

12 Habits for Wonderful People

Middle School Student Surveys Compilation– Morgan County, WV



Comparison of two years of Staff & Student Surveys of Influence:

2015-16 (with in-school staff support - Year One)

2016-17 (with reduced in-school staff support - Year Two)

Tabulation of Surveys, Analysis, and Conclusions

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Non-profit: All of Us, Inc., Project & website: www.wonderfulpeople.net **WORKS!**

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Here are the 12 monthly life skills habits with each month's color-code and coordinated physical health theme.

12 Habits for Wonderful People supports primary drug prevention with a proven blueprint for advancing civility, resilience, and healthy life skills. Monthly action-themes, surround and unite youth and communities with 12 positive messages....one month at a time.

During Year 2 there was significantly less school involvement than in Year 1. Monthly positive habits were presented to and engaged 500 middle school students plus 50 merchants, social and government agencies community-wide.



January Lend A Hand	Gentle Aqua First Aid & CPR
February You Count	Wow! Fuchsia Be Drug-Free!
March Resolve Conflicts	Dove White Anger Management
April Honor Our Environment	Spring Green Be Smoke-Free!
May Be Appreciative	Grateful Pink Exercise
June Be Adventurous Improve Your Health & Prevention	Jolt! Orange
July Be Involved	Patriot Red Hygiene & Cleanliness
August Know Who You Are Health Education & Immunizations	Thoughtful Blue
September Do Your Best	Award Gold Good Nutrition
October Be Patient	Slow-down Lavender Safety
November Be Positive	Sunny Yellow Stress Reduction
December Celebrate Life Healthy Heart, Mind & Body	Ever-Green

Sets of Color-Coded 12 Habits Materials (*Social Media not shown*)



12 Habits of Wonderful People School Community Ambassadors



- ABLE BODY WELLNESS
- BERKELEY SPRINGS BOOKS
- ROY'S SERVICE CENTER & BETTY LOU'S CAFÉ
- BOYS' AND GIRLS' CLUB
- CHAMBER OF COMMERCE
- CITY NATIONAL BANK
- CNB BANK
- COTTAGE CAFÉ
- COUNTRY INN
- DAIRY QUEEN
- DOLLAR GENERAL
- FOOD LION
- 4-H
- FOX'S PIZZA
- GREAT CACAPON STATE PARK
- GREENWOOD ELEMENTARY SCHOOL
- LIGHT HOUSE LATTE
- MAX 92.9 RADIO STATION
- MORGAN COUNTY COMMISSION
- MORGAN COUNTY EXTENSION OFFICE
- MORGAN COUNTY LIBRARY
- MORGAN COUNTY PROBATION OFFICE
- MORGAN MESSENGER
- MTV SOLAR
- PANORAMA RESTAURANT
- PORTALS
- PRESBYTERIAN CHURCH
- RAG SHOP
- RITE AID
- ROTARY
- SENIOR LIFE SERVICES
- STARTING POINTS
- TOWN OF BATH
- UNITY CHURCH
- VALLEY HEALTH MEDICAL CENTER
- WARM SPRINGS MIDDLE SCHOOL
- WIC
- WIND DANCE FARM



Photos of 12 Habits materials displayed throughout the community in supporting “Ambassador” sites.





Conclusions and Recommendation:

The student and staff completed survey numbers in years one and two were consistently high. They were also equally motivated to add comments in both years.

Outcomes suggest the POWER OF PROFESSIONAL MEDIA TO SUSTAINABLY MOTIVATE, especially with youth. Considerable cutbacks in school support were offset by the consistent community visibility with Ambassadors that sustained awareness and momentum.

A monthly coordinated STEM activity, added in year two, likely added to the sustained interest and impact. In November, 2016, the Wonderful People staff in coordination with the Art Council's Digital Media Center launched "Kids Talk".

A team of middle School 8th graders designed and produced monthly interview shows based on one habit each month. Students were taught how to operate equipment and functioned in all aspects of video programming, from cameras, to audio mixing, editing, and of course "on-air" appearances.

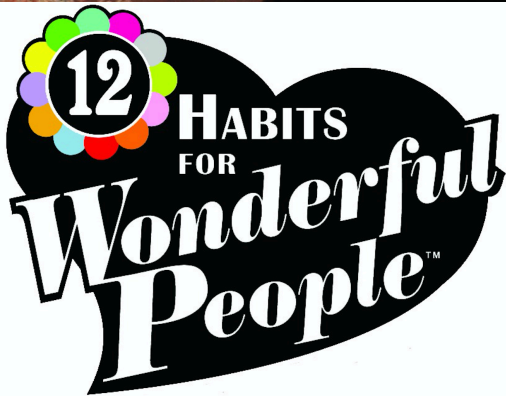
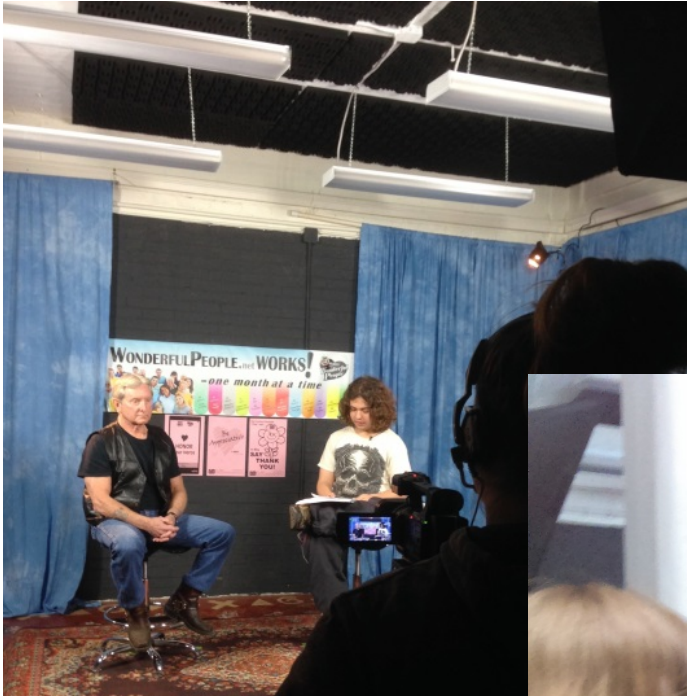
Overall, with the considerable loss of in-school staff support for 12 Habits during Year 2, the data shows that positive influence on students, although diminished, is far from in the red zone. ***It would be worthy of additional cooperative school/community time and brainstorming to explore how to better support and re-energize 12 Habits for Wonderful People in Morgan County Schools for 2017-18.***

Wonderful People STEM “Kids Talk” in
Partnership with Morgan County Arts Council
– added in year 2 - 2016-17



Artwork designed by 8th grade student: Jaycee Winneberger

“Kids Talk” Wonderful People/Morgan County Arts Council STEM Project – added 2016-17



Morgan County WV: Tabulations, Analysis & Conclusions of Comparative Two Years of 12 Habits Activity

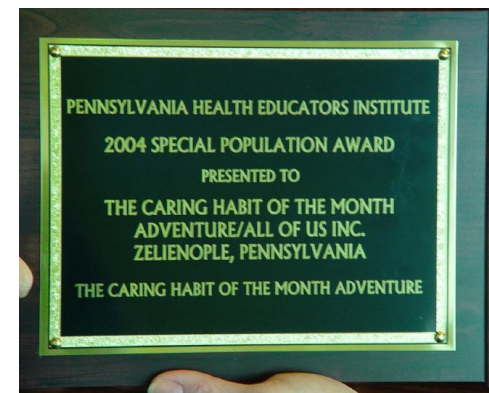
Multiple Year 2 quotes from middle school staff surveys* state that “due to LINKS and/or new programs and competition for their time, the middle school staff support and therefore materials support for Wonderful People was decreased from year one to year two.” (*see page 16 for actual survey)

In prior settings in Pennsylvania, (as “12 Caring Habits”) year two student outcomes had regularly shown significant improvements over year one since practice and awareness of the monthly protocol was already in place. Year two coordinated involvement activities and lessons therefore increased.

In Morgan County, this did not happen.



Receiving City
of Pittsburgh
Proclamation of
support for City
School District



PA State
Health
Promotion
Award

****Teaching Staff Survey Comments Years 1 & 2***

Year 1 – Eleven Complete Surveys

Would you like to have Wonderful People back next year?

Yes – 5 Maybe – 6

Suggestions: Year 1

“More media coverage.”

“Should use Golden Rule more in homeroom.”

“Bigger rallies & guest speakers on themes.”

“Need to incorporate themes into what we do each day.”

“Faculty needs to see more fun activities to achieve buy-in.”

“Students tear up bookmarks-a waste.”

(2) “Tie in more with LINKS, use ideas and themes more often during a day.”



Year 2 – Twelve Complete Surveys

Would you like to have Wonderful People back next year?

Yes – 3 Maybe – 5 No - 4

Suggestions: Year 2

“This program has declined this year due to new LINKS requirements. Unfortunately, there isn’t time for everything.”

They took away what they liked, such as rallies and pencils and students need to be more involved.”

“Pencils & bookmarks and monthly rallies were great. It seems interest dropped off when it stopped.”

“Use it, or get rid of it.”

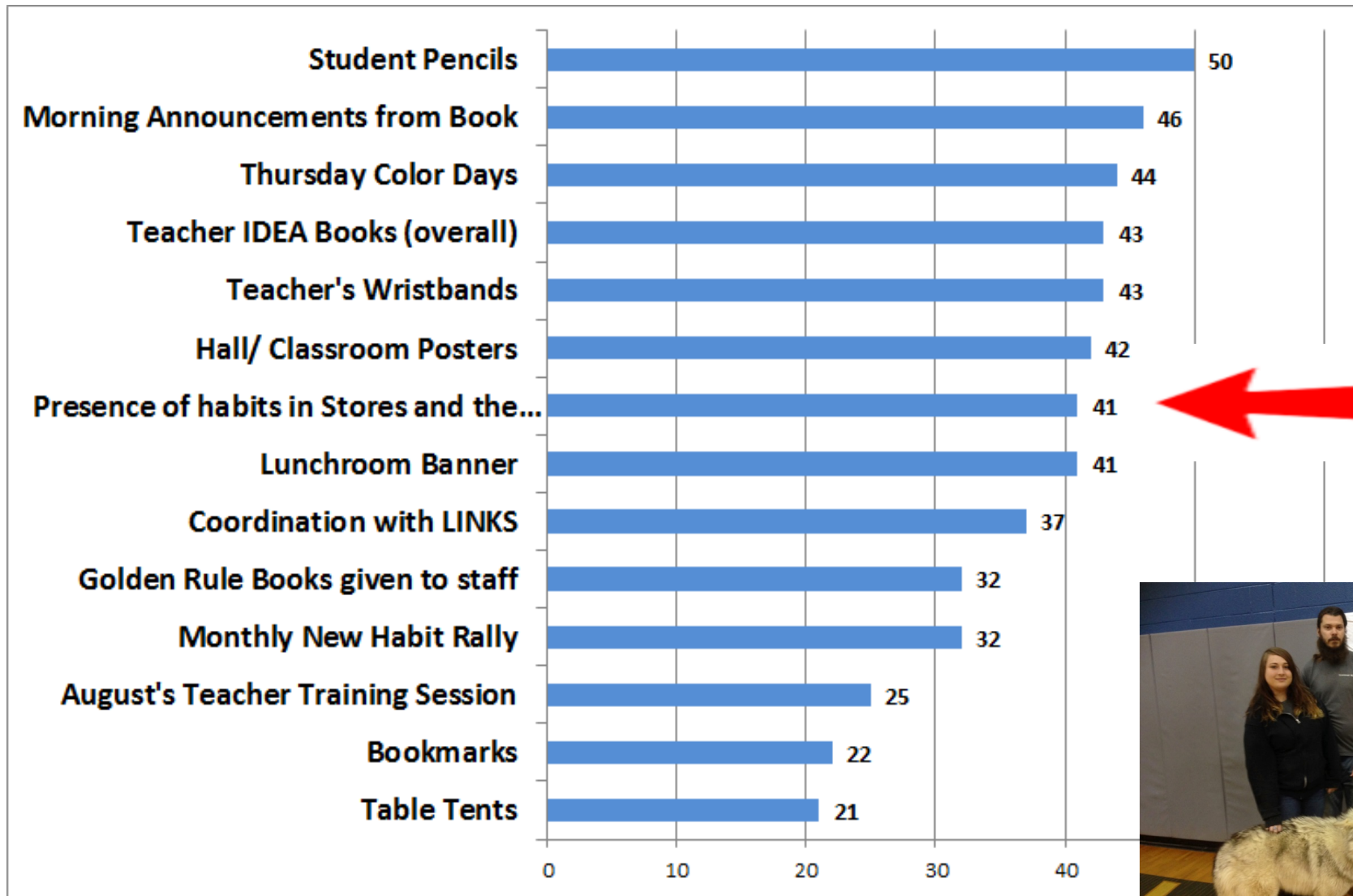
“Create a more mature approach for older students moving to high school.”

“Several students suggested themes such as bullying and posters be more teen oriented.”

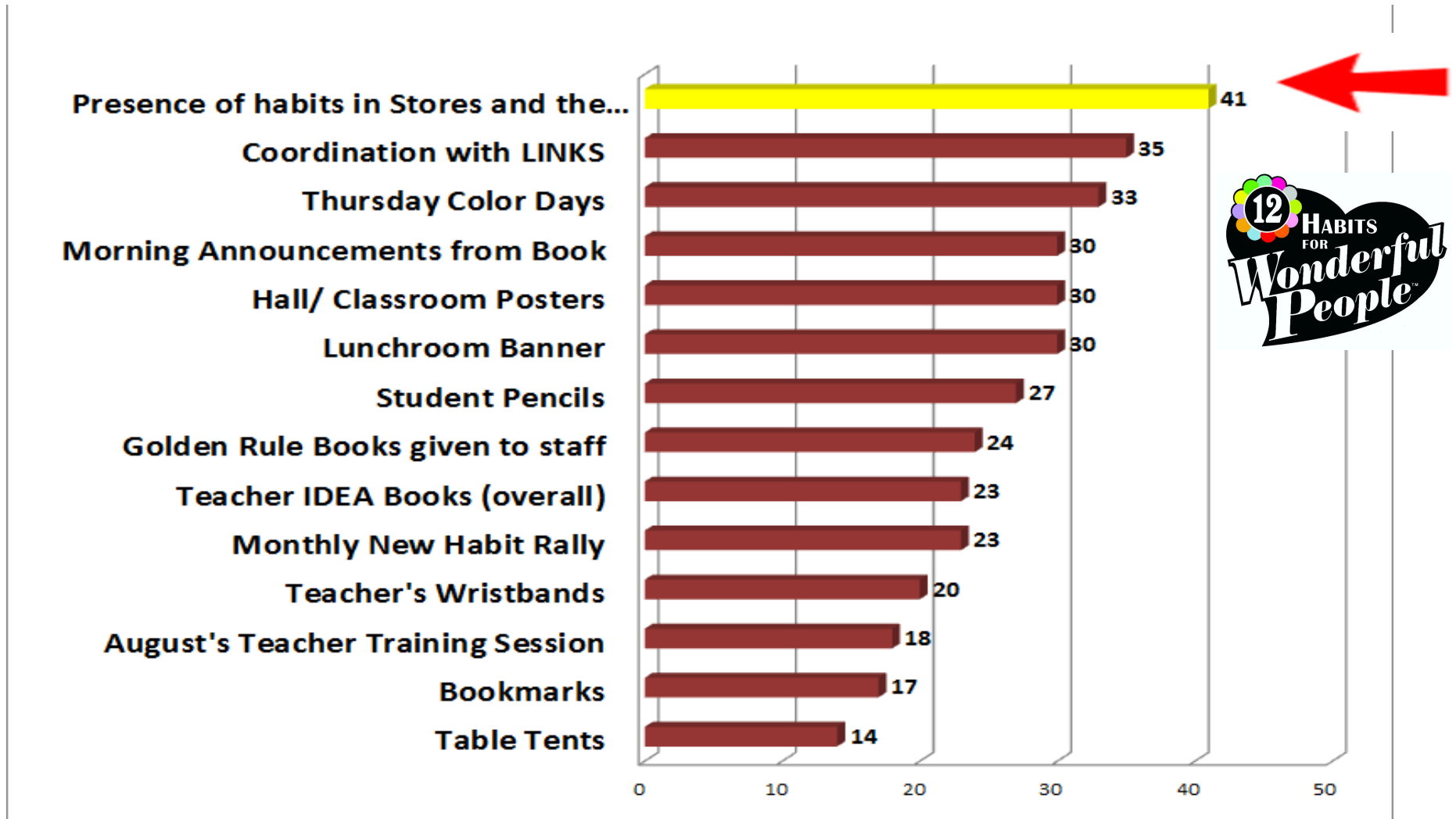
“Needs to be more meaningful” & age-related.”

“I don’t feel this program has accomplished anything.”

Year 1 - 2015-2016 Ranking of 12 Habits “Awareness Building Components” influencing students & staff at Middle School

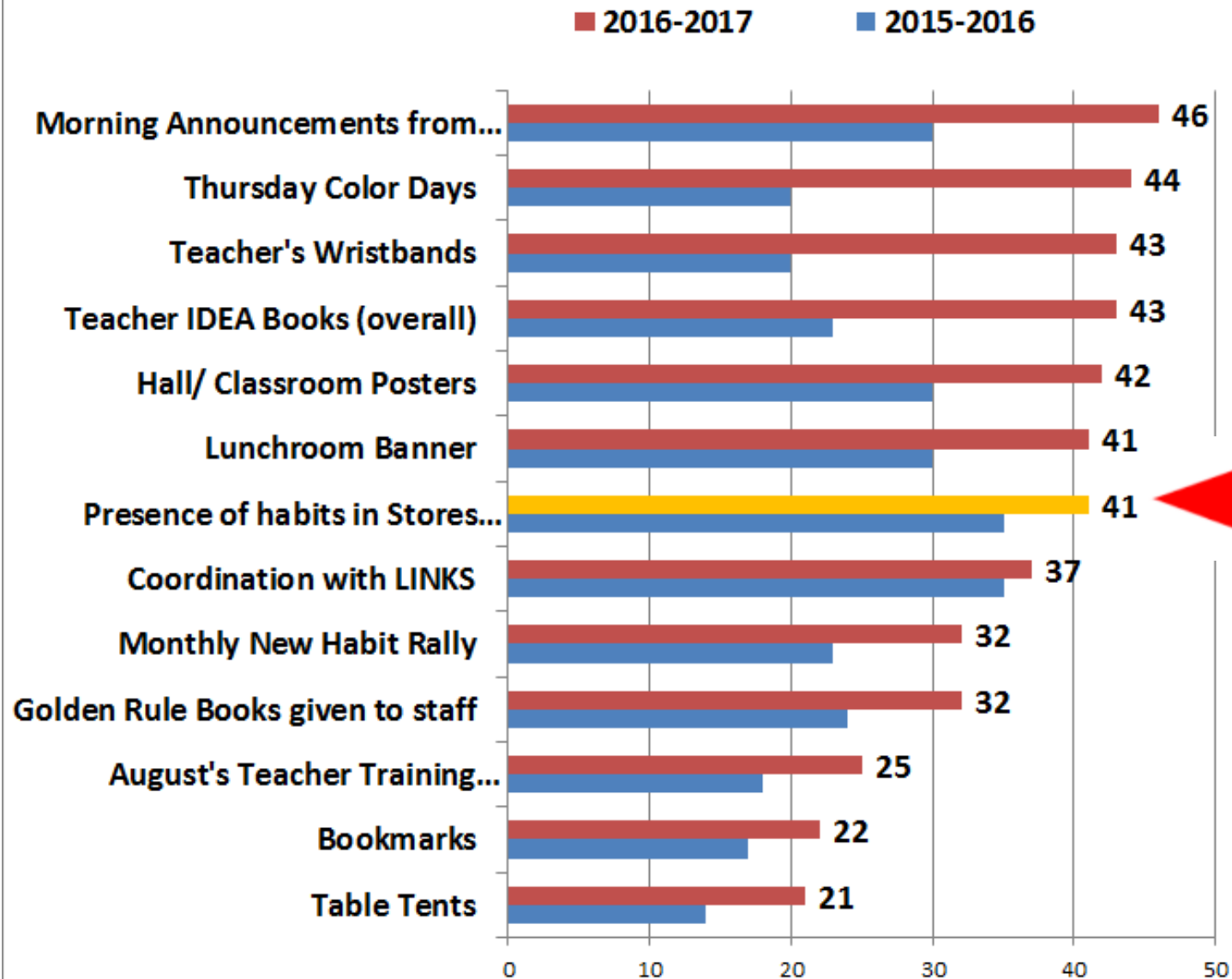


Year 2 - 2016-2017 Ranking of 12 Habits “Awareness Building Components” influencing students & staff at Middle School



In 2017, Year 2, the *“Presence of 12 Habits in stores and in the community,”* moved from 8th place to first, for having the most positive influence on students.

Comparative rankings of Year 1 and Year 2 Wonderful People project components



Today's Date: / /
School:
Home Base:

**What Do You
T H I N K ?**



**In February
"YOU COUNT"**



Please write short sentences to explain your answers.

What does 2HW3 (*Healthy Habits of Wild & Wonderful Wolves*) mean to you?

Does wearing and seeing the *color of the month* help you remember each month's habit?

Yes ____ No ____ Sometimes ____

Which monthly habit has helped you the most and why?

Have you done anything different because of this 2HW3 program? (check off ALL that apply)

- ☐ I have worked harder in school
- ☐ I have done my homework more often
- ☐ I am learning to set better goals and achieve them
- ☐ I have been more helpful at home – (give an example)
- ☐ I have done something nice for someone else
- ☐ I feel more positive, even a little

Have you seen the 2HW3 *Wonderful People* reminders out in the community? Yes ____ No ____

How does that make you feel when you see them?

Would you like to have 2HW3 continue next year? Yes ____ No ____

Do you have any ideas for making 2HW3 *Wonderful People* better? (You can write on the back)

Also, on the back, please list the monthly habits and colors you remember so far this year.
THANK YOU and remember – YOU COUNT!

***Actual Student
Middle School Survey
Questionnaire used
in both Year 1 (2016)
and Year 2 (2017)**



Sample Student Comments 2016-17 Surveys

2017 -

“They haven't done much this year in school and it seems just like signs.”

“It was more positive last year.”

”It means some stuff we should remember; but, we stopped doing it at our school. It's important.”

“The program had more activities and was more positive last year.”

2016 –

“It means to me that we all have special things in us and we all count.”

“Wonderful People means that everyone would have to stick by each other's side and help each other out.”

“Because it helped me get over being bullied.”

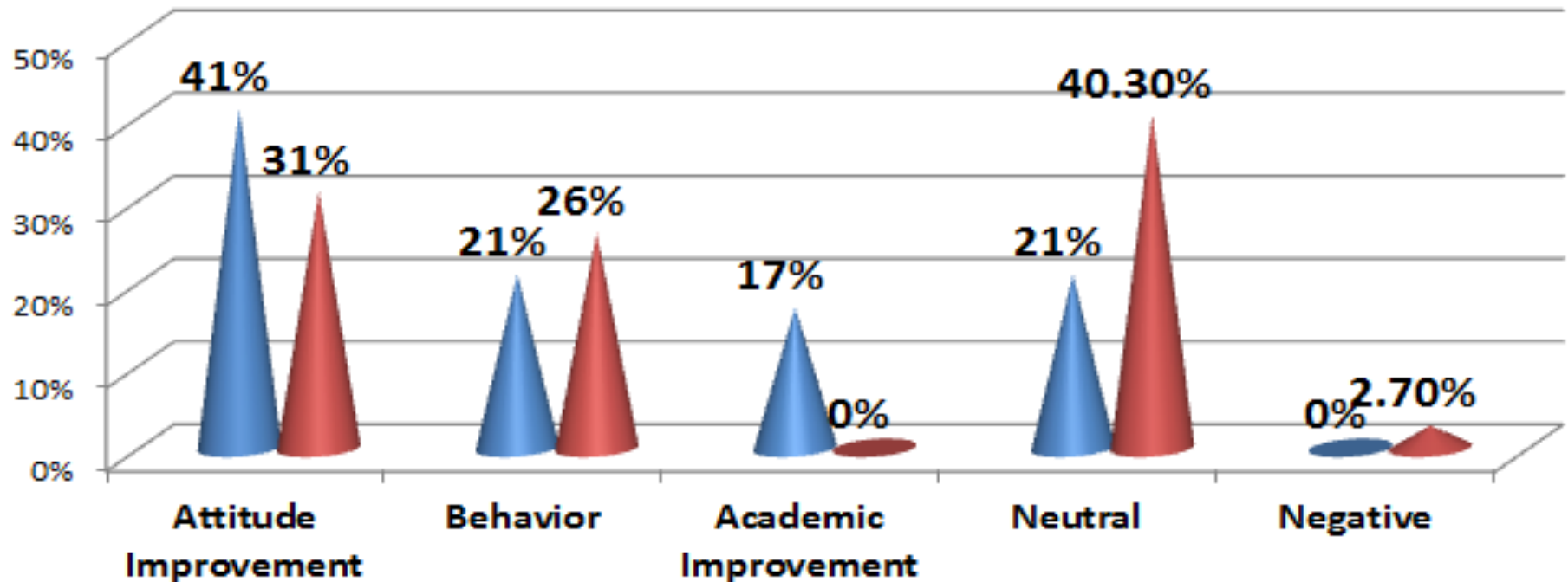
“It makes me feel like they are trying to make a change.”



*What does 12 Habits for Wonderful People mean to you?

Progression of Student Buy-in Toward Optimum Integration With School and Community

■ 2015-2026 ■ 2016-2017



*Note: *Tabulated from student comments of "What Does Wonderful People mean to you?"*

SAMPLE ANSWERS: *What does 12 Habits for Wonderful People mean to you?*

Attitude Improvement

2016 - "It is how they are trying to make our school a better place."

"It is talking about your future."

"It means the community is a team."

"It means to be nice and healthy."

2017 - "It is important to me. I feel like it's our school thing to bring our school together."

"It means to me coming together as a community."

"It means to me that everyone will be treated the same."

Behavior Improvement

2016 - "How you should live, respect and help others."

"It tries to help students and teachers to succeed. Also, it tries to make lives for students and teachers more positive."

"A program to make everyone better people."

2017 - "It means making me a better person and having better manners."

"It helps people achieve goals and be nicer to everyone."

"It means that I can personally accomplish anything and work toward my goals I have set."

Academic Improvement

2016

"Do your best."

"It means to care about school."

"Means to me that every day you will try harder."

"I think kids learn about subjects that help you and other people around you."

2017

NO COMMENTS RELATED TO SCHOOL OR ACADEMICS

Neutral

2016

"It honestly doesn't mean anything to me."

"It means that I get out of class earlier."

2017

"I don't know, we don't talk about it at all in my home base anymore."

"It was more positive last year."

Negative

2016

NO DEFINITE NEGATIVE COMMENTS

2017

"Boring because we do work that doesn't affect my grades."

"It doesn't really affect me."

"Just our school motto!"

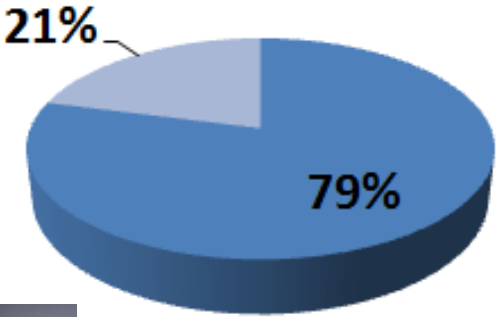


Change of Overall Influence of 12 Habits from Year 1 to Year 2 - **Down 22%**

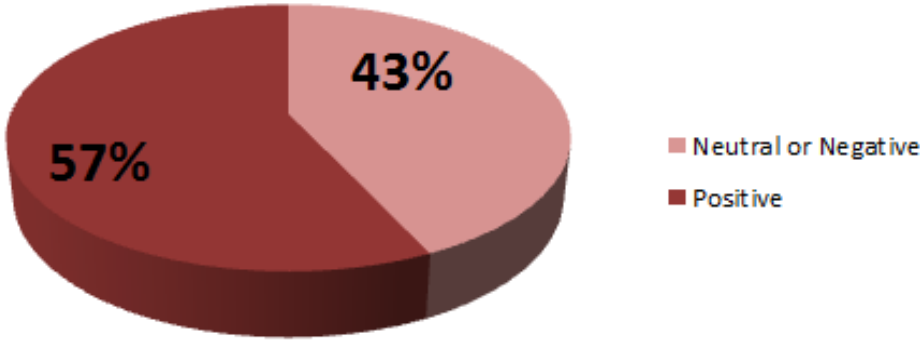


Year 1 Student Response to 12 Habits
for Wonderful People Program

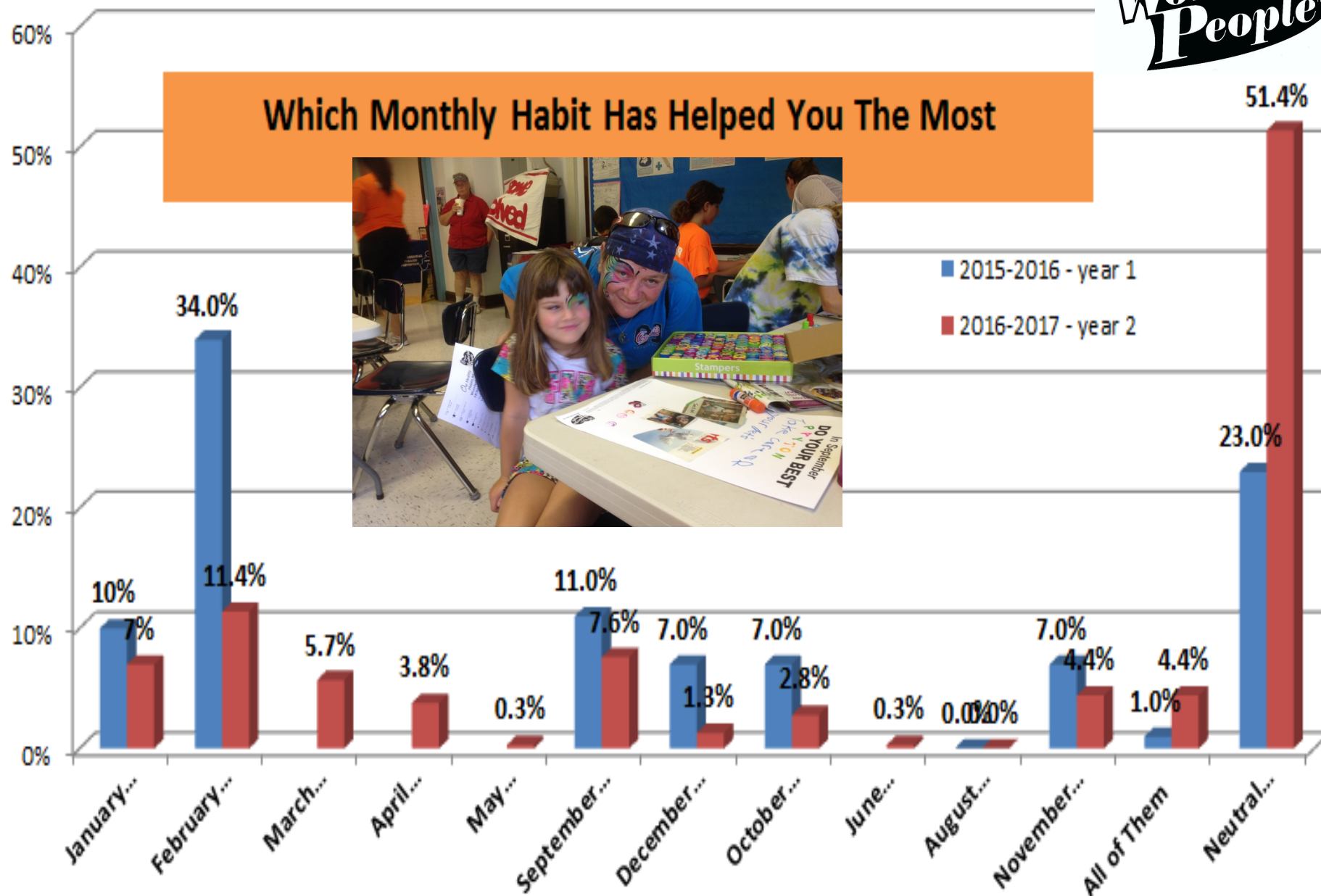
■ Year1 ■ Positive ■ Neutral

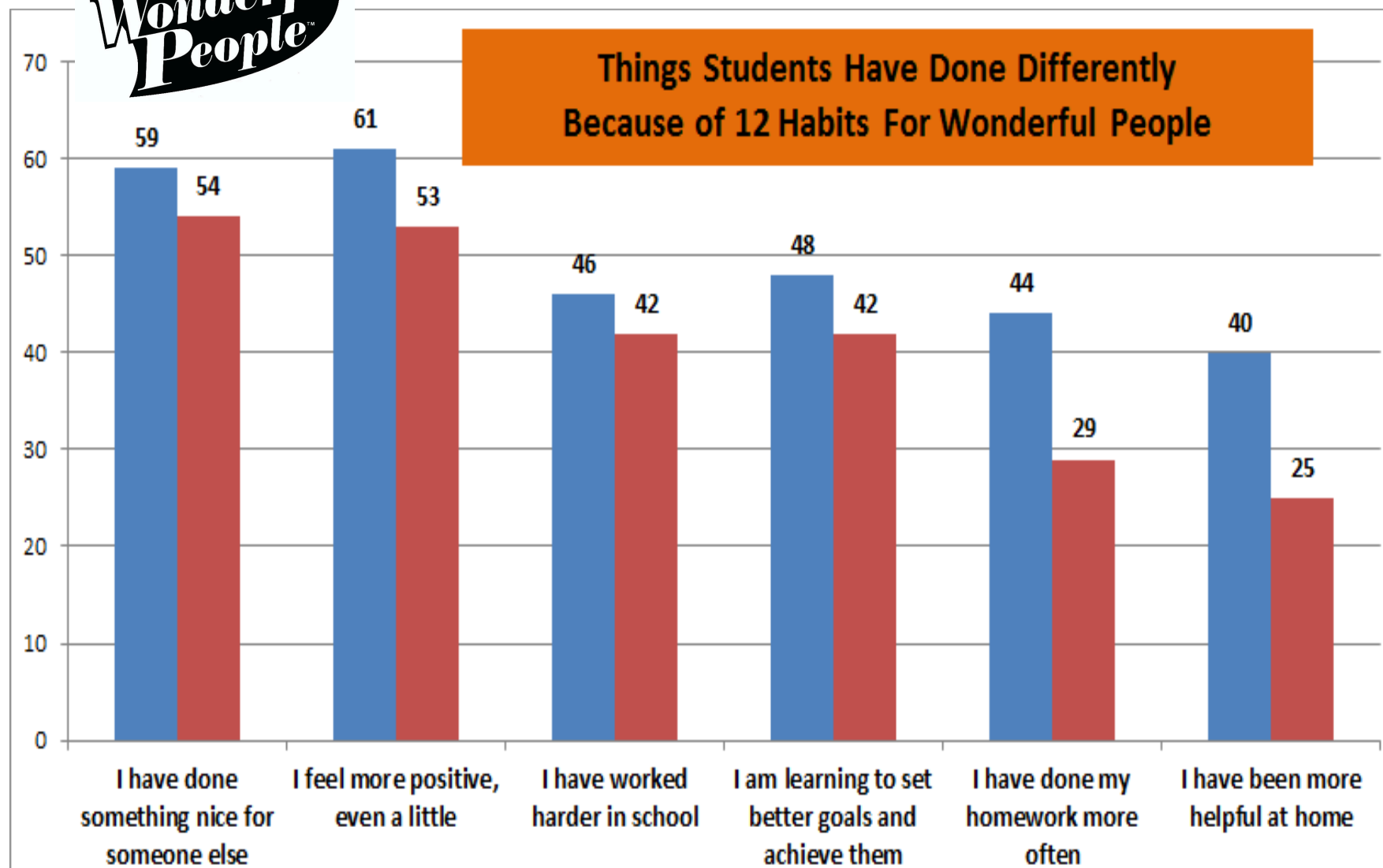


Year 2 Student Response to 12 Habits
for Wonderful People Program



Which Monthly Habit Has Helped You The Most





Six specifically defined survey categories of influence that students checked off. (See copy of Survey on page 14)

■ 2015-2016 - year 1
■ 2016-2017 - year 2

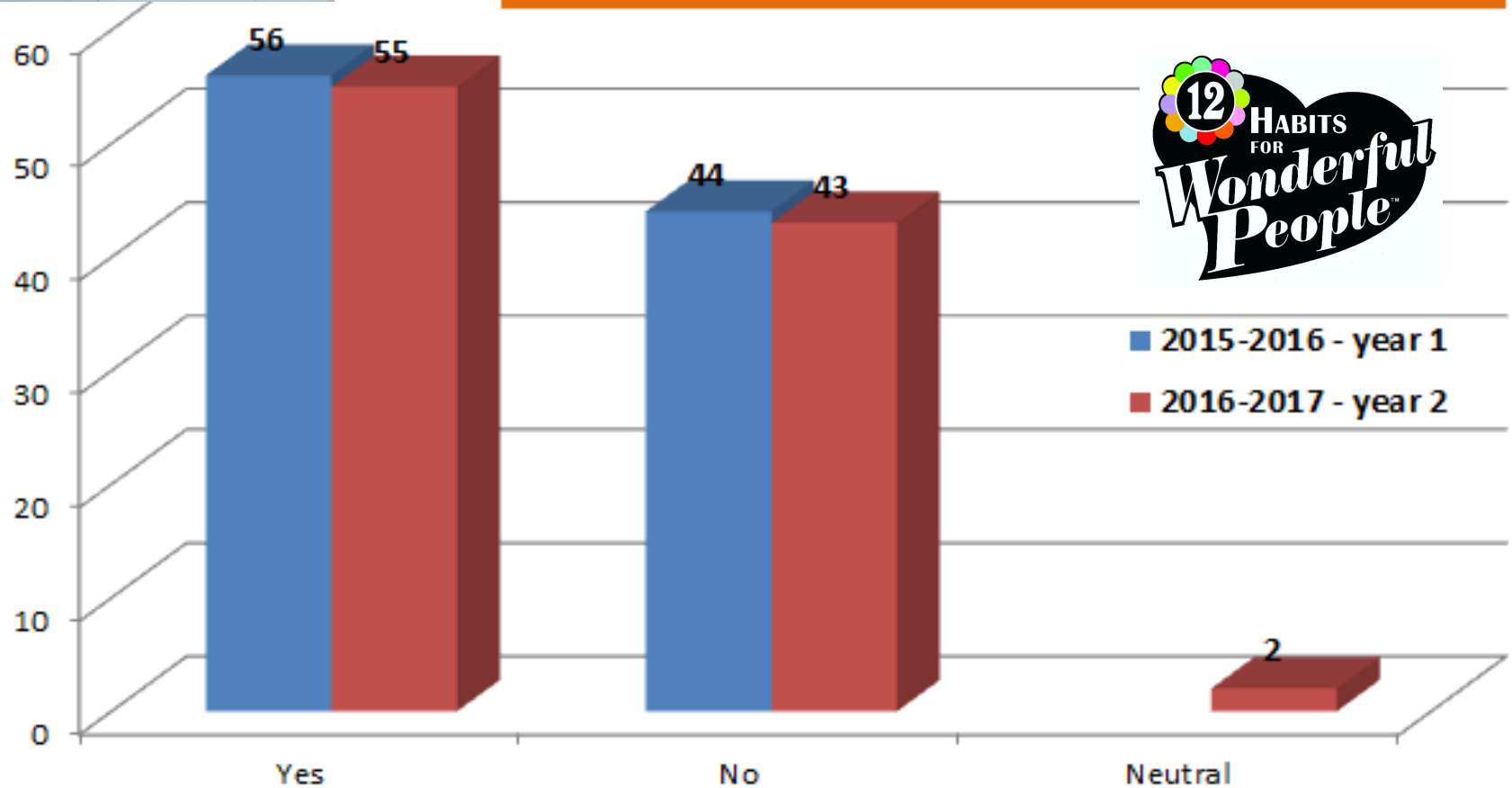
Things Students Have Done Differently Because of Wonderful People

Actions and Behaviors	Year One	Year Two	Loss of Influence
I have done something nice for someone else	68%	54%	-14
I feel more positive even a little	66%	53%	-13
I have worked harder in school	55%	42%	-13
I am learning to set better goals and achieve them	55%	42%	-13
I have done my homework more often	52%	29%	-23
I have been more helpful at home	49%	25%	-24



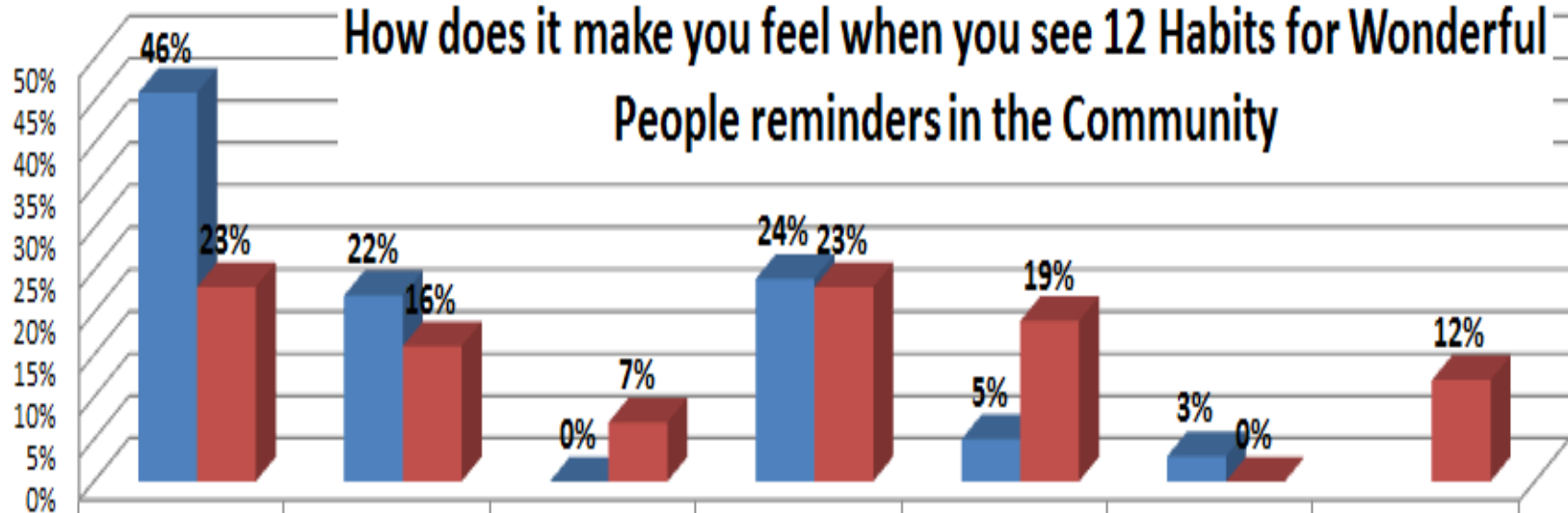
FOOD LION - Ambassador staff & friends!

Have you noticed Wonderful People Reminders at Ambassador Organizations and Stores in the Community



Even in **Year 2**, with reduced school support, a majority of students noticed Wonderful People reminders displayed at AMBASSADOR organizations and stores in the community

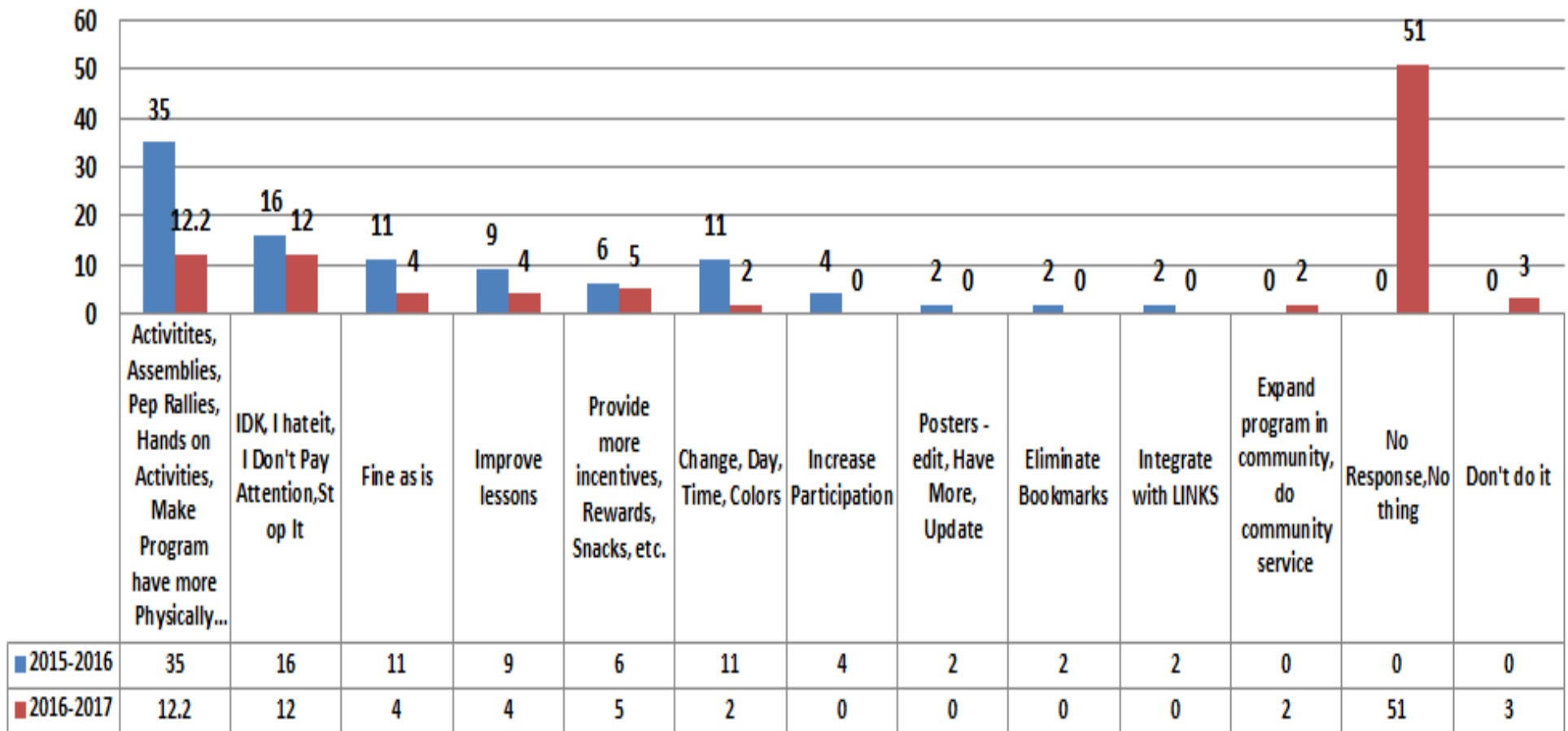
How does it make you feel when you see 12 Habits for Wonderful People reminders in the Community



	It's cool, good, excited, happy, special, inspired, it makes me FEEL, amazed, feel good about myself, encouraged	Community cares, Everyone should participate, we mean something to the community, Community is involved and cares, proud	school, school program	bored, indifferent, nothing, IDK, I don't care, see at different stores	I have not seen them, I only go out at night, I don't go out in public	Different things, sad, forced,	No response, blank
■ 2015-2016	46%	22%	0%	24%	5%	3%	
■ 2016-2017	23%	16%	7%	23%	19%	0%	12%



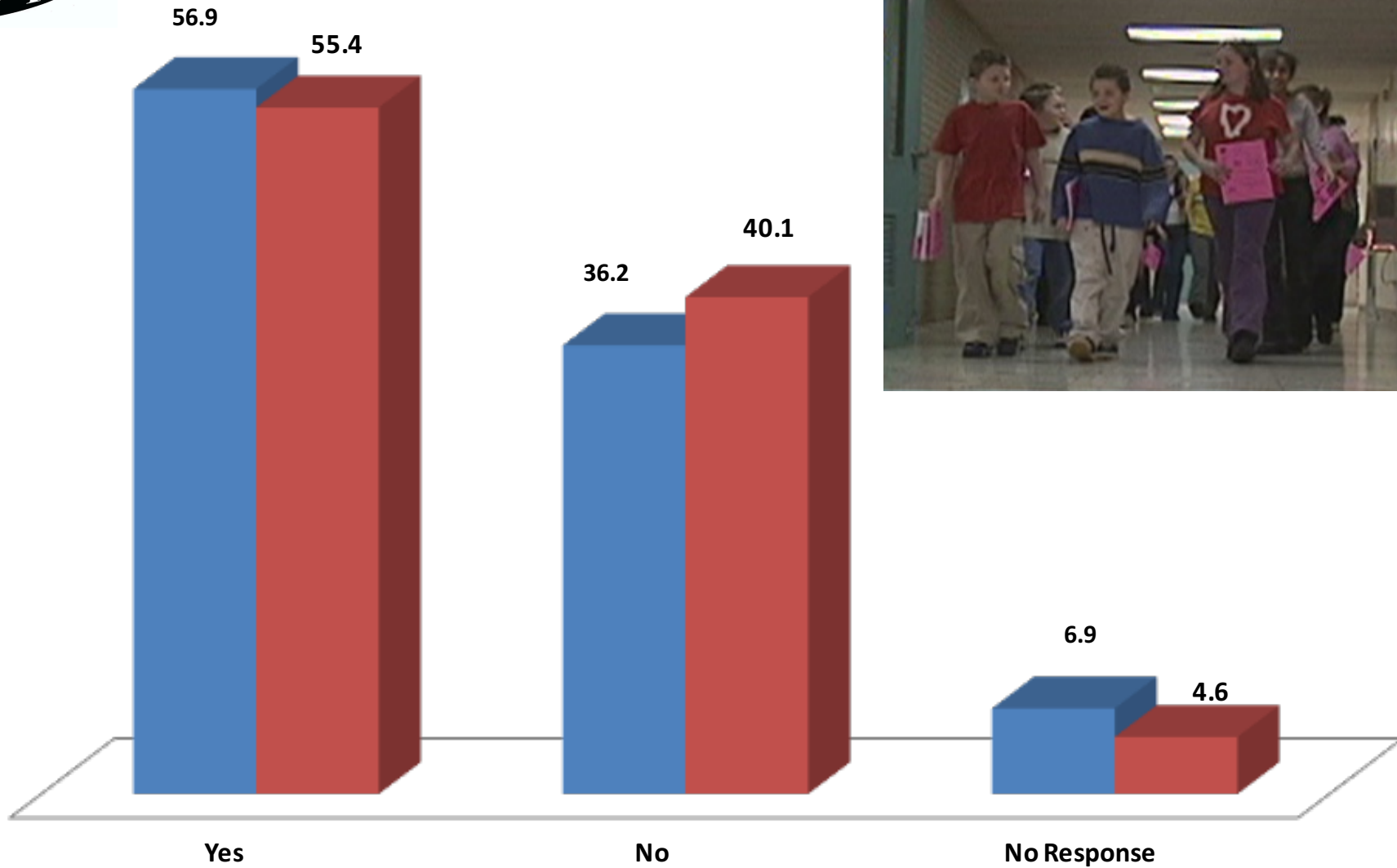
Ideas for making it better





Would You Like 12 Habits for Wonderful People to Continue Next Year?

■ 2015-2016 Year 1 ■ 2016-2017 Year 2



*Itemized comparative observations from **Year One** to **Year Two** of particular note:*



1. *"The presence of the **12 Habits** materials in stores and agencies"* throughout the community went from 8th importance in influencing students in year one to 1st place in year two. Clearly, with less emphasis on the **12 Habits** in the schools, the community took on a stronger supportive role. The awareness of habits in the community only declined 1% in the second year.
2. Students who, overall, felt positive about **12 Habits** declined 22% from year one to year two. It would follow that if teachers and staff are no longer valuing **12 Habits** as highly, students are responding accordingly.
3. It is significant that most of the loss of positive influence of the program on students is in the area of academics. In year one, 17% of the comments related to "Improved" academic behaviors while there were no academic related comments whatsoever in year two. It can be inferred that since a higher amount of the positive influence was coming from the community in Year 2, then the academic influence would decline most in Year 2.



Itemized comparative observations from Year One to Year Two of particular note: (continued - 2]

4. When asked which month influenced them the most, February's habit, "YOU COUNT," was the continued favorite although the number was two-thirds lower than in year one. This is because the number of students who felt "neutral" about feeling influenced by the **12 Habits** more than doubled.
5. A slightly higher percent of students in year two said "ALL OF THEM" helped. This might indicate an improved level of awareness of all the **12 Habits** since they are in the second year of repetition.
6. Each year, students were specifically asked to check six behavior categories where they felt the influence of the **12 Habits** motivated them to do differently. Despite the larger drop in program influence in other areas, the average drop in feeling motivated only averaged 16%. "*Doing homework more often*" and "*helping at home*" dropped the most, 24% and 23% respectively.

Itemized comparative observations from Year One to Year Two of particular note: (continued - 3)



7. Even in Year 2, with reduced school support, a majority of students noticed Wonderful People reminders in Ambassador organizations and stores (***such as FOOD LION Grocery***) in the community. Community visibility and awareness in year two was 55.4% while in year one it had been 56%. The **12 Habits** awareness barely changed.

8. The answers to *"How does seeing the habits make you feel?"* dropped significantly. Details are in the charts but overall students reported an aggregated 54.4% neutral/negative in year two when in year one there were only 29% reporting a neutral/negative influence. Referring to the A-I-D-A behavior changing influence Model, (***on page 32***) there were fewer, "interest building involvement programs" and incentives in year two and thus while awareness remained high, the overall influence that inspires improved behaviors and attitudes dropped.

9. In the final question, *"What would you do to make it better?"*, adding more activities, involvement and incentives, while lower in year two, was still the primary area of suggestions for improvement.

Short Project History

12 Habits for Wonderful People



Then known as ***12 Caring Habits***, the Wonderful People blueprint model, demonstrated successful student outcomes among 14,000 students in more than 150 communities and schools over 15 years in western PA. In 2008, the deep recession reduced funding for many sites. The model was supported by Rotary International and is currently being used in Rwanda, as a component of their multi-faceted peace-keeping efforts in Africa.

The 12 Habits model won numerous Pennsylvania State awards and was designated a "*Social Invention*" by the London Institute for Social Inventions. Objective research has been conducted by The University of Pennsylvania at Indiana (1994), Highmark Blue Cross of PA, (2002) (*our first of many funders*), Alfred University (2005), the University of Pittsburgh Department of Public Health (2006), The Pennsylvania State Board of Education (2007), The Pennsylvania Department of Public Health (2009), and CORE Institute Pennsylvania State at Behrends-Erie (2010).

Since September of 2015, ***12 Habits for Wonderful People*** has been active in Morgan County, WV, in the community and middle school. The first year staff/student surveys were conducted in February-March 2016 and the results are included as compared with the second year, March-April 2017.



PROJECT OVERVIEW - *12 Habits for Wonderful People*

12 Monthly Habits engaged 500 middle school students. Materials are displayed by 50 local merchants, social and government agencies, communitywide.

12 Habits for Wonderful People supports primary drug prevention with a proven blueprint for advancing civility, resilience, and healthy life skills. Monthly action-themes unite schools and communities with 12 positive messages....one month at a time.

Everyone feels surrounded with caring. 12 monthly sets of color-coded materials and social media are visually and creatively publicized. The life skill habits are easy to follow. Thousands of students who were surveyed, over a period of 18 years, reported doing more homework, having more hope and an improved sense of feeling valued rather than alienated. Resistance to drugs improved, academics improved and school detentions declined. (**See "History", list of independent university studies that support current survey outcomes*)

Our Mission: To coordinate visual displays of the 12 civility and life skill habits in our "Ambassador Sites", after-schools, stores, businesses, and agencies, to have monthly Habit launch rallies and events as reminders, and with coordinated social media, we weave a cost-effective, reliable, and caring community fabric around our children.

Direct service counselors, helping agencies, and educators, are supported by the more positive climate where their invaluable professional work can more easily be effective.

Opioid addiction is fueled by youth disenfranchisement or ACE's (Adverse Childhood Experiences) and is a gradual process. The advancement of 12 Habits for Wonderful People motivates the reversal of this process using the "**A-I-D-A**" behavior change methodology.



Photos of 12 Habits materials displayed throughout the community in supporting “Ambassador” sites.



Negative behaviors such as opioid dependence, bullying and low self worth will decrease as individuals move from the short term (current) “Awareness” stage, to subsequent more powerful phases of the ***“AIDA” behavior-change model** over more time.

This is how a standard A-I-D-A behavior change process works...

***A-I-D-A** Wikipedia, *This article is about the term AIDA. AIDA is an acronym used in marketing and advertising that describes a common list of events that may occur when a coordinated advertising process engages customers.*

A – **Attention** (awareness): attract attention to the behavior.

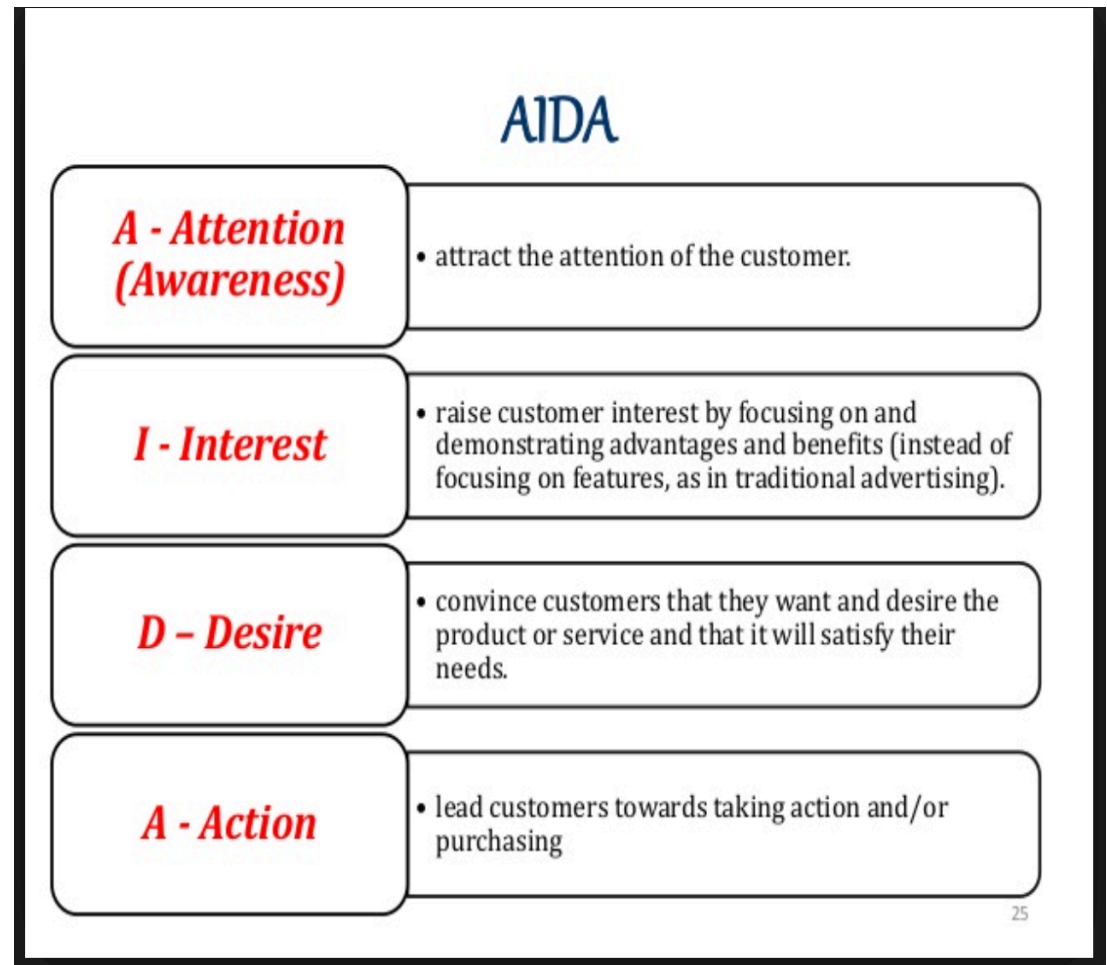
I – **Interest** raise interest in action

D – **Desire** convincing people they want and desire to carry out the action that satisfies their needs.

A – **ACTION** leads towards taking action and/or behavior-adoption.



WIKIPEDIA
The Free Encyclopedia





PROJECT OVERVIEW - 12 Habits for Wonderful People – Page 2

Across a broad population in schools, after-schools or in communities, *seemingly “baby step” improvements* in healthier behaviors and attitudes; a few more chores done at home, an act of kindness, a little more homework, and expressed new feelings that the school and community cares about them; are precious indicators that we are all together, on the right “A-I-D-A” track. (See prior page)

This survey is critical evidence of the positive direction of student behaviors and attitudes in Morgan County, WV, and the healthy influence it most likely will have on big problems like reducing opioid abuse, adjudication, and school failures as ACE challenges are addressed.

What you see illuminated in the compiled data is how powerful it is when:

1. Everyone is thinking and doing the same positive healthy thing at the same time, fostering memory retention, increasing trust and forming positive peer influence.
2. A shared monthly language, based on common timing, is created from school, to after schools, and out into families and the community.
3. Consistent, reliable, repetition & reinforcement routines that support positive choices by all are on-going. Eventually they might become commonly known and shared as “COOL”.
-- That is the objective.

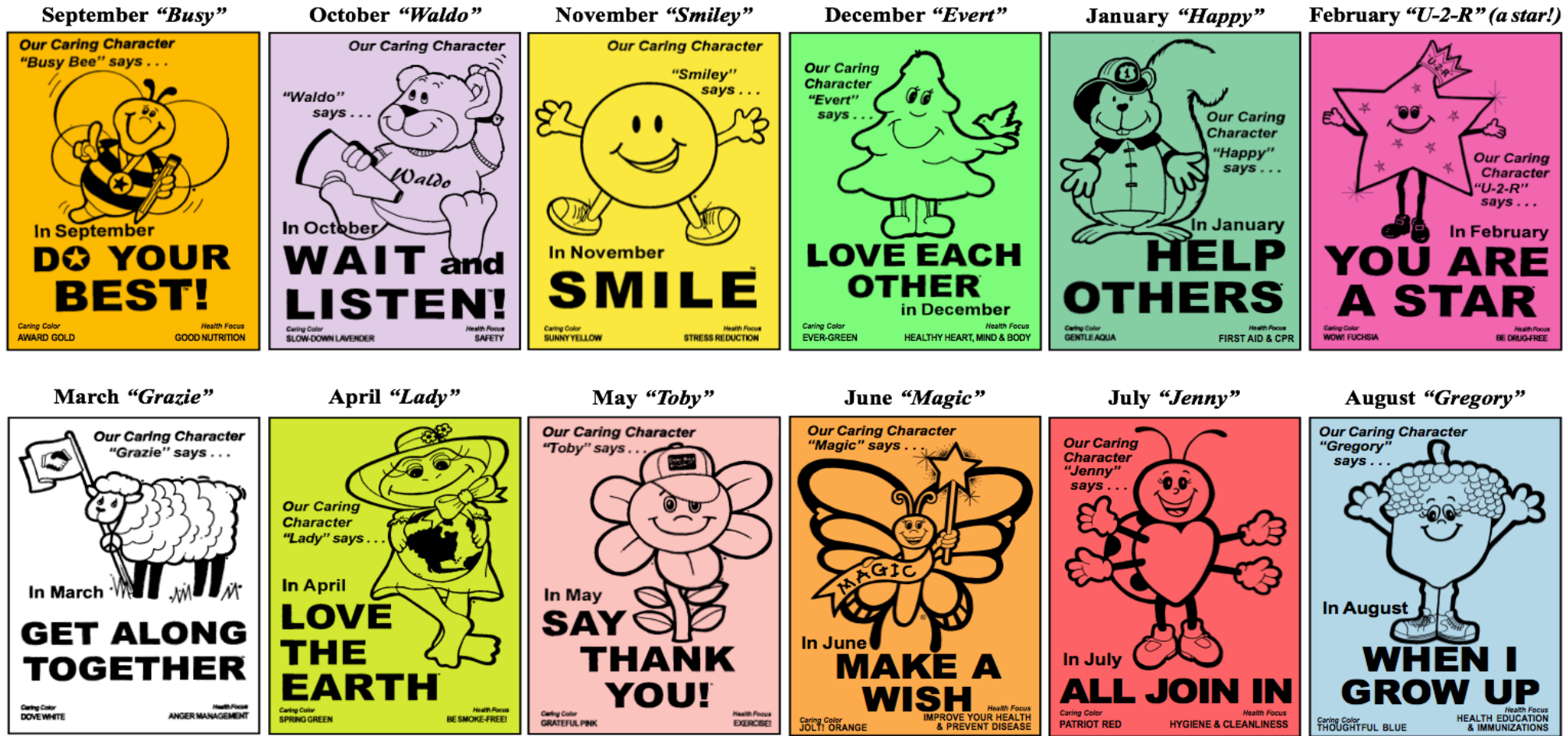
Primary Teen Drug Prevention Needs the Media-Driven **PULL** Track

All categories of local and regional social support agencies, helping youth, families and citizens to improve their own lives.

*Coordinated media motivating the **desire** of youth, families and citizens to desire to seek help from agencies to improve their own lives.*



Age Appropriate Monthly Graphics- Early Primary



Age Appropriate Monthly Graphics: Community and Families

September - Award Gold



October - Slow-down Lavender



November - Sunny Yellow



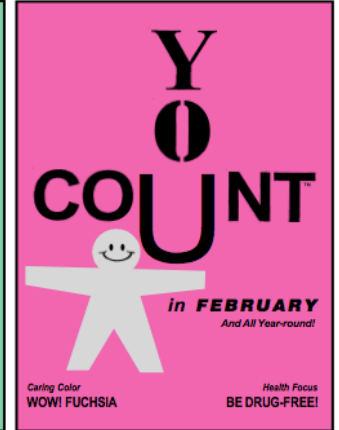
December - Ever-Green



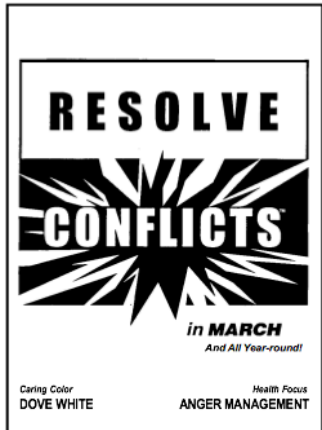
January - Gentle Aqua



February - WOW! Fuchsia



March - Dove White



April - Spring Green



May - Grateful Pink



June - Jolt! Orange



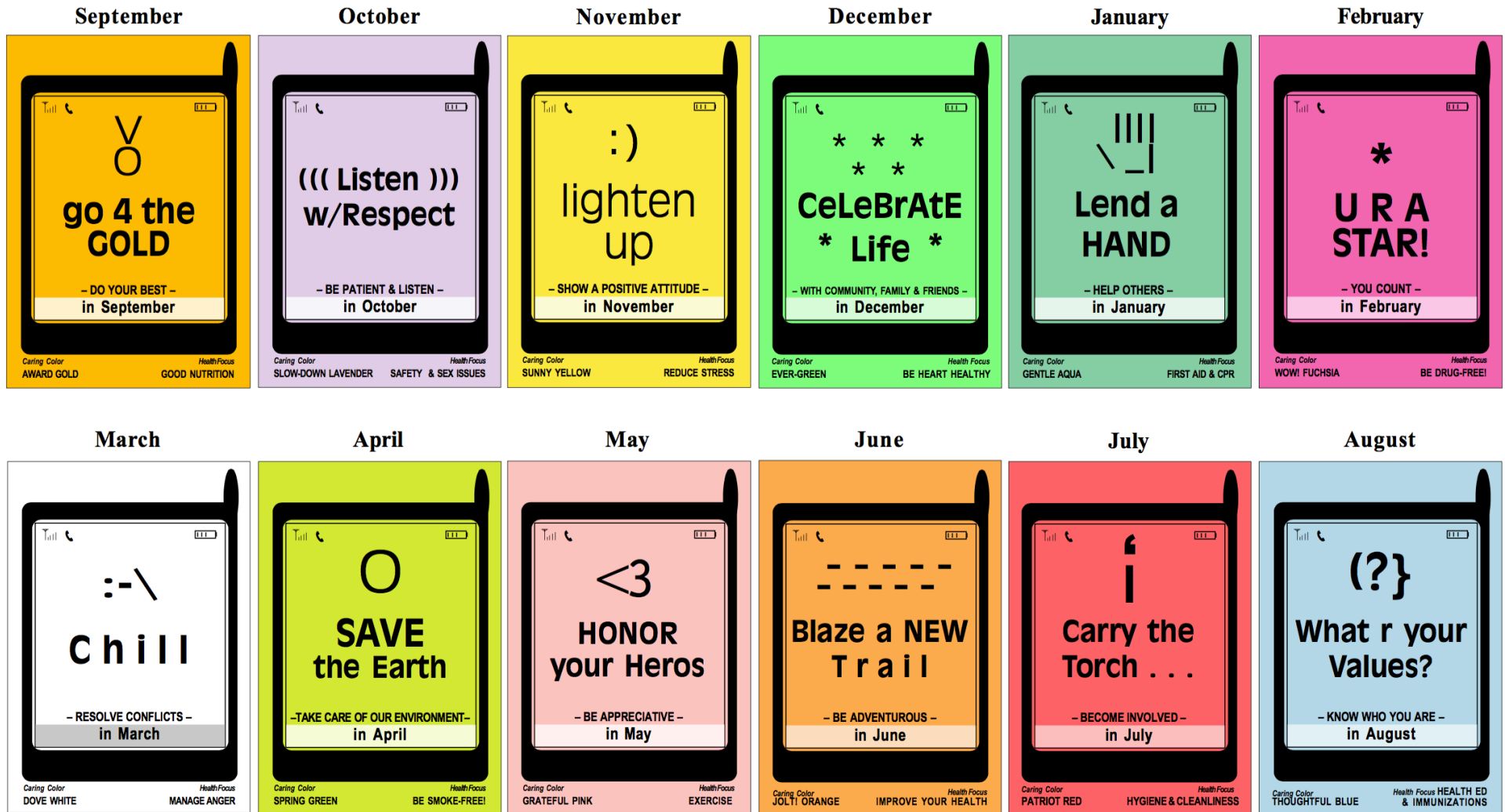
July - Patriot Red



August - Thoughtful Blue



For older secondary school students “teen-oriented language” themed posters are placed in halls and classrooms each month as part of the “awareness-building” components for the behavior change process

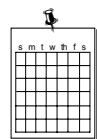




Obtain monthly data on critical items; evaluate categories

ns.aspx

There are many different ways to coordinate the phrasing of the “12 Habits” to appeal to various community segments and youth age ranges.



MONTH <i>Caring Color</i>	General Theme Caring Habit	Pre-K – 3 <i>Caring “Care”acter</i>	Hip Habit Alternate Theme	Faith Based	Community and Family Outreach	Business Based	“Character Counts” In Education	Health Focus
JANUARY <i>Gentle Aqua</i>	Lend a Hand	Help Others <i>“Happy” Squirrel</i>	Lend a HAND	A Time to Give	Lend A Hand Whenever You Can	Customer Service From Inside Out	Compassion Caring	First Aid CPR
FEBRUARY <i>WOW! Fuchsia</i>	YOU Count!	You Are A Star <i>“U-2-R” the Star</i>	U*R*A STAR!	A Time to Build-up	Know You Count and Believe It!	Mutual Respect and Diversity	Tolerance Respect	Be Drug-FREE!
MARCH <i>Dove White</i>	Resolve Conflicts	Get Along Together <i>“Grazy” Lamb</i>	C h i l l	A Time to Heal	Resolve Conflicts Peacefully	Working with Difficult Personalities	Justice/Fairness Sportsmanship	Manage Anger
APRIL <i>Spring Green</i>	Take Care of Our Environment	Love the Earth <i>“Lady Earth” Frog</i>	SAVE the Earth	A Time to Plant	Help Take Care of Our Environment	Corporate Climate Top Down/Bottom Up	Responsibility Citizenship	Be Smoke-FREE!
MAY <i>Grateful Pink</i>	Be Appreciative	Say Thank You <i>“Toby” Flower</i>	HONOR Your Heros	A Time to Cherish	Let’s Appreciate One Another	Winning with the Gratitude Attitude	Thankfulness Gratefulness	Exercise - Appreciate Your Health
JUNE <i>JOLTI Orange</i>	Be Adventurous	Make A Wish <i>“Magic” Butterfly</i>	Blaze a NEW T r a i l	A Time to Grow	Improve Yourself a Little Each Day	Intelligent Risk Taking and Innovation	Initiative Courage	Health Improvement Disease Prevention
JULY <i>Patriot Red</i>	Become Involved	All Join In <i>“Jenny” Ladybug</i>	Carry the Torch . . .	A Time to Do	Become Involved in Your Community	Going the Extra Mile	Citizenship Responsibility	Hygiene and Cleanliness
AUGUST <i>Thoughtful Blue</i>	Know Who You Are	When I Grow Up <i>“Gregory” Acorn</i>	What R Your Values?	A Time to Reflect	Examine Your Goals And What You Value	Personality Profile “Significance” Potential	Integrity Discovery	Health Education Immunizations
SEPTEMBER <i>Award Gold</i>	Do Your Best	Do Your Best <i>“Busy” Bee</i>	Go 4 the GOLD	A Time to Gain	Give Your Best to Everyone	Strive for Excellence	Responsibility Diligence	Nutrition/Sleep Weight Management
OCTOBER <i>Slow-down Lavender</i>	Be Patient and Listen	Wait and Listen <i>“Waldo” Bear</i>	(((Listen))) w/Respect	A Time for Peace	Listen with Respect and Patience for All	Life’s A Balance, Not a Juggle	Respect Consideration	Safety Sex Issues
NOVEMBER <i>Sunny Yellow</i>	Show A Positive Attitude	Smile <i>“Smiley” Smiley Face</i>	Lighten Up	A Time to Laugh	Give Others Your Goodwill	Positive POWER and Productivity	Cheerfulness Resilience	Stress Reduction
DECEMBER <i>Ever-Green</i>	Celebrate Community, Family & Friends	Love Each Other <i>“Evert” Evergreen</i>	CeLeBrAtE Life!	A Time to Love	Celebrate the Holidays Together	Success or Significance?	Kindness Trustworthiness	Healthy Heart, Mind, and Body

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