

# National Bullying Prevention Month

## 2021 HIGHLIGHTS



### During October 1 to 31, 2021:

#### MATERIAL AND MERCHANDISE

8.7K	T-shirts
510	Create a World Without Bullying Resource Kits
10.2K	Unity Day posters ordered

#### ONLINE REACH

1.34B	Potential outreach during October 2021
584K	Facebook impressions
17K	Twitter impressions
26K	Instagram impressions

#### WEB ANALYTICS

280K	Number of visits to PACER.org/Bullying
14.8K	Individual signatures to PACER's pledge
17.5M	Google results for National Bullying Prevention Month
1.9M	Google results for PACER's National Bullying Prevention Month

#### NEW RESOURCES

PACER's NBPC released new materials for National Bullying Prevention Month including:

- [Animated, student-created PSA](#) (21K views in October)
- Four-week [Student Activity Kit](#)
- [Share Your Opinion polls](#) released twice a week
- [Daily prompt reflection questions](#)
- [New episode of Carmen's Corner](#) focused on Unity

*"This was a great way to highlight bullying prevention for the entire month of October, our district wanted all schools to participate in such a program. Since PACER advocates for inclusion and acceptance, this was a great campaign to align with. Thank you!"*

- School administrator