



STATE OF NEW JERSEY DEPARTMENT OF EDUCATION

A Memo from the New Jersey Department of Education

Date: September 2, 2026

To: Local Educational Agency Leads, Administrators of Approved Private Schools for Students with Disabilities

Route To: Principals, Assistant Principals, Directors of Counseling, Directors of Curriculum and Instruction, School Counselors, Anti-Bullying Coordinators, Anti-Bullying Specialists, Student Assistance Coordinators

From: Kimberly A. Murray, Ed.D, Acting Assistant Commissioner
Division of Educational Services

New Jersey Goes Gold and Blue Campaign and Week of Respect Webpage

Introduction

In advance of the Week of Respect, the New Jersey Department of Education (NJDOE) is excited to launch the [NJ Goes Gold and Blue campaign](#), a new state-wide initiative designed to reaffirm schools' commitment to prevent harassment, intimidation, and bullying (HIB) during this designated week and beyond. As part of this campaign, schools are encouraged to engage in activities and messaging across the school community that strengthens school climate efforts.

This initiative is an opportunity for the NJDOE and schools statewide to reinforce their commitment to the annual observance of the Week of Respect which is dedicated to promoting respect, inclusion, and preventing HIB in schools. As required by the *Anti-Bullying Bill of Rights Act* (N.J.S.A. 18A:37-29), all schools must observe the Week of Respect during the first full week of October. For the 2026–2027 school year, the Week of Respect will be observed from October 5–9, 2026.

To support district implementation, the NJDOE recently launched a centralized [Week of Respect webpage](#) featuring tools and information to assist schools in planning meaningful activities, including details on the NJ Goes Gold and Blue campaign and pledge.

About the Week of Respect Webpage

The [Week of Respect webpage](#) provides schools with access to key information and tools to support implementation, including:

- An overview of statutory requirements and expectations
- Guidance to support age-appropriate HIB prevention instruction
- Downloadable, ready-to-use materials, such as announcements and printable resources
- Strategies to support school community engagement
- A collection of resources aligned to positive school climate initiatives

Implementation

Districts are required to provide age-appropriate instruction focused on preventing HIB during the Week of Respect and are encouraged to engage students, staff, families, and community partners in activities that promote positive school climate.

The NJDOE encourages districts to utilize the resources on the [Week of Respect webpage](#) to support planning and implementation efforts.

Contact Information

For any questions, please contact the Office of Student Support Services at HIB@doe.nj.gov.