What should you do if your anti-bullying program is not working?

Bullies2Buddies
GOLDEN RULE SYSTEM
“A total paradigm shift – finally it all makes sense.”
— Frances Micelli, Counselor/State Administrator, Atlantic City, New Jersey

- Eliminate bullying with LESS time and effort
- Enhance students’ self-confidence, resilience and maturity
- Improve academic achievement
- Raise moral children
- Create a happy school environment
- Increase staff job satisfaction
- Win parents’ gratitude!

These goals may seem idealistic but they are all possible, and with little expenditure of time, effort and money.

The U.S. Department of Education has recently declared the nation’s failure to reduce bullying in schools and called for a search for a different approach to the problem. We at Bullies to Buddies believe that we are that approach. Schools and professionals throughout the world who are implementing Buddies to Buddies are experiencing unprecedented success, and we believe you can succeed as well.
The Crusade to Eliminate Bullying From Our Schools—and Why It Isn’t Working

Schools throughout the world have been required by law to make students safe from bullying, yet the more intensively schools tackle the problem, the worse it becomes. Independent research has been corroborating what many schools have already discovered from real-life experience: most of the popular bullying prevention programs rarely reduce bullying and often lead to a substantial increase. Thus, there is a good chance that your school’s anti-bullying efforts are failing.

Why Do Anti-Bullying Policies Fail?

The most obvious reason for the failure of anti-bullying policies is that they require schools to function as correctional facilities. Educators are
now compelled to patrol school grounds monitoring everything children do and say to each other, and to treat them like criminals—*investigating, interrogating, judging and punishing them*—whenever there is a bullying complaint. Correctional facilities are not happy environments either for the staff or the inmates.

The process of conducting bullying investigations and hearings, meeting with parents, writing and filing reports and punishing children is extremely stressful and time consuming, wasting resources that should be spent on education. But even worse, it escalates hostilities among students, parents and faculty, as each child and their parents fight to have the school judge in their favor. Worse acts of aggression are set into motion when the alleged bullies seek revenge against the children and the staff who got them in trouble. Victims often acquire reputations as “snitches” among their peers, further deepening their misery.

**Is There No Way Out of This Dilemma?**

Fortunately, there is a way out, and that is for schools to be what they are meant to be: *educational institutions.*

The purpose of school is to educate children so they can succeed in life. Children deserve to be taught not only academics and sports but also the social skills for coping with bullying, for bullying goes on throughout life.

While bullying can be devastating to children, the solution is remarkably simple. It requires little more than a change in their attitude, and then no one can bully them. Valuable academic time is no longer wasted on dealing with bullying. And taxpayer money can be spent on education rather than on costly bullying lawsuits against the school.
Bullies2Buddies

Golden Rule System

The Alternative Approach to Bullying
The Golden Rule—the formula for harmony

The simple solution to bullying has been known for thousands of years. It is called the Golden Rule. When a school functions by the Golden Rule, it becomes an ideal environment.

In recent years, many authorities have declared the Golden Rule to be the solution to bullying. However, they have failed to reduce bullying because they don’t fully understand the Golden Rule. They believe it means that it is important to be nice to people—that we shouldn’t be bullies. But we don’t need the Golden Rule for such an obvious message. What it really comes to teach us is to be nice to people even when they are mean to us. In other words, to treat our enemies like friends. And before long, they stop being our enemies. Rather than teaching us not to be bullies, The Golden Rule actually comes to teach us how not to be victims!

Bullies to Buddies has developed a complete system for teaching the practical application of the Golden Rule. We teach students, school staff and parents how to treat people like friends rather than enemies. We replace counterproductive anti-bullying policies with ones that truly comply with the Golden Rule. With minimal expenditure of time, effort and money, the best possible environment is created both in school and at home. Bullying complaints almost completely disappear, students and staff become happier, academic functioning improves and parents will be proud that their children attend your school!

Bullies to Buddies teaches principles that are promoted by all major religions and secular philosophies. It is consistent with all major schools of psychotherapy including, but not limited to:

- Cognitive Behavior Therapy
- Rational Emotive Therapy
- Adlerian Therapy
- Transactional Analysis
- Positive Psychology
- Gestalt Psychology
- Assertiveness Training
- Mindfulness
About Izzy Kalman: The Creator of the Bullies to Buddies Program

Israel (Izzy) Kalman is a Nationally Certified School Psychologist and a psychotherapist with over thirty years of work experience. Early in his career, he developed a uniquely fun and effective way to teach children and adults how to apply basic psychological principles to stop others from tormenting them. He has also been teaching parents and educators how to quickly and easily reduce aggression between children.

For the past decade, Izzy has been teaching his methods to other professionals, and over 40,000 have attended his full day seminars. He has produced books and other materials for reducing bullying in school, the workplace and the home. He is a frequent guest on radio and TV shows, and many magazines, journals and newspapers have featured his work. The free materials on his website, www.Bullies2Buddies.com, have helped countless people throughout the world.

Bullies to Buddies will help you assess the materials and services your school or district needs to create an environment in which no one is a victim.

Please contact us by phone at 866.983.1333 or via www.Bullies2Buddies.com. Or contact your local Certified Bullies to Buddies Trainer.
What Others Are Saying About the Bullies2Buddies Program

“We at PSI were so impressed with the simplicity and common sense of the Bullies to Buddies program that we had to make it our own. We have partnered with Izzy Kalman and Cleveland State University to bring this program to the thousands of students that PSI serves.” —Steve Rosenberg, PhD, Psychologist, President, PSI Solutions, Ohio

“Your strategies turn students into winners almost immediately. You have allowed our classroom teachers to get back to the business of teaching and have reduced the need for them to be constant conflict managers. This approach works. For the sake of our students, I hope all educators, parents and teachers will give it a try.” —Vickie Kolb, School Counselor, Brandon Valley School District, Brandon, South Dakota

“Of all the approaches to the problem of bullying, Izzy Kalman’s approach stands out. It has worked wonders for my patients and friends alike.” —Doris M. Greenberg, MD, Developmental and Behavioral Pediatrician, Savannah, Georgia

“Finally, a program that works near miracles in helping victims to deal with bullies. After more than two years of implementing Bullies to Buddies principles, the students at William Snyder Elementary School smile at one another with confidence. Our school climate is pleasant and conducive to learning. Discipline referrals for bullying behaviors have decreased significantly. Teachers can now teach more because the kids are handling their own issues. And (drum roll here)...our test scores are going UP. In a school where the population is 63% Hispanic, our school reached every testing goal. In my 15 years as a school counselor, I have never seen a more effective social skills program. This one is pure genius.” —Jeannie Brewer, School Counselor, Snyder Elementary, Las Vegas, Nevada

Call Toll Free 866.983.1333 or Visit www.bullies2buddies.com