

Wilmington Public Schools

North Intermediate School

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Frank E. Ferriero
Principal



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To Whom It May Concern
Re.: Brett Ouchcunis (aka: Ooch)

We have had the great pleasure of having Ooch visit our school on multiple occasions. As we address the ongoing challenge of eliminating bullying from our schools we are constantly on the lookout for effective programs that will really hit home with our students. Over the past few years we have had many such programs. *None have even come close to impacting our students, and our school community, the way that Ooch has!* His approach is simple – talk directly to kids in a way that they will understand. Other speakers we have brought in tend to talk more to the adults in the room than to the children. Ooch reaches out and connects with every child in the room. He grabs their attention with yoyo tricks, music, movement and dancing. He explains technical terminology (like the definition of bullying) in a way they understand using movement and music to help them remember what he’s teaching.

I love the way that he precedes any discussion of bullying by talking about individual “super powers.” It is his unique way of telling kids that everyone has value - something that make them special. His message is clear – we are all special people – no one (bully) can take those things that make you special away from you. It is very empowering!

His suggestions for combating bullying, such as reporting as a group, rather than individually, have been very effective. Most of the reports I have gotten since his presentation have come from groups of students. The distinction he makes between actual bullying and bullying behavior is a very important one as well. It’s a distinction that I have had a hard time articulating to people. Ooch did this with ease and clarity.

Most recently I invited Ooch back to do a presentation for parents. He addressed many of the same issues he addressed with the children, but in a parent-friendly manner. As always, his presentation was both entertaining and impactful. Parent feedback was overwhelmingly positive.

If you are considering bringing Ooch to your school, *do not hesitate!* You will not regret it! I’m already looking forward to having him back to our school next year. He’s put together a new program about friendship – inclusion and exclusion – which I am excited to learn more about.

I would be happy to talk with anyone that would like to learn more about the Ooch program. I can be contacted at the number listed above.

Frank E. Ferriero, Principal
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