

Upstanders Unite!

I chose to redesign the [Kidsbridge Tolerance Museum site](#). Kidsbridge's [broader mission](#) is:

"[...] to educate and empower children and youth through character education, diversity appreciation and pro-social life skills training. The purpose is to create empathetic individuals and caring citizens who live their lives without prejudice or discrimination and who are positive advocates for themselves and others."

Their Tolerance Museum sounds like a great program, but is not represented particularly well on their site.

The term "tolerance" evokes passivity-- being willing to put up with something. The term, however, has been used to refer to an ideal way of dealing with people different than yourself for ages. Isn't it time that we aspire to more active engagement with our fellow humans? The [Upstander philosophy](#) (and broader [Kidsbridge mission](#)) promote taking action to make the world a friendlier, more respectful place. Being an Upstander is about learning to be an advocate, for yourself and others.

The site itself should reflect that agency and empowerment.

This project rebrands the Kidsbridge Tolerance Museum as the Upstander Training Lab. The website will become a dynamic space for Upstanders worldwide to commune and train. Kids will come to document their own narratives as Upstanders, as well as share their struggles. It will also continue to be a resource for educators and parents to learn about and prepare for visits to the actual lab.

Target Audience:

- Kids, grades 3-12 (the current main audiences of the Tolerance Museum)

Goals:

- Extend the impact of the Kidsbridge Tolerance Museum
- Dynamicize the experience of the Kidsbridge Tolerance Museum's site
- Excite potential in-person audiences
- Activate and engage potential Upstanders
- Build empathy

Theory:

- Computer-Supported Collaborative Learning
 - ◆ Learners will unite online with communities of Upstanders to discuss struggles and challenges they have as they try to be upstanding in their daily [offline] lives. Learners will support each other and suggest ways to deal with issues to other learners.
- Social Cognitive Theory
 - ◆ While learners won't necessarily be observing others in real-time performing upstanding acts, they will encounter retellings of others' acts on the Upstander site and will hopefully see other learners reacting mostly positively to such acts. These will serve as a positive modeling experiences for the learners, and so they will be more likely to replicate those upstanding acts.

Design:

As previously discussed, the current Kidsbridge Tolerance Museum website is static, text-heavy and unengaging. It's a collection of flat information without much engage learners in their mission. There are some attempts, like the "Upstander Pledge" along the right side of many of the pages, and quotes from children related to their experiences with the museum.

They also have a list of resources on the site, but it doesn't extend the reach or impact of the museum significantly. The books are generally grouped by "issue," but don't have age recommendations beyond "[Elementary School](#)" or "[High School](#)," and don't give any other information beyond the title. At the very least, they could link to description of the book somewhere else on the internet. There are links to other websites on bullying at the bottom of both of those pages, but why shouldn't the work of the Tolerance Museum be actively expanded upon on their own site? Their site should be a hub of activity of Upstanders.

Books

Elementary School

LGBT

King & King

Molly's Family

Daddy, Papa, & Me

Mommy, Mama & Me

The Family Book

And Tango Makes 3

Who's in a Family

Disabilities

Odd Boy Out

Someone Special Just Like You

Little Baby Snoogle-Fleejer

Looking After Louis

Howie Helps Himself

Otto Learns About His Medicine

My Brother is a World Class Dain



Empowering youth and transforming communities through evidence-based character education, life skills training and bullying prevention programs

Kidsbridge Tolerance Museum

The jewel in the Kidsbridge program crown is the Kidsbridge Tolerance Museum. In order to expand its transformational impact, Kidsbridge created the Kidsbridge Tolerance Museum (a.k.a. learning lab) in 2006. It is also the **only** youth tolerance museum in the United States, and is located in the Ewing Community and Senior Center in Ewing, NJ (a suburb of Trenton in the central part of the state). Hours are by appointment only, and the curricula is adjusted to the level of and based on the needs of the visiting class or group.

Classes visiting the Kidsbridge Tolerance Museum break into groups of four to six students. They participate in small group discussions and interactive activities guided by a trained docent — either Kidsbridge staff, college students, retired educators or other adult volunteers from the community. Exhibits focus on:

- Bullying and cyberbullying prevention
- Tolerance, diversity appreciation and respect for all persons
- Personal empowerment and UPstander behavior
- Respect for persons with disabilities
- Prejudice, discrimination and stereotypes



[CLICK HERE](#) for more details about our field trip options OR to book a field trip

Quotes from Children

"If someone excludes someone else out of the group you can ask that person if they want to be friends with you." —Barbara, 4th grade



KIDS BRIDGE

UPSTANDER PLEDGE

Because I know everyone deserves respect and;

Because I know there are many different types of people and;

Because I would want someone to do so for me, and;

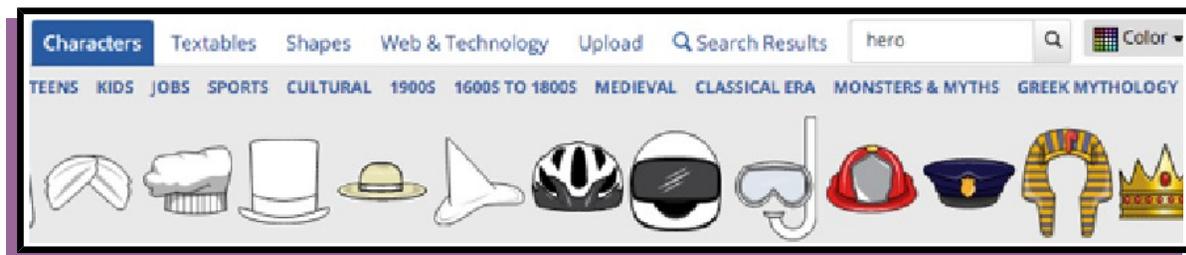
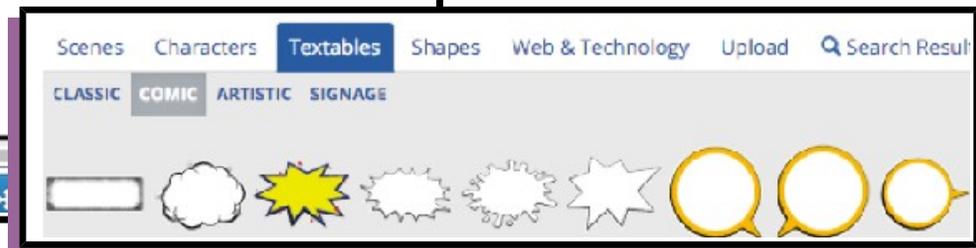
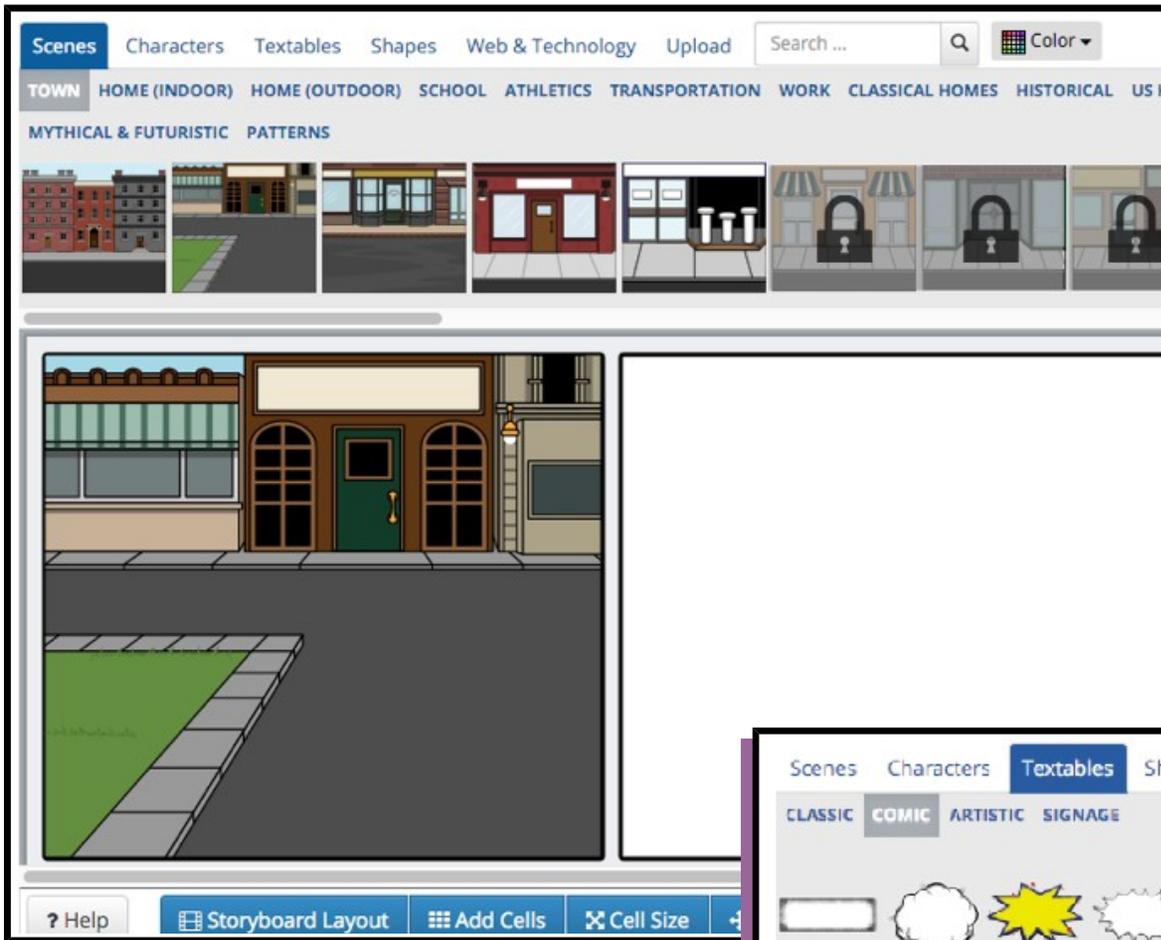
Because I know others will follow my lead and;

The new site will allow Upstanders (once they have signed the pledge) to choose an avatar. There will be a platform, similar to storyboardthat.com, to allow users to create comics using their own avatars. When they first become an Upstander, they will have limited backgrounds and other graphic elements. Users will be able to complete various online and offline activities (sharing upstanding stories on forums, giving feedback on other people's questions/stories, reading books from the site, attending training lab sessions, etc.) to unlock different graphic elements (vehicles, tools, other sprites, costumes, different backgrounds, etc.). Some activities will earn the users badges.



UPSTANDERS

TRAINING LAB



Attributions:

- Storyboarding images are screenshots from <https://www.storyboardthat.com/storyboard-creator>, except the locked out images on the background screen, where I added a lock icon from [The Noun Project](#) (I have a subscription) and boxes with decreased opacity to make the last few images appear locked out.



- The black superhero with a cape icon is also from [The Noun Project](#)

