



Back-To-School: *Drop the Labels Campaign*

Dear GenderYOUTH activist,

Welcome to the *2005 Back-To-School: Drop the Labels* campaign! As students throughout the country begin another school year, we are excited about building the movement to create schools that are free of bullying and harassment caused by gender stereotypes.

Because gender stereotyping triggers gender-based discrimination, violence, and harassment, the GenderYOUTH Network has decided to focus our public education efforts on the labels used to describe or classify people. Since describing or classifying others -- often falsely or maliciously-- is done with labels, *Drop the Labels* (DTL) is a fitting theme for our anti-bullying and harassment campaign.

Drop the Labels challenges us to question how we categorize others. It prompts us to question the practice of labeling in general and encourages us to listen to each others' experiences and the various ways in which we choose to identify ourselves.

Below you will find a list of the resources included in the action toolkit that you can use, adjust, or not use as you organize a *Drop the Labels* campaign for your campus and/or local community. You can also visit www.genderyouth.org to register and download additional materials for the DTL campaign. Please remember to register with us so that we can maintain an accurate record of participants!

On Wednesday, September 28th, *Drop the Labels Day* you will be a part of the national movement of GenderYOUTH activists who are working to make schools safer by educating peers, faculty, community members and elected officials about gender-based bullying and harassment. We are confident that your participation in *Drop the Labels* will mobilize an even larger and more diverse contingent of students to get involved in the movement and put a stop to gender-based bullying.

Even if you have already received Drop the Labels materials, please register by either mailing us the registration form or filling it out on-line at www.gpac.org/youth/dropthelabels.html so that we have an accurate record of participants. Our mailing address is:

Also, we will hold our first DTL conference call on Tuesday, September 6th at 9pm (EST). The number to call in at is (712) 580.8020 and the participant access code is 031480. We are especially looking for activists who are willing to receive media training and be available to speak with local reporters.

If you have any questions or concerns about launching your *2005 Drop the Labels* campaign, please feel free to contact us by e-mail at youth@gpac.org or phone 202.462.6610. We are excited to be working with you and look forward to hearing about your efforts!



For equality,

Lindsay Bond
Youth Program Director

Tyrone Hanley
Youth Program Coordinator

Outline of Drop the Labels action toolkit:

Left Side of Packet

- Registration Form
- DTL Action Timeline
- Where to Send Collected Postcards and Stories
- Talking Points on HR 284
- GenderPAC Safer Schools: background information
- Des Moines Register Article/Gender-based Bullying and Gender Stereotyping Stories
- Additional Activities and Events Sheet

Right Side of Packet

- DTL Poster
- DTL Postcards
- Postcard Template
- Bullying Facts Handout
- “Share Your Story” Copy
- Sample Press Release
- Sample Op Ed
- GenderYOUTH Mailing List Sign-up Sheets
- DTL Evaluation Form