

Unity Day

2021 HIGHLIGHTS



UNITY DAY: OCTOBER 20, 2021

RESOURCES

10.2K+

Unity Day posters distributed (79% increase from 2020)

8.4K+

Official orange T-shirts sold (87% increase from 2020)

"The Unity Day posters help so much to inform the rest of the school. We leave ours up all year because everyday is Unity Day!"

DIGITAL ACTIVATION

4.7K+

Individuals signed PACER's Pledge on Unity Day

3.9K+

Posts on Instagram to #UnityDay2021

"Unity Day is a part of our National Bullying Prevention Month activities, as we celebrate it district-wide. Your organization has fantastic resources that we are always able to utilize. Thank you!"

HOW WERE INDIVIDUALS CELEBRATING THIS YEAR?

Individuals celebrated Unity Day this year by:

- Wearing orange at home, in school, or in the community (95%)
- Participating in a school activity (70%)
- Engaging online or sharing on social media (36%)
- Involving the community; such as law enforcement, bus drivers, media, etc. (8%)

"Unity Day is a part of our National Bullying Prevention Month activities, as we celebrate it district-wide. Your organization has fantastic resources that we are always able to utilize. Thank you!"

WHAT IMPACT DID UNITY DAY HAVE?

PACER sent a post-Unity Day evaluation to every individual who ordered a Unity Day poster in which:

- 99% of respondents said that Unity Day helped raise awareness of bullying prevention in their school or community
- 99% of respondents said that they would recommend celebrating Unity Day to another individual or school
- 95% of respondents said Unity Day helped students and staff in their school or organization think about bullying differently

"Our students love the idea of wearing orange to represent unity and let others know that they were not alone."

"My students shared some of their personal experiences. Some of the students were surprised to know that even popular kids get bullied. This day brought my kids closer."

"Our upper grade students have really begun to support one another when standing up against bullying. There is an increase in willingness to report and multiple students are reporting together."