



NEWS RELEASE

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JUSD Kicks off Culture of Kindness Campaign

FOR IMMEDIATE RELEASE

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JURUPA VALLEY - The Jurupa Unified School District believes each student's success includes their happiness and emotional well-being. The district's Culture of Kindness campaign is a way to emphasize the importance of mental health as well as to empower students and staff to take an active role in creating positive learning environments.

The campaign kicked off this month – which is National Bullying Prevention Month – but will continue year-round. Research shows that positive, proactive measures have a greater impact on reducing bullying and other issues than reactive, punitive methods. In JUSD, the emphasis on kindness and support has had a significant positive impact, with JUSD having the lowest incidence of bullying in Riverside County, as reported by students participating in the California Healthy Kids Survey.

Students across the district are coming up with creative ways to show kindness to others. Some are writing kind notes for teachers, staff, and peers. Others created a drive-through coffee bar for parents. Others are collecting items for those in need. JUSD Superintendent Dr. Trenton Hansen is traveling to sites through the month of October to participate in kindness activities.

"I am inspired to see the creative and thoughtful ways our students are working to build a Culture of Kindness in JUSD that lasts far beyond a single month or day of recognition. As statistics show – when kindness and empathy become the culture and norm, hate and negativity cannot thrive."

We invite the community to follow the JUSD Culture of Kindness campaign on our social channels:

- JUSD Facebook: www.facebook.com/jurupaunifiedJUSD
- JUSD Instagram: @jurupausd
- JUSD Twitter: @jurupausd
- JUSD Superintendent Instagram: @JUSD_Supt
- JUSD Superintendent Twitter: @JUSD_Supt

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