



WELL-BEING & SAFETY NEWS

OCTOBER 2023

## **National Bullying Prevention Awareness Month**

### **Wear Orange on October 18th to support Unity Day!**

Unity Day, started by PACER's National Bullying Prevention Center as the signature event of National Bullying Prevention Month continues to grow every year as a tangible representation of the universal message that our society wants to promote kindness, acceptance and inclusion to prevent bullying.

On the third Wednesday of October, plan to support the event by participating in the simple call to action—wear and share the color orange.

**Why unity?** For years, bullying was justified with expressions such as, "Bullying is a natural part of childhood," "Bullying makes kids tougher," or "Bullying is a rite of passage." The goal of Unity Day is to bring together youth, parents, educators, businesses, and community members across the nation to emphasize the message that bullying is not acceptable, and that all students deserve to be safe in school, online, and in the community

**Why the color orange?** Unity Day is celebrated in October, and **orange** is a color commonly identified with the month and the autumn season. It is also a color that is associated with safety and visibility. It is a color described as warm and inviting, and its vibrancy makes an impactful statement.

**Why just a day?** The event provides a catalyst for everyone to come together with a visual statement that our actions matter not only on one day, but every day.

For too long, the response to bullying has been silence and those who were bullied felt that no one cared. The simple act of wearing orange shows that youth experiencing bullying are not alone. The goal of wearing and sharing orange is to empower those who are bullied, and everyone around them, to speak up and reach out with kindness, acceptance and inclusion.



<https://www.pacer.org/bullying/nbpm/spreadtheword/promote-unity-day.asp>