



10.15.2020

# spirit day

presenting  
partners



DELTA

Kellogg's



# ANTI-BULLYING RESOURCE KIT

## FOR STUDENTS

### OFFICIAL PARTNERS



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# What is Spirit Day?

On October 15, 2020, millions will wear purple for Spirit Day as a symbol of support for lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth and to take a stand against bullying. Join media outlets, celebrities, schools, landmarks and corporations in #SpiritDay and speak out for LGBTQ youth. Now, in 2020, we are witnessing various unprecedented challenges and crises, all of which continue to uniquely and disproportionately impact LGBTQ youth, making Spirit Day matter more than ever.

## How did Spirit Day get started?

Spirit Day was started in 2010 by high school student Brittany McMillan as a way to show support for LGBTQ youth and take a stand against bullying. With GLAAD's help, millions of teachers, workplaces, media personalities and students wore purple, a color that symbolizes spirit on the rainbow flag created by Gilbert Baker in 1978.

On October 15, 2020, millions will wear purple on Spirit Day in a stand against bullying and in support of lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth. GLAAD is once again leading outreach to engage the participation of individuals, celebrities, corporations, media outlets, schools, local communities and even national landmarks.

Past participants include the hosts of *Good Morning America*, *The Today Show*, *The View*, and *The Talk*; celebrities like Britney Spears, Demi Lovato, Laverne Cox, and Ricky Martin; media outlets like MTV, NBCUniversal, HBO, and E!; corporations including Facebook, PepsiCo, and Disney; and national landmarks like Times Square, the Empire State Building, and the New York Stock Exchange.

LGBTQ youth also saw support from hosts of CNBC, *The Today Show*, *The View*, as well as hosts of news programs on Bravo, MSNBC, and NBC. [Check out all of the participating companies, celebrities, organizations and media outlets!](#)

Wearing purple on Spirit Day is a simple way to show the world that you stand by these courageous young people and a simple way to stand up to the bullies.

## How can I participate?

1. Wear purple on October 15
2. Visit [glaad.org/spiritday](https://www.glaad.org/spiritday) in October to turn your Twitter and Facebook profile pics purple
3. Tweet your Spirit Day pics to [@glaad](https://twitter.com/glaad)! And if you're on Flickr, add your pics to this group: [flickr.com/groups/spiritday](https://www.flickr.com/groups/spiritday)
4. Help promote by downloading a graphic for your blog or website: [glaad.org/spiritday?share](https://www.glaad.org/spiritday?share)



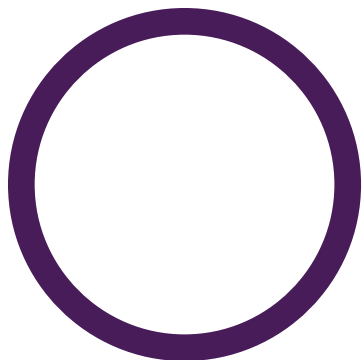
# How can I amplify my voice?

## tips for standing up when you see anti-LGBTQ bullying

Lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth often face serious problems with bullying and harassment in America's schools and on their social media feeds. What should be a safe place for learning and connecting with their chosen families can instead become a dangerous and isolating environment for any student who regularly faces verbal, physical, and/or digital attacks.

### How to stand up against anti-LGBTQ bullying

- Know that **everyone has the right to feel safe.**
- **Respond to anti-LGBTQ language and behavior.** When you hear anti-LGBTQ comments and jokes, even when not directed at a specific individual, let the person(s) making the comments know you find them offensive.
- If you see anti-LGBTQ bullying, **let the person making the comments know that they are offensive.** If the situation is such in which you do not feel safe intervening, **alert a teacher or administrator** immediately or report a social media post as harassment.
- If you know someone has experienced anti-LGBTQ bullying, **let them know you are on their side** and make an effort to spend time with the person at school.
- **Reflect on your own prejudices,** and work on eliminating homophobia and transphobia from your own words and actions.
- Know that all people, regardless of sexual orientation and gender identity, **should be treated with dignity and respect.**
- **If someone you know displays thoughts of suicide or other self-harm, notify a teacher or administrator right away and call the Trevor Project Lifeline** at: 866-4-U-TREVOR (866-488-7386) to speak with a trained volunteer counselor. There are people standing by ready to talk to you. [The Trevor Project's website](#) has many great resources that allow you to learn from the experiences of others and connect with other LGBTQ kids like you.



# Where can I find anti-bullying resources?

- The **[Gay, Lesbian, Straight Education Network \(GLSEN\)](#)** strives to assure that each member of every school community is valued and respected regardless of sexual orientation or gender identity/ expression. GLSEN offers several resources, including a [Jump-Start Guide for Gay-Straight Alliances \(GSAs\)](#) and [Safe Space Kits](#), among others.
- The **[American Federation of Teachers \(AFT\)](#)** is committed to promoting safe and healthy learning environments, and has a number of resources available on their website including [a list of anti-bullying laws by state](#).
- PACER's **[National Bullying Prevention Center](#)** offers several resources for students, including a [Student Action Plan Against Bullying](#). PACER's [Teens Against Bullying](#) website also offers interactive videos that help youth stand up and speak out against bullying.
- To find out more about campus hate crimes and university anti-violence and crime prevention programs, check out [Stop the Hate](#).
- Sometimes rejection and peer pressure in combination with other factors may lead to thoughts of suicide. **[The Trevor Project](#)** offers a 24-hour helpline for LGBTQ and questioning teens: toll free (866) 4-U-TREVOR (866-488-7386).
- If you see LGBTQ people being misrepresented in the media, contact [GLAAD](#).
- LGBTQ people are often harassed and some are physically hurt or worse just for being who they are. If someone in your life has been a victim of a hate crime, contact the police first, and then turn to a local chapter of the **[Anti-Violence Project \(AVP\)](#)** for additional assistance. To find an Anti-Violence Project chapter in your area, check out the National Coalition of Anti-Violence Programs (NCAVP). Through public education, training and local programs, this group addresses the pervasive problem of violence committed against and within the LGBTQ community.
- The **[Human Rights Campaign \(HRC\)](#)** advocates on behalf of LGBTQ Americans, mobilizes grassroots actions in diverse communities, invests strategically to elect fair-minded individuals to office and educates the public about LGBTQ issues. For information about LGBTQ-inclusive legislation in your area, visit [www.hrc.org](#).
- **[COLAGE](#)** is a national movement of children, youth, and adults with one or more lesbian, gay, bisexual, transgender, or queer (LGBTQ) parent/s. For more information on how to support your LGBTQ parent, visit [www.colage.org](#)
- **[CenterLink](#)**, the **[American Civil Liberties Union](#)**, and **[Lambda Legal](#)** provide helpful information on the LGBTQ community's legal options and hurdles. CenterLink unites LGBTQ centers in all different states. The ACLU's website has an entire section on LGBTQ equality, and Lambda Legal's page is geared towards teens.
- Visit **[CampusPride.org](#)** to check out all their resources for college students and to find LGBTQ-friendly campuses across the country. To find out if your college already has a professionally-run LGBTQ center, [use LGBTQcampus.org's "Find a Center" tool](#).



# How can I be an ally online?

## tips for speaking out for equality through online media

With the advent of social networking sites such as Facebook, Twitter, Snapchat, Tumblr, YouTube and TikTok, we are more connected to one another than ever before. Social media sites also afford users with an opportunity to share information, opinions and comments—some which can be hurtful or inflammatory, especially as COVID-19 has required us to limit social interactions.

- You don't have to identify as LGBTQ to be offended by anti-LGBTQ comments. **Let those making these comments know their behavior is harmful and offensive** to anyone who thinks it's wrong to target a group of people because of who they are. If necessary, **report the offending user** to the host website.
- **Delete any anti-LGBTQ comments** others might post to your online profiles, even if those comments are intended as "jokes."
- **Be proactive and share articles, stories and/or news segments** that highlight the challenges facing LGBTQ people, and which send a positive message in support of equality.
- **Join, follow or like online LGBTQ-affirming groups** and organizations like GLAAD, GLSEN and GSA Networks, and share information about their work with your network.
- Bullying online for virtual classes is the same as in-person bullying and should be reported to your teachers/administrators.

### The It Gets Better Project

was created to show young LGBTQ people that they are valued, and though circumstances may seem hopeless at times, it can and does get better. By posting messages of positivity and acceptance on YouTube, millions of Americans have taken a stand for LGBTQ youth with stories of hope and resilience.

To date, the project has received submissions from celebrities, organizations, advocates, politicians and media personalities, including President Barack Obama, Secretary of State Hillary Clinton, Rep. Nancy Pelosi, Adam Lambert, Anne Hathaway, Colin Farrell, Matthew Morrison of "Glee", Joe Jonas, Joel Madden, Ke\$ha, Sarah Silverman, Tim Gunn, Suze Orman, the staffs of The Gap, Google, Facebook, Pixar, the Broadway community, and many more.

[www.itgetsbetter.org](http://www.itgetsbetter.org)



# How can I stay safe on social media?

## tips for reporting anti-LGBTQ cyberbullies

In 2010, GLAAD and Facebook teamed up to address anti-LGBTQ (lesbian, gay, bisexual, transgender, and queer) cyberbullying, working to make the internet a safer place for everyone. Together with GLSEN, HRC, PFLAG, the Trevor Project and MTV's A Thin Line Campaign, GLAAD and Facebook launched the **Network of Support** to more effectively address issues faced by the LGBTQ community while online. Below are tips on how to report harassment online and help put an end to anti-LGBTQ cyberbullying:

### **Stop Bullying: Speak Up**

is a multi-media campaign designed to educate parents, teachers and youth about the actions that will help protect young people from the impact of bullying.

[facebook.com/stopbullyingspeakup](https://www.facebook.com/stopbullyingspeakup)

- **Report harassment:** Facebook has report links throughout the site, on virtually every page, and all reports are anonymous. Facebook relies on everyone who uses the site to be an extra set of eyes and ears and to report content that may [violate user policies](#).
- **Block bullies:** When you use the "Block" feature on Facebook, any ties you currently have with the person you've blocked will be broken, and they won't be able to see your profile or contact you. You can block people by clicking on the Account link and then selecting Privacy settings where you'll see Block Lists at the bottom, or by clicking the 'Block' link at the bottom of any profile.
- **Stick up for others:** Don't let anyone you know be victimized by ignorance. Reach out and offer a word of support, and remember to report the bully to Facebook.
- **Think twice before posting:** It's also important to be aware of how your own behavior can harm others, even unintentionally. Before you post a comment or a photo that you think is funny, ask yourself if it could embarrass or hurt someone. If in doubt, don't post it.
- **Get help if you feel overwhelmed:** Facebook has relationships with organizations that can help if you or someone you know is in [danger of self-harm](#). Visit the [Trevor Project's website](#) for information about warning signs, or call the Trevor Lifeline at (866) 4-U-TREVOR (866-488-7386) immediately if you need support. Trained volunteer counselors are ready to talk to you 24/7 and all calls are free and confidential.
- **Know you're never alone:** The Network of Support is comprised of people and organizations that understand the unique challenges that LGBTQ teens face and have tons of ideas, resources and stories of hope for you to tap into. [Visit the Network of Support Facebook page](#) for more information about the organizations working to make the internet a safer place for everyone.





# How can I share LGBTQ stories?

## tips for student journalists and newspaper staff

As a student journalist or member of your school's newspaper staff, you have a unique opportunity to help your peers understand the challenges that lesbian, gay, bisexual, transgender, and queer (LGBTQ) youth face today and/or raise awareness of the accomplishments and contributions of LGBTQ individuals throughout history.

Whether writing a newspaper article, submitting a Letter to the Editor or producing a segment for your school's television news channel, you have a chance to share stories that change hearts and minds. But it's important to keep in mind that accuracy and fairness are key to presenting articles or segments that responsibly portray LGBTQ lives and issues.

GLAAD's Media Reference Guide is intended to be used by journalists reporting for mainstream media outlets and by creators in entertainment media who want to tell LGBTQ people's stories fairly and accurately. It is not intended to be an all-inclusive glossary of language used within the LGBTQ community, nor is it a prescriptive guide for LGBTQ people:

<https://www.glaad.org/reference>

## Story Ideas

- Profile **leaders from your school's Gay-Straight Alliance (GSA)**. If your school doesn't have a GSA, write an article explaining the benefits of a safe space for LGBTQ and allied students.
- Did you know October is LGBTQ History Month? **Profile a noted LGBTQ leader**, such as Harvey Milk or someone in your own community. Or, write an article detailing the **significance of events** such as the Stonewall Riots, the repeal of 'Don't Ask, Don't Tell' or about LGBTQ-inclusive legislation in your community.
- Does your school welcome **same-sex couples at school dances**? Why or why not?
- Does your school have **anti-bullying measures** in place which protect students based on sexual orientation and gender expression? Why or why not?

## Significant Dates

- **January:** No-Name Calling Week (week fluctuates)
- **February:** Black History Month
- **March:** Women's History Month
- **April:** National Day of Silence (day fluctuates)
- **June:** LGBTQ Pride Month
- **June 28:** Anniversary of the Stonewall Riots
- **September:** National Suicide Prevention Week (week fluctuates)
- **September 16-23:** Bi Week
- **October:** LGBTQ History Month, National AIDS Awareness Month
- **October 11:** National Coming Out Day
- **October 15:** Spirit Day
- **October 23-31:** Asexual Awareness Week
- **October 26:** Intersex Awareness Day
- **November 13-19:** Transgender Awareness week
- **November 20:** Transgender Day of Remembrance
- **December 1:** World AIDS Day



# How can I promote transgender equality?

Transgender people often face discrimination and hostility from their families, friends and coworkers. These harsh reactions usually stem from fear and a basic misunderstanding of the transgender community. By being an ally and showing your support of transgender people, you are doing your part to help end ignorance surrounding transgender issues. [The National Center for Transgender Equality \(NCTE\)](#) has a list of [52 Things You Can Do For Transgender Equality](#). Here are some ideas for students that can help build equality:

The [National Center for Transgender Equality](#) is a national social justice organization devoted to ending discrimination and violence against transgender people through education and advocacy on national issues of importance to transgender people.

[transequality.org](http://transequality.org)  
[@TransEquality](https://www.instagram.com/TransEquality)

1. If you know transgender students in your school, community, or in your after-school activities, **make an effort to get to know them.**
2. Ask your **local or school library** to carry books that deal positively with transgender people and youth.
3. Make sure that transgender people **are welcome to join** your sports teams, after-school activities, and clubs.
4. Hold a **fundraiser**, like a bake sale or a walk, and donate proceeds to an organization that provides support for transgender people.
5. Find out **if your town or state has transgender-inclusive non-discrimination ordinances** and share what you find out with your friends and family. About 43% of U.S. population lives in a jurisdiction with explicit laws that ban employment discrimination based on gender identity and expression.
6. Advocate for **school policy** that supports and protects transgender students. (To see a model non-discrimination policy, [click here.](#))
7. Submit a **story idea to your school paper** about the transgender community. This is an effective way to express opinions and distribute information on transgender issues from a variety of voices.
8. Plan or attend a **Day of Remembrance** Event every November 20. This is a yearly opportunity to remember those lost to hate-motivated violence directed towards the transgender community, and also a time to encourage people to take action to make the world safer.
9. Start or attend a **transgender support or education group** at your school. These groups are often a vital way that transgender people connect with one another.
10. Start a **conversation** about gender-related books or gender issues that are important to you.
11. Encourage **fair, accurate and inclusive media coverage** of transgender issues in your school newspaper. Many people learn about transgender people from watching television or reading stories in the newspaper. GLAAD encourages journalists to use its Media Reference Guide when writing about transgender issues. If you see transgender people being misrepresented in the media, contact us at [glaad.org](http://glaad.org).



### SUGGESTED POST

Take a stand against bullying and support #LGBTQ youth by going purple for #SpiritDay on Oct.15: [glaad.org/spiritday](http://glaad.org/spiritday)





GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

**[glaad.org](http://glaad.org)**  
**[facebook.com/glaad](https://facebook.com/glaad)**  
**[@glaad](https://twitter.com/glaad)**