



Week of Understanding

Program Media Kit

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About Week of Understanding:

Week of Understanding is an annual educational program offered by the Institute for Holocaust Education (IHE). Held each March, the program brings Holocaust survivor testimony into schools throughout the Omaha metro and surrounding area by connecting students with second- and third-generation Holocaust survivors and their descendants. The program is available for students in grades 6–12.

Schools may reserve one of approximately 25 speaking engagements. Developed by IHE in partnership with Omaha Public Schools, Week of Understanding is designed to reach as many students as possible within a single week. In recent years, the program has reached more than 7,500 Nebraska students.

To maximize the impact of these presentations, participating schools are encouraged to arrange for the largest audience possible. Consider combining classes or grade levels and, if appropriate, inviting students from neighboring schools. Presentations work best when 90 minutes can be scheduled, allowing speakers 60–70 minutes to share their family's story and time for student questions and discussion.

Through these personal testimonies, students gain a deeper understanding of the Holocaust and the experiences of those who survived it. They learn about resilience, courage, and the consequences of prejudice, discrimination, and hatred. Week of Understanding encourages students to honor the memory of Holocaust victims and survivors while reflecting on their own role in creating a more just and inclusive society.

How to Sign Up:

The 2027 Week of Understanding will take place from March 22 through March 26. To secure a speaker for your group, please complete the online [registration form](#).

Once your request is submitted, IHE Executive Director Scott Littky will review your preferred dates and times, matching you with the best available speaker. You can expect your finalized schedule to be confirmed in late February or early March.

Testimony:

- “I just cannot imagine what it would be like to be my age and experience those horrible things.” – Student Comment
- “These stories need to be heard so that the next generation can learn from our ancestors mistakes.” – Student Comment

Photography:

In this kit, you will find photographs that illustrate what a typical Week of Understanding presentation may look like. These images may be used in newsletters, school communications, and social media posts to highlight your students' learning experience and help raise awareness of the program. Photos can be downloaded online:

<https://ihene.org/week-of-understanding-media-kit/>

If your school has participated in Week of Understanding in previous years and you would like to feature photos from your own presentation, please contact the IHE Program & Communications Manager: Heidi Heilbrunn – hheilbrunn@ihene.org.

Promoting Your Event:

In this kit, you will find a flyer and additional graphics to share with parents and your school community about the *Week of Understanding*. Please help us share this information to support and sustain this meaningful educational experience.

Social Media:

If you or your school share photos and highlights from your visit on social media, we would greatly appreciate your help in raising awareness about this important and impactful educational program.

When posting on Facebook or Instagram, please tag: **@IHENE**

In addition to any hashtags you may already use, we ask that you include:

#WeekofUnderstanding #HolocaustEducation #ihene

To make posting easy, we have provided a few sample social media captions below. Feel free to use them as written or tailor them to reflect your students' unique experiences and takeaways from the day.

Thank you for helping us share the importance of Holocaust education and inspiring future generations to choose humanity, compassion, and courage in the face of injustice.

Option 1 (Pre-presentation):

Our school is honored to participate in the @ihene Week of Understanding this March. Students will hear personal Holocaust survivor family testimony and engage with history in a meaningful way. Experiences like these help foster empathy, understanding, and a commitment to standing against hatred and intolerance.

#WeekOfUnderstanding #HolocaustEducation #ihene

Option 2 (Following the Presentation):

Thank you to the Institute for Holocaust Education @ihene and our Week of Understanding speaker (Optional - NAME OF SPEAKER) for sharing such a meaningful experience with our students. Hearing personal family testimony connected to Holocaust survivors helped bring history to life in a way that textbooks cannot. We are grateful for the opportunity to learn, reflect, and honor these important stories.

#WeekOfUnderstanding #HolocaustEducation #ihene

About the Institute for Holocaust Education (IHE):

The Institute for Holocaust Education (IHE) is a nonprofit organization dedicated to teaching the history and lessons of the Holocaust through educational resources, professional development, survivor testimony, and arts-based programming. Serving students, educators, and the broader community, IHE fosters critical thinking about prejudice, racism, human rights, moral responsibility, and civic engagement while supporting Holocaust survivors and their families in our region. Through its programs, IHE empowers learners of all ages to understand the causes and consequences of the Holocaust and apply its lessons to contemporary challenges.

For more information, visit IHE's website: <https://ihene.org/>.

For More Information on Searching for Humanity:

[Institute for Holocaust Education](#)

[The Jewish Press](#)

Contacts:

Still have questions?

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