



STAND UP FOR AAPI YOUTH DURING COVID

A project of Know Your Classmates™

National Advocacy Campaign and Back-to-School Curriculum
for the 2020-2021 Academic Year

Background of Campaign

Know Your Classmates™, a school-based curriculum and national advocacy campaign, was originally created by Beyond Differences and the Islamic Networks Group in 2016 to combat the rise of hateful language and bullying against Muslim-American youth in the run-up to the Presidential election. This initiative underscored the fact that marginalizing one group of youth based on nothing more than their faith, religion, race or ethnicity must not be ignored in school communities because it affects **every student**.

Sadly, we are seeing a new population of young victims -- Asian American Pacific Islander (AAPI) youth. The COVID pandemic and current political climate has fostered racially-fueled attacks across the country against these students and their families.

This is no joking matter:

- AAPI youth are being treated like they have the plague
- Age groups being affected are elementary, middle and high school
- The attacks are taking shape as bullying, online harassment, and physical assault
- Certain elected officials and members of the Administration refer to the Coronavirus as Kung flu



Purpose of Campaign

Stand Up for AAPI Youth During COVID, created in partnership with [Beyond Differences](#) and [Community Youth Center of SF](#) (CYC), will lift up all students, parents and school officials to reject hateful language which creates anxiety, fear and trauma by promoting acceptance, respect and inclusion of all classmates by operating in two domains: on school campuses and in the broader public arena.

On School Campuses

Educators and students in 5th – 8th grades will be provided a free comprehensive toolkit which includes: 8 lesson plans written by teachers for teachers, 3 student-led lessons that include activities designed to teach organizing and leadership skills, and instructions for celebrating a student-led national holiday, Know Your Classmates Day. All lesson plans align with Common Core ELA standards and CASEL SEL Competencies. Know Your Classmates Day will reach more than a million students in 2,000 schools on October 23, 2020.

Highlights of this program:

- Video lesson plans taught by high school students for middle school students.
- Curriculum written by experts on racial justice, equity, social and emotional learning (SEL), mental health and well-being, and social isolation issues related to COVID requirements to shelter-in-place.
- Webinars and trainings for educators on implicit bias, microaggressions, and how to recognize privilege and inequalities.
- Worksheets and links to videos on YouTube that will spark and cultivate student discussions.
- Materials translated into multiple Asian languages and Spanish.
- Resource page for teachers on our website.

Working in partnership with CYC and other AAPI civil rights organizations, Know Your Classmates will include a set of national calls to action based on decades of successful organizing principles, focused on bringing awareness and an end to the racist and harmful effects of these discriminatory attacks on youth and their families simply based on cultural and ethnic family history.

National Calls to Action:

- Encourage students in all schools across the country to take a pledge to get to know and stand up for their AAPI classmates.
- Call on school districts to take a stand against racist attitudes and behaviors aimed at AAPI youth due to the Coronavirus by passing School Board and District-level resolutions.
- Demand every school in America adopt Stand Up for AAPI Youth this fall.
- Promote the celebration of Know Your Classmates Day, October 23, 2020, and reach out to local press to generate awareness.
- Work with U.S. Congressional Asian Pacific American Caucus (CAPAC) and all state legislative AAPI caucuses to sponsor and introduce a resolution declaring October 23, 2020 Know Your Classmates Day.

Media and Community Outreach

- Secure a national media sponsor
- Launch campaign with press conference
- Secure print and broadcast interviews and stories in regional and national news outlets leading up to Know Your Classmates Day
- Build social media campaign
- Recruit social media influencers
- Recruit non-profit partners

Budget

Investors are needed to support the following items:

Contact lauratalmus@beyonddifferences.org

- Languages for translation
- Graphic Design - logo redesign
- Editing and Printing of a Teacher's Guide
- Digital Assets
- Staff/Consultants for Media Relations, Grant Writing, Program Development, Professional Development and Political Organizing
- Video and Technology Assets



A project in partnership with

