



Major Themes in Evidence Based Study Interviews

Theme	Thematic Statement
Strong Leadership	A common theme presented by teachers and staff interviewed was the necessity of strong leadership. Teachers and staff deemed it essential to have a strong leader within a school spearheading the program as this provided a more positive climate.
Teacher Training	Currently, a teacher liaison is trained by the mental health foundation and brings the program to the school. Teachers want to feel confident in their ability to deal with the emotions that may occur during the lesson plans.
Time and Fidelity	Many teachers voiced the importance of having appropriate time and resources to present age appropriate be nice. materials to their class in an effective manner.
Multiple Programs	Although there are several student support and intervention programs that schools are attempting to implement, many noted that they find be nice. valuable enough to work it into these programs. As one middle school teacher noted, "The program (be nice.) is so much more than anti-bullying. It is something that goes along with our mission".
Consistent Language	The most effective programs typically are school-wide initiatives that focus on changing school culture over individual classroom rules (U.S. Department of Education, 2018). Be nice. provides the entire school district with consistent language including verbal and visual reminders throughout the school. When the same language is used throughout the school, teachers and staff have a platform to remind students what it means to be nice.
Parent Connection	Parents want to be involved in the be nice. program; voiced a desire to learn more about be nice.; and were interested to learn how they could reinforce be nice. at home.
Positive Student Feedback	A major theme that emerged is that students were often more positive about the program than adults. Adults often tend to focus more on the logistics of implementing the program. However, children rarely discussed logistics but often discussed how the program has made a difference in their life.
Peer Connection	Students noted that students sharing experiences during the be nice. assemblies were very powerful. One middle school student noted the power of knowing another person's story and reported that "Through this (be nice.). I have gotten more courage." Storytelling can be a powerful tool to create program "buy in". Teachers and students noted that they respond better to peers rather than their teachers. Receiving information from someone that they can relate to or look up to is meaningful to students.

The study included 160 interviews with school staff, students, and parents from 74 schools.