-depth help if they and their school -system wants to truly help the cause of bullying.

## IMPORTANT

**All educators please read:** More than 6000 students grades 5-8 read *Don't Feed the Bully* in the classroom each year. Those reading the book and having an Author Reading or Special Discussion conference have commented consistently that it is one of the greatest educational opportunities of their lives. This is strong stuff. You will learn about moving the bully target, building empathy, explore genre, develop critical thinking, skills, examine character, simile, and metaphor, and they will love reading more.

Phone: 812-660-0191





## I'm Gonna Write That Down

The first whole-school program that will bring 100% stakeholders inline on bullying prevention in your school. Principal, teachers, support staff, students, and parents together!

## Download the Research

Access for free the program research. This is a must for any school, district, administration, or principal truly serious about bullying solutions.

### PROGRAM RESEARCH LINK

<http://digitalcommons.wku.edu/theses/1303/>

This research is published on TOPScholar

# 56

Number of downloads of this paper in first month of publication.

### FULL TITLE OF PUBLICATION

I'm Gonna Write That Down: Research on Bullying and Recognition of Perception Toward Initiation of Intervention. A Whole-School Approach to Bringing all Stakeholders' Perceptions on Bullying in Line and Training Students to Distinguish Tattling from Reporting in Grades 3-6

WEB SITE:  
[www.dontfeedthebully.com](http://www.dontfeedthebully.com)

# What the data is saying about effectiveness.

Tressa Decker Principal at Horizon Elementary, Granger, Indiana, has been using the *I'm Gonna Write That Down* Program for two full school years. Here are a few of her comments to educators at the National Conference on Bullying 2014.

## Opening Remarks

*"I just want you to know that I have only had 1 (ONE) I'm Gonna Write That down Slip turned in to me since NOVEMBER! That's right, just one....and I have 589 students. The one that was submitted was a situation in 2nd grade, and has since been handled. The number of bullying occurrences has dropped significantly."*

## Thoughts on Causality

I believe these are the key ingredients at work here:

- 1) Kids have the language to use when someone is bothering them. **"I'm gonna write that down."**
- 2) I have been very consistent in my message to staff, students, and parents. Bullies will be disciplined. The kids know I mean business, and they DON'T want to be in trouble, so they are much more careful about what they say/do with each other. The program works because they know if they fix the problem themselves, they will not be in trouble. The kids know they are being taken seriously, they will not

be in trouble the first time (and we want them to learn from it).

3) They are not tattling as much. Tattling is down! I think I've also seen teachers empowering kids to resolve those issues they would normally tattle about. In-classroom procedures for "what to do if..." are more visible and generally speaking, kids are more focused on learning & less on whining about behaviors. It is a great thing to see!

4) I've also found that when parents understand the system, they are very supportive - especially in encouraging young students (K-3) to speak to the bully (or anyone who is bothering them/making them feel bad). Parents have been willing to partner with us in helping their children do their part in the process, moving away from having the adults handle their conflicts for them.

Very powerful stuff.

Contact Tressa at: [tdecker@phm.k12.in.us](mailto:tdecker@phm.k12.in.us). She is available for consultation and training on this program.





# Training and Programs

By Brad Tassell

***A wide gap exists between how students, parents, teachers, and administrators perceive bullying. Students remain confused and flounder in the moment when they feel bullied, while bystanders are statistically shown to be scared and even help the bully in many cases.***

*Mishna, Pepler, & Wiener, 2006*

***I'm Gonna Write that Down Fills in those gaps, and gives concrete solutions to students.***

## STANDARDS

All programs align with National Educational Standards and are best practice aimed. All programs are created to fit CACREP and ASCA Standards. Plus, a guaranteed hilarious and rewarding day!

All programs are solution-based and not awareness assemblies. We fix problem and provide guidance.

## PROGRAMS

### Grades 1-2 (K)

**Character Education with Literacy, fun, and bullying/tattling.**

Brad Tassell brings to life his charming book, *Billy Fustertag Learns Comedy*. Using magic, fun songs, and hilarious antics, Brad teaches great lessons about bullying, character, practice, importance of reading and how to have a lifetime love of learning. Plus, tools that stop tattling, give them a definition of bullying they will always remember, and one thing to do for bullying.

### Grades 3-4

#### Bullying Fun!

How can Bullying be fun?

Using magic, songs, and the most relevant information on what works to help students, Brad will create a real understanding of empathy, and all students will be clear on what bullying really looks like and how to stop it. The students will know exactly how to "Not Feed the Bully." All students will learn what to do in response to any threat, plus, they will learn to help instead of tattle, and take responsibility to create a safer school.

### Grades 5-8

#### Special Author Discussion: *Don't Feed the Bully*

**(Students must read book.)**

Rarely do students get to have a book talk with the author, no less an award winning/best-selling author who also happens to be an award winning comedian and holds a masters in Behavioral Sciences. Plus, you get a song, the clearest understanding of bullying and empathy they will ever receive, advanced critical thinking skills, problem solving, simile and

metaphor activities and training in what do to for every case they feel is bullying. This is an award winning program, and 100% positively evaluated for more than four years.

#### Author Reading: *Don't Feed the Bully*

This is a once in a lifetime opportunity for students that many schools repeat year after year. This "high honors" award winning program is unlike any other in existence. Author Brad Tassell reads his entire book with the class or grade. He also facilitates the discussion and students read a good portion themselves. This program builds self-esteem, cements learning, plus involves every student deeply in taking responsibility for their own learning. Students, faculty, and all involved will remember this educational experience for a lifetime!



## Programs

### Grades 5-8 (Continued)

#### Don't Feed the Bully

This Pinnacle award winning program presents a hilarious, song-filled, introduction to all bullying concepts. Students will leave with a full understanding of what bullying really is in their lives. They will understand empathy, and learn to take responsibility for the safety of their school. Plus, know exactly how to "Not Feed the Bully." They will also learn one thing to do for all bullying situations.

#### I'm Gonna Write That Down: The Whole-School Bullying Program

This whole school program is the culmination of more than 8 years of research. Every student, teacher, administrator, support staff member is trained to create 100% stakeholders. But the training is easy and fun and creates less work for all. All materials are free from forms to explanations and steps. Parents are easily brought up to speed and buy-in is usually quick and easy. The students are trained in one session, and the process will make sense to all involved. Students are trained at grade level in smaller groups and there is a faculty/administrator session. The program deals with tattling, parent miscommunication, and has a clear and direct protocol that is very clear and comprehensive. An entire school can be finished in one day, ready to start!

#### Cyber-bullying

Every group and every program, except the Character Ed. Program includes the most common sense and useful cyber-bullying message, taught at the appropriate level of

each student. They will understand the dangers online and while using social media, and clearly understand what is in their best interests online.

#### Professional Development for Teachers and Others

##### Pre-Service PD

This program is a college level professional development program for pre-service teachers that gives university students real answers on how to deal with bullying when they began their teaching careers. They will, usually for the first time, understand what bullying is for students and how to help advocate and intervene using guidance.

##### Teacher Tips

Get excited about changing the culture of your school! Brad Tassell brings a fresh, fun, and funny approach to implementing tips and strategies to keeping students and the school safe. It is serious information wrapped around in a lot of joy.

##### Motivational Time Out!

This program is a "Highest Honor" Pinnacle Award winner. Brad Tassell brings a hilarious and motivational talk to any group that is meeting. This is the perfect break from a day of workshops as the laughs are huge and the motivational messages are light and engaging. This is perfect after dinner or lunch speech. This is the perfect keynote for any conference.



## Costs (subject to change)

A full day in a school is priced at \$800 dollars. This includes four hours with students, 20 minutes with Kindergarten if Applicable, and a teachers meeting.

This is usually enough time to train every person on staff. This does not include working with lead on creating the "I'm Gonna Write that Down program which is free. All materials are also free.

Day two - \$400

Day three-five - \$200 per day

Parent meeting -\$200 (must be same days as school visit)

Books are \$2.00 per book

Reasonable travel must be provided

#### Video conferencing rates are:

Character Ed. - \$175.00

Bullying Fun - \$150.00

Author Discussion - \$210.00 with 30 free books

Author Reading - \$450.00 with 30 free books

I'm Gonna Write That Down - \$350 for all training plus materials

Teacher Tips – \$11.00 per person comes with free book

Motivational Time-Out – 150.00

# Brad Tassell M.A.E

*Brad Tassell, M.A.E, Education and Behavioral Science.*

Brad is the best-selling/award winning author of the novel *Don't Feed the Bully*, and six-time Pinnacle award winning presenter and speaker. He has also created the whole-school program, I'm Gonna Write That Down, which creates 100% stakeholders in schools, and changes the culture and atmosphere from victimization to empowerment. Mr. Tassell is also an award-winning comedian who has traveled the world for almost 3 decades working with the likes of Jay Leno and Jeff Foxworthy. He headlines comedy clubs and was Carnival Cruise line's highest rated comedian. He also spent 8 years researching bullying and completing his Master's degree from Western Kentucky University. No one engages students better, brings stronger solutions for bullying, and brings all types of educators and parents on board, because his interventions are best practice for bullying education. Brad is also the perfect choice for professional development, conferences, keynotes, etc. because he brings 27 years of comedy stage experience along with extensive research.

## Major Publications

Tassell, J., Tassell, B., (2012) *Your Child's Gifts: Recognition and Documentation*, KAGE update.

Tassell, B. & Tassell, J. L. (2012). *Stepping up: Teacher tips to stop bullying*. In J. Roberts & J. Jolly (Eds.), *A teacher's guide to working with children & families*

*from diverse backgrounds* (pp. 71-82). Waco, TX: Prufrock Press.

Mannion A., Tassell, B., & Ludwig, T. (2008). *Support Steps: How Teachers Can Prevent Bullying*. *Edutopia Magazine*.

Tassell, B., (November 2006) *Don't Feed The Bully*, Llessat Publishing an imprint of AND BOOKS

## Conference presentations:

Tassell, B., & Decker, T. (Feb., 2014). Presented Research, National Conference on Bullying, Orlando, FL.

Tassell, B. (March, 2013). Keynote address Idaho State Conference on Education, Sun Valley, ID.

Tassell, B. (Jan., 2012). Keynote and Featured Speaker, Indiana Association for Gifted Conference, Indianapolis, IN.

Tassell, B., (Nov., 2011). National Association for Gifted Children Convention, New Orleans, LA.

## Awards

Six Pinnacle awards (2009-2013)

Teachers' Favorite, Don't Feed the Bully program, Barrien Springs RESA (2012)

Top Choice for Best Reviewed Novel, Don't Feed the Bully, Flamingnet.net (2007)

Contact

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BRAD TASSELL



## Engaging

"Our students were greatly impacted. The only wish was that more students could have participated. The students are making connections to real life and are still talking about how unexpectedly cool and engaging it was with Mr. Brad Tassell. Additionally, during their leisure time I hear students telling other students their suggestions for how to handle bullies."

Elisha Newton, Hodges Bend Middle School, TX



## Solution oriented

"Reading the novel and participating in the conference with Brad assisted us in learning and teaching the standards outlined by our Federal, State, and District departments because we analyzed it in more depth than we would have if we simply read it and discussed it in the classroom setting only. Conferencing with Brad allowed us to discover the different layers of meaning that are within the novel so that we could make connections to our real lives."

Patsy Lewis, Fort Bend School District, TX



## Important

"You did an outstanding job today (as I knew you would)!! We loved connecting with you. The students really were listening to your every word.....and we are sure that you made a difference too many of them! You are entertaining and very energetic! Keep up the good work. We look forward to seeing you again!!"

Joanne Jones, Hempfield High School, LA

Title

Don't Feed  
the Bully/  
I'm Gonna  
Write That  
Down

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