



Connect with Kids

Multimedia Solutions For Today's Educators

Validated by research. Endorsed by educators.

"Our programs truly serve as powerful teaching tools and help to facilitate conversations between teachers and students, as well as parents and their children, around important topics. Our latest research from Harvard researchers at The Center on Media and Child Health shows that the Connect with Kids model significantly improves youth behavior and communication between adults and children."

— **Gwen Schiada, Psy.D.**

Vice President, Research & Development

"The programs have actual kids discussing the same problems my students face. That helps students open up about issues important in their lives, and gets them thinking before they act. CWK Network not only understands kids, but also the issues educators face."

— **School Teacher**

Miami, Florida



For more information and to view video samples, please visit
www.ConnectWithKids.com or call toll-free 1-888-598-KIDS (5437).

Classroom Reality Programs

Riveting stories of real kids dealing with tough topics.

Programs include a Resource Guide with grade-level lesson plans, student activities, parent tips, fact sheets.
Running time: 24 minutes

Classroom Reality Series - \$499⁹⁵ each

Classroom Reality Series 2

-Addicted Kids -Behind the Mask -Civil Wars -Generation Rx
-A Matter of Degree -Invisible Weapons -Behind the Wheel -When They Say Jump

Classroom Reality Series 3

-The Big Hurt -First Comes Love -Ripped Apart -The Risk Within
-Shattered -Silent Epidemic -A Violent Age -The Myth of Self-Esteem

Classroom Reality Series 4

-Caught in the Web -Gateway -Lost & Found -Mirror, Mirror
-Primary Colors -Running Scared -Someone You Know -Sticks and Stones

Individual Titles - \$59⁹⁵ each

		Elementary	Middle/High	Spanish*
Addicted Kids	Addictions - drugs, alcohol, technology		•	
Behind the Mask	Troubled teens, anxiety		•	
Behind the Wheel	Driving dangers		•	
The Big Hurt	Childhood obesity	•	•	•
Caught in the Web	Dangers of the Internet		•	•
Civil Wars	The unruly generation	•	•	
First Comes Love	Dating pressures		•	•
Gateway	"Soft" drugs leading to "hard" drugs		•	•
Generation Rx	Abusing over-the-counter drugs		•	
High Anxiety	Study skills, time management		•	
Inside Out	Character building	•	•	
Invisible Weapons	Bullying, "mean kids"	•	•	•
Lost and Found	Coping with loss/death/divorce	•	•	•
A Matter of Degree	Absenteeism and truancy	•	•	
Mirror, Mirror	Body image		•	•
The Myth of Self-Esteem	Self-esteem	•	•	•
Not Cool To Be Cruel	Safety, self-control, bullying	•	•	
Not Like Me	Cultural differences, diversity	•	•	
Primary Colors	Tolerance and prejudice	•	•	•
Power of Expectations	High expectations and pressure		•	
Ripped Apart	Steroid use and risks		•	•
The Risk Within	Risky activities and life choices		•	•
Running Scared	Pressure competition	•	•	•
Shattered	Drinking and driving		•	•
Silent Epidemic	AIDS and STDs		•	•
Someone You Know	Dating violence		•	•
Sticks and Stones	Online bullying, harassment		•	•
Under the Influence	Underage drinking and driving		•	
A Violent Age	Youth violence		•	•
When They Say Jump	Peer pressure	•	•	
Wired!	Responsibilities of technology	•	•	

* Resource Guides in English only

Character Collections

CHARACTER AND LIFE SKILLS

Peer-to-peer videos teach character and life skills.
Each skill is supported with grade-appropriate lesson plans, story summaries, student activities, vocabulary, discussion questions, web resources, evaluations and National Standards correlation.

Elementary

- 8 DVDs with three topics per DVD
- Comprehensive Curriculum Guide
- Standards Correlations for Language Arts, Social Studies & Health

Character Collection DVD Series - Elementary \$549.95

-Perseverance	-Responsibility	-Tolerance	-Helpfulness
-Kindness	-Loyalty	-Courage	-Diligence
-Caring	-Self-control	-Fairness	-Togetherness
-Honesty	-Freedom	-Courtesy	-Generosity
-Trustworthiness	-Cooperation	-Respect	-Integrity
-Patience	-Honor	-Peace	-Citizenship

Middle & High School

- 8 DVDs per series with three topics per DVD
- Comprehensive Curriculum Guide
- Standards Correlations for Language Arts, Social Studies & Health
- Three series available: Get all three for continuous implementation in each grade level at your school without repetition of content!

Character Collection DVD Series 1	Middle or High \$549.95
Character Collection DVD Series 2	Middle or High \$549.95
Character Collection DVD Series 3	Middle or High \$549.95
Character Collection DVD Complete* Series	Middle or High \$1449.95

*Includes Series 1, 2 & 3**

-Perseverance	-Responsibility	-Tolerance	-Helpfulness
-Kindness	-Loyalty	-Courage	-Diligence
-Caring	-Self-control	-Fairness	-Togetherness
-Honesty	-Freedom	-Courtesy	-Generosity
-Trustworthiness	-Cooperation	-Respect	-Integrity
-Patience	-Honor	-Peace	-Citizenship
-Civility	-Conviction		

Connect with Kids classroom programs include professional resource materials:

- Lesson plans
- Student activities
- Information for parents
- Fact sheets
- Vocabulary lessons
- Discussion questions
- Website resources
- Video summaries
- And more!



Health & Wellness Series

Comprehensive and current.

A new and engaging way to present required health topics. Each title includes two eight-minute video segments, with correlating in-depth lesson plans and extension activities.



Health Series - \$549⁹⁵ each

Health 1: Growing Up

- Growing Up -Managing Stress -Healthy Choices -Peer Relationships
- Your Family -Emotional Health -Adulthood -Dating Relationships

Health 2: Peers and Pressures

- Alcohol -Harmful Behaviors -Mental Disorders -Preventing Drug Abuse
- Tobacco -Infectious Diseases -Abuse of Legal Drugs -Non-infectious Diseases
- Depression & Anxiety

Health 3: Body Language

- Nutrition -Physical Appearance -Physical Fitness -A Healthy Environment
- Body Image -Health Care -Eating Disorders -Mind-Body Connection
- Dieting -Team Sports & Competition

Individual Titles - \$59⁹⁵ each

A Healthy Environment

Abstinence

Abuse of Legal Drugs

Adulthood

AIDS and STDs

Alcohol

Body Image

Dating Relationships

Depression and Anxiety

Dieting

Eating Disorders

Emotional Health

Growing Up

Harmful Behaviors

Healthcare

Healthy Choices

Infectious Diseases

Managing Stress

Mental Disorders

Mind-Body Connection

Non-Infectious Diseases

Nutrition

Peer Relationships

Physical Appearance

Physical Fitness

Pregnancy and Birth

Preventing Drug Abuse

Team Sports and Competition

Tobacco

Your Family

Life 101

A total school solution.

An exciting program combining news, health and true teen stories to help students discover and draw their own conclusions about timely social and health issues. With research-based materials and activities for the entire school, individual classrooms and parent groups.

- Two reality-based videos
- A series of 90-second on-topic news stories
- Comprehensive lesson plans, school-wide activities and parent meeting resources



Life 101 Series - \$249⁹⁵ each

Life 101: Obesity (Body Image, The Big Hurt)

Life 101: Tobacco (Tobacco, Addicted Kids)

Life 101: Bullying (Baby Bullies, Invisible Weapons)

Life 101: Teen Driving (Shattered, Behind the Wheel)

Life 101: Abstinence (Abstinence, Silent Epidemic)

Life 101: Gateway Drugs (Gateway, Legal Drugs/Lethal Highs)

Life 101: Attendance (Count Me In! Two-part) *English & Spanish

Special Series

Teach Tough-to-Talk about
Topics with Your Students

Special Series - \$299⁹⁵ each

- **Bullying & Violence Prevention Series** covers these issues: civility, bullying, cyber bullying, bystander responsibility and social harassment, dating violence and school violence
- **Achievement Series** includes these issues: resilience, learning disabilities, truancy, competition and stress, special problems for boys, and lying, cheating and stealing
- **Drug & Alcohol Prevention Series** features these issues: tobacco, alcohol, marijuana, prescription drugs, methamphetamines, drinking and driving

Real Stories and Straight Talk
Get the Conversation Started

WebSource

Streaming video - Lesson plans - Parent tips - News stories

Yearly subscription - \$1000 per school

WebSource is a four-part website of educational resources and news stories for teachers, parents and students. Topics cover children's social, emotional and physical health and well-being. Includes lesson plans with streaming video and student activities; research studies; facts; parent tips; Educational Standards correlation and more. Password-protected; updated quarterly.

Parent Outreach Series

Gather parents together to learn about and discuss tough issues their children face.

Includes excellent facilitator materials and parent activities.

Available as single titles and in eight-video sets.

Parent Outreach Series - \$549⁹⁵ each

Parent Outreach Series 1 Elementary

–Breathless –Baby Bullies –Beyond Words
–Power of Expectations –Medicating Children –Civil Wars

Available in Spanish

–The Myth of Self-Esteem
–Home Safe Home

Parent Outreach Series 1 Middle & High School

–Invisible Weapons –Great Expectations –Behind the Wheel –Private Lives of Children
–Addicted Kids –Innocence Lost –Cultural Divide –When They Say Jump

Parent Outreach Series 2 Middle & High School

–The Big Hurt –First Comes Love –The Risk Within
–Shattered –A Violent Age –Ripped Apart

Available in Spanish

–The Myth of Self-Esteem
–Silent Epidemic

Parent Outreach Series 3 Middle & High School

–Mirror, Mirror –Gateway –Lost & Found
–Caught in the Web –Someone You Know –Sticks & Stones

Available in Spanish

–Running Scared
–Primary Colors

Individual Titles Elementary - \$59⁹⁵ each

		Spanish
Baby Bullies	Bullying in preschool, Kindergarten	•
Beyond Words	Communication challenges	•
Breathless	Asthma	•
Civil Wars	Civility	•
Home Safe Home	Home safety	•
Little Tin Man	Autism	•
Medicating Children	Balance between medication and therapy	•
The Myth of Self-Esteem	Self-esteem	•
Power of Expectations	Pressure of high expectations	•
Young and Afraid	Anxiety about war and terrorism	•

Individual Titles Middle & High School - \$59⁹⁵ each

		Spanish
Addicted Kids	Addictions – drugs, alcohol, technology	
Behind the Wheel	Teen driving	
The Big Hurt	Childhood obesity	•
Caught in the Web	Dangers of the Internet	•
Cultural Divide	Cultural differences and tolerance	•
First Comes Love	Pressures of dating	•
Gateway	“Soft” drugs lead to “hard” drugs	•
Great Expectations	Stress and anxiety	•
Innocence Lost	Sexuality	•
Invisible Weapons	Bullying, exclusion, “mean girls”	•
Lost and Found	Coping with death/divorce/loss	•
Mirror, Mirror	Body image obsession	•
Myth of Self-Esteem	Self-esteem	•
Primary Colors	Racial tolerance/prejudice	•
Private Lives of Children	Kids’ privacy issues	•
Ripped Apart	Steroid use and risks	•
The Risk Within	Risky activities and life choices	•
Running Scared	Pressures of youth competition	•
Shattered	Drinking and driving	•
Silent Epidemic	AIDS and STDs	•
Someone You Know	Dating violence	•
Sticks and Stones	Verbal and cyberbullying	•
A Violent Age	School/teen violence	•
When They Say Jump	Peer pressure	•

For more information and to view video samples, please visit www.ConnectwithKids.com or call toll-free **1-888-598-KIDS(5437)**.

Research and Results

Research conducted over the past three years shows that **Connect with Kids** programs:

- Improve student behavior
- Improve peer relationships
- Improve communication with parents

Studies have been performed in public schools including Pittsburgh, Atlanta, Charlotte, New York City, Kansas City and Miami.

Research and studies are coordinated by Gwen Schiada, Psy.D., Vice President, Development and Research, formerly technical assistance provider with the U.S. Department of Education’s Safe and Drug-Free Schools Program.

Research Findings

- Students were more likely to do what the teacher asked and less likely to cheat on tests at post-data collection.
- Teachers reported improvement in students’ listening to each other in class and in students’ solving disagreements peacefully.
- Teachers reported improvements in the areas of bullying and threats of violence among students at school.
- Secondary students reported that their friends respected them more, they felt less left out at school, and were happier with who they were at post-data collection.
- Teachers reported improvement in students controlling their temper when angry, greater ability to follow school and classroom rules, and reduction in the level of “back talk” students give to teachers.

Harvard research scientists from The Center on Media and Child Health (CMCH) report that when adults and children watch Connect with Kids videos together, communication and behavior improve.



cmch

center on media and child health

CWKNetwork
Connect with kids.

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