



EDUCATION SOCIETY

MEDIA INFORMATION PACKAGE

www.ourhiddenheroes.org



**Ordinary people
doing small things
that make a difference**

CONTACT: Bill Robinson

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BACKGROUND

Mission Statement:

Hidden Heroes Education Society is a non-profit organization that exists to inspire all of us to seek out the best in ourselves and each other, and to strive to make a difference; one person, one family, one community at a time.

Organizational Overview:

Hidden Heroes are the millions of ordinary people who inspire others to do small things that make a difference. We share their stories through the media, distribute Our Hidden Heroes learning resources to teachers, facilitate workshops, and work with partners in the community.

Developed by teachers for teachers, the Our Hidden Heroes learning resources have been proven to raise the level of empathy and compassion in classrooms, and to positively change the behaviour of students and teachers. Kids learn by experience what it feels like to make a difference; one person, one family, one community at a time.

Organizational History:

- The Hidden Heroes Education Society was established in 2001 and originated from a concept first developed by our founder and CEO Bill Robinson, a former teacher and broadcaster. The program is based on a simple but powerful theory that ordinary people doing small things do make a difference.

The Our Hidden Heroes Program:

- The *Our Hidden Heroes* program motivates elementary and middle school students to recognize Hidden Heroes in their communities, discover the Hidden Hero in themselves, and put their positive ideas into action.
- Designed by teachers for teachers, (one D.Ed., two Masters of Education and one B.Ed.), the 6-8 week curriculum features comprehensive, teacher-friendly lesson plans for Grades 1 to 8 that excites teachers and inspires students to do small things that make a difference.

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- The *Our Hidden Heroes* social responsibility/character education program reflects learning outcomes from a variety of Integrated Resource Packages including those provided by the BC Ministry of Education.
- Our program also reflects the British Columbia Social Responsibility Performance Standards, which set out expectations for student behaviours as they develop their skills in various aspects of social and emotional learning. Most lessons also meet a variety of other cross-curricular learning outcomes including social studies, language arts and personal planning.
- Learning resources have been developed for grades 1/2, 3/4, 5/6, and 7/8 with a high school program expected to be completed in 2009-2010. Plans are being made to translate the program into French in the near future.
- Currently the *Our Hidden Heroes* curriculum has been embraced by select schools in British Columbia, Saskatchewan, Ontario, Western Quebec, and England

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TESTIMONIALS

"I am impressed by both the educational quality and the motivational spirit of the Our Hidden Heroes program...I would like to see Our Hidden Heroes integrated into classrooms across the province."

Shirley Bond, Minister of Education, Province of BC

"...the Hidden Heroes Program has had a very positive impact upon the learning opportunities that have been provided to the students in School District 68."

Michael J. Munro, Superintendent of Schools

"It is an easy program to implement. Kids wanted to complete more stories and spend more time talking about their heroes. It is not often that kids ask to do "work" but they wanted to finish their assignments."

Trina Wilcox, Grade 5 Teacher, Park Avenue Community School, Nanaimo, BC

"I have been teaching the intermediate grades for more than 30 years, yet this program excites me. The approach is unique and the need is great."

Regina Callaghan, Grade 7/8 Teacher, Morrish PS, Toronto

"This program allowed the students to think outside of themselves - to consider others in the community and especially others in the classroom. I'm looking forward to trying it again next year and I'll be starting the program earlier."

Judith Tye, Grade 7 Teacher, Cedar Community Middle School

"I've learned that when someone changes their behavior for the better it has a BIG impact on others and it will change you too."

Miranda, Grade seven student

"Kyle has become more helpful at home ... He is cooperative with his friends and shows compassion when playing."

Parent of Our Hidden Heroes participant



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PAST MEDIA COVERAGE

Nanaimo Daily News - March 14, 2009

[Our Hidden Heroes launch new website](#)

Nanaimo City Star - March 12, 2009

[Our Hidden Heroes move into their new office](#)

Harbour City Star – February 6, 2009

<http://www2.canada.com/harbourcitystar/news/community/story.html?id=0e201ef2-c080-4d07-adc6-09c8f6321530>

Our Voice BCCPAC magazine June 2008

<http://www.bccpac.bc.ca/UserFiles/File/Our%20Voice/Our%20Voice%20Spring%202008%20final.pdf>

EdInfo – March 14, 2008 Volume 7 #12 -

<http://www.bced.gov.bc.ca/edinfo/archives/volume7/080314.pdf>

Toronto Star - August 11, 2007

<http://www.thestar.com/article/244015>

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SCHOOL DISTRICT 68 (NANAIMO-LADYSMITH)

Today's Learner – Tomorrow's Future

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OFFICE OF THE SUPERINTENDENT/CEO

September 19, 2007

Board of Directors
Neighbourhood Heroes Project Society
322 Kennedy Street
NANAIMO, B.C. V9R 2J1

RE: Further Development of the Hidden Heroes Project

Since the 2001-02 school year, the Hidden Heroes Program has had a very positive impact upon the learning opportunities that have been provided to the students in School District 68 (Nanaimo-Ladysmith). During the first five years, Bill Robinson, now the CEO of the Hidden Heroes Education Society, worked on his own with support from many School District 68 teachers to develop a generic set of Hidden Heroes lesson plans that were adapted and used by teachers in a wide variety of grade levels.

The Hidden Heroes concepts are based on the simple but powerful theory that 'small things can make a big difference, that ordinary people can impact the world – one person, one family, one community at a time'.


During the last 14 months, Bill and the Society's Board of Directors found sufficient funding to pay small honoraria to four different teachers who have shown extraordinary commitment to the project and the Society. As a result, in working with Bill they have produced lesson plans and teacher support materials for Grades 1, 3, 5 and 7.

The program reflects learning outcomes from a variety of Integrated Resource Packages including those provided by the B.C. Provincial Ministry of Education. The program also reflects the British Columbia Social Responsibility Performance Standards, which set out expectations for student behaviours as they develop their skills in various aspects of social and emotional learning. Teachers can meet the learning outcomes for Social Responsibility by utilizing the Hidden Heroes Program.

The program also provides an excellent focus for developing Social Responsibility for our students. The Social Studies curriculum supports the study of local issues, history and social action for students – Hidden Heroes is an excellent option that teachers could choose to use to meet these learning outcomes. Finally, the Hidden Heroes model provides a strong link to the research, writing and sharing of quality stories by students that work to support our District Literacy Goal.

The leadership shown by Mr. Robinson and the Society, and the quality of the learning materials now available for teacher use demonstrate a high level of commitment to students and learning, and support the goals of our District Achievement Plan. We look forward to the further development of this project and we will continue to welcome and support the use of this resource by teachers and schools in School District 68.

Sincerely,


Michael J. Munro
Superintendent of Schools/CEO

/jlm

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APR 15 2008

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Our Ref: 124800

Bill Robinson
Hidden Heroes Education Society
322 Kennedy St.
Nanaimo BC V9R 2J1

Dear Mr. Robinson:

I am writing to thank you for taking the time on February 18, 2008, to meet with me and Ron Cantelon, MLA (Nanaimo-Parksville), to discuss the Our Hidden Heroes program and your goals to expand it to reach students across British Columbia and beyond.

I am impressed by both the educational quality and the motivational spirit of the Our Hidden Heroes program. The Ministry of Education shares your views on the importance of helping students recognize and learn from the positive role models in their families, schools and communities—our hidden heroes. Showing students that ordinary people can impact the world and encouraging them to become Hidden Heroes themselves are important parts of the program. I find it encouraging that a program has been developed to extend this concept in a way that can benefit all students and would hope to see Our Hidden Heroes integrated into many classrooms across the province.

It is, however, important to remember that while the Ministry's provincial curriculum sets out learning expectations, boards of education decide how to deliver the curriculum, including the selection of the resources and programs they will use. Therefore, the Ministry is able to provide support by

- providing commentary on the links between the Our Hidden Heroes program materials and the provincial curriculum and BC Performance Standards, as well as making recommendations, if appropriate, for strengthening the program;
- providing assistance to help your organization make connections and build relationships with key educators across the province; and
- publishing a short program description in EdInfo (www.bced.gov.bc.ca/edinfo), the Ministry's bi-weekly electronic digest of education news and information distributed to all those with an interest in the K-12 community.

I hope these efforts will help you increase awareness of the Our Hidden Heroes program as you move forward with your plans to introduce it to schools and school districts across the province.

Sincerely,

Shirley Bond
Minister
Deputy Premier

Ministry of
Education

Office of the Minister
and Deputy Premier

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