

OneHeart Anti-Bully SEL



THE PROBLEM

Modern bullying is **invisible**. It has shifted from physical acts to **subtle, constant social exclusion** through group chats, screenshots, and inside jokes.

Most students are not bullies or heroes; **they are bystanders** who notice when something is "off" but feel uncertain or socially at risk if they intervene.

Over **13 million kids** are affected by bullying every year, yet many feel they lack the **practical tools** to respond in the moment.

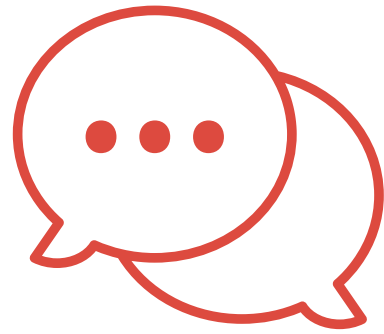


THE SOLUTION

OneHeart is an **interactive, scenario-based application** designed to **empower teenagers** with a practical "**anti-bullying toolbox**" by practicing **safe, empathetic responses** to social exclusion in a risk-free digital environment.

REALISTIC SCENARIOS

Interactive scenarios that reflect **universal experiences** (like cafeteria mocking or group chat exclusion), incorporate realistic dialogue, and allow students to practice responses **without risk or judgment**. Each experience builds **confidence, empathy, and personal agency**.



DECISION FRAMEWORK

Empower students with a simple three-path choice system: **Speak Up, Stay Silent, or Seek Advice** from a trusted mentor. Students choose a response, and observe and reflect on how their actions shape **safety, confidence, and outcomes**.



CORE PERSONAS

Four key personas represented by animal characters students can connect with guide each scenario: **The Impacted Teen** (student being bullied), **The Supportive Peer** (bystander), **The Unintentional Aggressor** (bully), and **The Mentor** (trusted adult). This helps students build **empathy and perspective** and gain tools to navigate real-world bullying scenarios.



THE IMPACT

OneHeart will reach **3,000+** students nationwide, providing the tools to navigate complex social worlds. By building confidence and empathy today, we're starting a **ripple effect of positive change** that will impact schools for years to come.

OneHeart ignites a **culture shift** by breaking down the harmful learned behaviors that fuel bullying and replacing passive observation with **active engagement**.

