



PROGRAM OVERVIEW

I AM UNAFRAID

A proactive anti-bullying program for elementary schools.

THE CHALLENGE

77%

of students report being bullied at some point during their school years.

Not every year — but at least once in thirteen years of school. Hoover, J. H., Oliver, R., & Hazler, R. J. (1992). Bullying: Perceptions of adolescent victims in the Midwestern USA. School Psychology International, 13(1), 5–16.

A PERSISTENT MYTH

Because so many adults were bullied themselves and simply "dealt with it," bullying is still treated by some as a harmless rite of passage. That belief is a big part of why many schools give anti-bullying training little real investment, doing just enough to check off a mandate. The research says otherwise — whole-school prevention programs reduce bullying by 50% or more (Olweus, 1993, 1994).

THE PROGRAM

I AM UNAFRAID is proactive, not reactionary: students are equipped with a plan before an incident happens, not after. Four simple steps every student can remember and use:

A	A — Avoid Bullies Safe boundaries, conflict hotspots, and knowing when to walk away.	F	F — Find a Friend The buddy system, to eliminate isolation and defuse intimidation.	R	R — Report Bullying Removing the "snitch" stigma from reporting bullying.	A	A — Act Confident A "game face" — confident body language that deters targeting.
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MULTI-SENSORY, VARK-GROUNDED DELIVERY

Visual: silhouette-on-stage storytelling modeling real-world peer dynamics. **Auditory:** high-energy call-and-response, music, and interactive dialogue. **Reading/Writing:** interactive stage cue cards, classroom posters, and structured print media. **Kinesthetic:** high-energy movement, physical comedy, and student role-playing.

TRIAD OF SUPPORT — SCHOOL, HOME & CLINICAL EVALUATION

A one-time assembly is only the launchpad. e-powr builds a sustainable campus shield around it:

SCHOOL

Staff receive professional development that unifies classroom protocols. Students take home a hardback story book with music videos, glow-in-the-dark wristbands, stickers, and classroom posters. A Teacher's Guide carries the four steps all year.

HOME

Parent & caregiver workshops, free ongoing content on the Drjay! YouTube channel for students, teachers, parents and grandparents, and direct access to our team for questions.

CLINICAL EVALUATION

Directed by a licensed clinical social worker, using pre-, post-, and end-of-year assessments to track real behavioral outcomes — not just attendance.

FREE TO YOUR SCHOOL

e-powr applies for and secures grant funding on each school's behalf, so I AM UNAFRAID costs participating schools nothing — and e-powr handles all grant reporting and compliance from start to finish.

PROVEN LEADERSHIP & IMPACT

40+ Years, 45 States

Field-tested across hundreds of school districts nationwide.

Up to 50% Reduction

In peer conflict behaviors on campuses with whole-school prevention programs (Olweus, 1993, 1994).

Trusted Leadership

Dr. Jay Banks, PhD — national media contributor across ABC, CBS, NBC, FOX, Nickelodeon and Hallmark — and Cheryl Fehr-Banks, MSW, LCSW.

BRING IT TO YOUR SCHOOL

To schedule I AM UNAFRAID for your campus, or to request materials for a school board or committee presentation, contact us at info@e-powr.com. We typically respond within 24 hours.



A North Carolina 501(c)(3) nonprofit, "Equipping schools, families, and communities to engage, educate, and empower confident, capable children."
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