

The Upstanders



Film Program Survey Results

We surveyed over 2,600 students, educators, and parents across the country about their experience with our film program The Upstanders (for ages 10 and up). Here is what we learned:



Over 60% of students said that they have been a target of bullying. That's 3 out of every 5 kids.

However,

After viewing the film, 86% of students, educators, and parents will change how they act if they are in, or witness, a bullying situation in the future.



“What struck me is that we need a cultural shift in our school. I feel like we need to start emulating what we saw in The Upstanders – celebrating kindness, rather than consequences for mean behavior.”
- Middle School Teacher



75% said The Upstanders changed the way they look at bullying behavior.

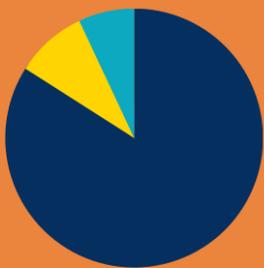


92% of viewers intend to practice the tools & tips from the film program.



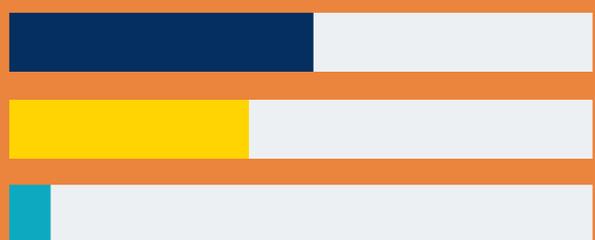
94% of viewers think The Upstanders should be shown in every school.

Demographics



84% of responses were students (elementary through college), 9% were educators or counselors, and 7% of responses were parents or adults.

Overall, 52% of viewers identified as female, 41% were male, and 7% were non-binary or preferred not to say.



For more information on how The Upstanders shares safe, proven strategies rooted in character building, kindness, and resilience to end bullying, [click here](#).