FIRST RESEARCH-BASED CYBER BULLYING AWARENESS CURRICULUM LAUNCHED IN PARTNERSHIP WITH LEADING EDUCATION ORGANIZATIONS

The solution does not lie with 'stranger danger' fear tactics or filtering, but with prevention strategies where students and schools "own" the problem

BERNARDSVILLE, NJ – January 12, 2009 – CyberSmart! announced today the release of the CyberSmart! Cyberbullying Package, a positive and empowering suite of K-12 lessons provided free to schools in partnership with The National School Boards Association's Technology Leadership Network, the Character Education Partnership, the National Association of School Psychologists, and the National Cyber Security Alliance.

The lessons adopt an integrated approach, based on current research findings and best practices from the fields of cyber security, school violence prevention, and character education to impact behavioral change. The resulting package of materials focus on developing critical thinking and decision-making skills, guiding students to define the problems and issues themselves and "own" them. Without this ownership, no behavioral change can occur.

"The four preeminent educational organizations distributing this program reach into nearly every school and community in the United States. Our message is that cyberbullying can be proactively addressed by schools at the same time they embrace the use of online tools and resources to engage students, foster 21st century skills and prepare our children to achieve in today's digital society," stated James Teicher, CEO of CyberSmart! Education.

The CyberSmart! Cyberbullying Package includes standards-based, non-sequential lessons designed to be integrated into the existing curriculum by classroom teachers as compared to scheduled one-time assembly programs that can disrupt classroom schedules. It also includes home connection materials and prevention activities that extend classroom learning out to the school, families, and the community. An extra bonus - optional Web 2.0 activities so that students use the web resources to spread the positive, empowering prevention message.

 "Cyberbullying is a concern among parents and educators, but it is a manageable problem that can be addressed in a positive manner to both empower safe, ethical online use and support schools' ability to enhance instruction with technology. The CyberSmart! package allows cyberbullying prevention instruction to be easily woven into the regular curriculum and extends out to families and the entire community," said Gene Brodersen, NSBA Director of National Affiliate Services and Technology Programs.

"CyberSmart!'s free cyberbullying lessons allow face-to-face character education to be extended into cyberspace. We wholeheartedly endorse their use by K-12 educators. Character education helps young people become responsible citizens by teaching and applying basic human values, including honesty, kindness, compassion, and respect. This can only be accomplished by equipping students with appropriate problem-solving skills

to handle both online and face-to-face interactions. These lessons are a great resource to continually remind the school community about safe, ethical online use within the context of living a life of character," said Merle J. Schwartz, Ed.D., Director of Education and Research, The Character Education Partnership.

"School psychologists can work with teachers to incorporate these lessons into class work as well as into school-wide bullying prevention programming. The companion parent resources equip parents with valuable information on cyberbullying prevention and can help improve home-school collaboration around the effort to improve children's safe, ethical use of the Internet," said Susan Gorin CAE, Executive Director, The National Association of School Psychologists.

"Research indicates that only a small percentage of schools have adopted curriculum to address cyberbullying. CyberSmart!'s research-based curriculum provides an easy way for K–12 educators get started in the prevention of cyberbullying by providing immediate access to quality materials for the classroom, families, and the community . We encourage schools to implement all of the CyberSmart! lessons," said Michael Kaiser, Executive Director, The National Cyber Security Alliance.

The CyberSmart! Cyberbullying Package is available free of charge and can be accessed at www.cybersmartcurriculum.org/cyberbullying/

For more information and a detailed run-through contact:

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About CyberSmart! Education

CyberSmart! fosters 21st century skills to increase student engagement and prepare students to achieve in today's digital society. CyberSmart! Online Workshops, facilitated professional development, give educators a hands-on experience in 21st century skills—the new basic skills—to meet the learning needs of today's students. The free CyberSmart! Student Curriculum empowers students to use the Internet safely, responsibly, and effectively. The free CyberSmart! Educator Toolbar puts 21st century skills into practice every day, with just-in-time 24/7 access to annotated essential resources to support student learning. Website: www.cybersmart.org

About The National School Boards Association Technology Leadership Network

The NSBA Education Technology Programs was launched in 1985 by NSBA and its federation of state school boards associations to help advance the wise use of technology in public education.

NSBA's Technology Leadership Network (TLN), founded in 1987, is the

district networking program that offers a complete package of benefits, and is an innovative way to bring the school board, administrators, and the district technology team together to glean the best practices from other districts and to make well-informed technology decisions. More than 350 school districts, education agencies, and colleges of education benefit from this remarkable support system. For more information about the NSBA Technology Leadership Network Website: http://www.nsba.org.

About The Character Education Partnership

The Character Education Partnership is a national advocate and leader for the character education movement. Based in Washington, D.C., CEP is a nonprofit, nonpartisan, nonsectarian coalition of organizations and individuals committed to fostering effective character education in our nation's K-12 schools. CEP's membership includes the nation's leading education organizations, and its board of directors is made up of corporate leaders and leading experts in the field of character education. Website: www.character.org

About the National Association of School Psychologists

The National Association of School Psychologists (NASP) is the premier source of knowledge, professional development, and resources, empowering school psychologists to ensure that all children and youth attain optimal learning and mental health. NASP represents school psychology and supports school psychologists to enhance the learning and mental health of all children and youth. Website: www.nasponline.org

About the National Cyber Security Alliance

The National Cyber Security Alliance is a 501(c)(3) nonprofit organization. Through collaboration with the government, corporate, non-profit and academic sectors, the mission of the NCSA is to create a culture of cyber security and safety awareness by providing the knowledge and tools necessary to prevent cyber crime and attacks. Website: www.staysafeonline.info