

Community Action:
What YOU can do to Stop Bullying Now

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HRSA/Maternal and Child Health Bureau



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Webcast Overview

- Welcome/Introduction
- *Stop Bullying Now!* Campaign Overview
- Campaign Resources
- Model Collaborations
- Taking Action

***Stop Bullying Now!* Overview:
Campaign Goals**

- Raise awareness about bullying
- Prevent and reduce bullying behaviors
- Identify appropriate interventions for “tweens” (youth ages 9 through 13) and those who influence them
- Foster and enhance linkages among partners

Stop Bullying Now! Overview: Campaign Development

- Review of existing research on bullying
- Focus groups & in depth interviews with tweens, teens, adults
- Input from Youth Expert Panel
- Input from Steering Committee of Partner Organizations



Youth Expert Panel (YEP)

- 22 youth 9-13 years old
- 4 teenagers
- Met 5 times in DC
- Diverse group
 - Geography, race, ethnicity, and abilities
- Helped create the campaign slogan, Webisodes, and characters



Stop Bullying Now! Overview: Campaign Partners

- More than 80 organizations, non-profit groups, & government agencies
 - Representing: education, health and safety, mental health, law enforcement, youth development, faith-based communities
 - Advised on the Campaign's development
 - Promotes the *SBN!* Campaign to new audiences and constituencies



Stop Bullying Now! Launch

- Campaign Launch: March 1, 2004 – Washington, DC
- Launch event featured:
 - Dr. Richard Carmona, Surgeon General of the United States
 - HRSA Administrator Dr. Betty James Duke
 - Youth Expert Panel



Dr. Richard Carmona, Surgeon General of the United States, speaks with members of the KIPP DC: KEY Academy in Washington, D.C. for the Stop Bullying Now! launch event.



Bullying

Dr. Susan P. Limber
*Institute on Family & Neighborhood Life
Clemson University*



Bullying...

- Is aggressive behavior that intends to cause harm or distress
- Usually is repeated over time
- Occurs in a relationship where there is an imbalance of power or strength



Prevalence of Bullying

- *Nansel et al. (2001): students in grades 6-10*
 - 19% bullied others "sometimes" or more often
 - 9% bullied others weekly
 - 17% were bullied "sometimes" or more often
 - 8% were bullied weekly
 - 6% reported bullying *and* being bullied "sometimes" or more often




Health Consequences of Bullying

(Fekkes et al., 2003)

	<u>Bullied</u>	<u>Not bullied</u>
Headache	16%	6%
Sleep problems	42%	23%
Abdominal pain	17%	9%
Feeling tense	20%	9%
Anxiety	28%	10%
Feeling unhappy	23%	5%
Depression scale		
moderate indication	49%	16%
strong indication	16%	2%




Bullying, School Engagement & Academic Achievement

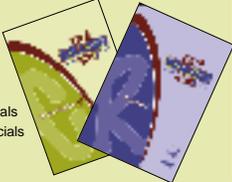
- Bullied children are more likely to:
 - Want to avoid going to school
 - Have higher absenteeism rates
 - Say they dislike school
 - Report they receive lower grades






Stop Bullying Now! Resources

- Resources for youth
- Resources for adults
 - Educators
 - Health, safety & mental health professionals
 - Law enforcement and juvenile justice officials
 - Youth development leaders
 - Families
- Community action/promotional tools
- 1 888 ASK HRSA





Stop Bullying Now! Resources: Activities Guide & DVD Video Toolkit

- Activities Guide outlines strategies for using *Stop Bullying Now!* locally
- Video Toolkit contains all *SBN!* video content and an Instructor's Guide





Stop Bullying Now! Resources: StopBullyingNow.hrsa.gov

- Every campaign product/activity housed here
- Specially designated youth and adult sections
- Updated every 60 days since launch in March 2004
- Employs latest Web technology and online communication tools
- Sitio Web en español* – Web site content available in Spanish






Stop Bullying Now! Resources: Adult Resources

- Facts and figures
- Expert articles on current bullying issues
- Prevention and intervention tip sheets
- Professional development tools
- PSAs, video workshops, and downloadable material



Stop Bullying Now! Resources: Communications Materials

- Printable, downloadable communications kits
- Brochure
- Posters
- Print PSAs
- Spanish content



Campaign Results (to date)

- Resource Kits & Communications Kits
 - Resource Kits: more than 24,520 distributed
 - Communications Kits: 15,464 distributed
- Web site
 - Visitors: 5,000 - 20,000/week
- Partnerships
 - More than 80 active relationships
- Publicity
 - Over 100 million impressions (print)
- NEW: February 2008:
 - Over 60,000 Stop Bullying Now! DVD Video Toolkits distributed to **every public elementary and middle school** in the United States.



Campaign Reach: Dear Abby

- *Stop Bullying Now!* featured in "Dear Abby" column in February 2008
- Syndicated column reaches more readers than any other newspaper column worldwide
- Traffic to the *Stop Bullying Now!* Web site more than doubled after the column's publication



Dear Abby

DEAR ABBY: Please tell your readers that our federal government is concerned about bullying, because bullying increases school absenteeism and drop-out rates and can cause significant, long-lasting difficulties for victims.

As part of its anti-bullying campaign, the Health Resource Services Administration has an informative and user-friendly Web site (www.stopbullyingnow.hrsa.gov). This site has sections for parents, school professionals, and students.

Bullying is a national problem. We must work together to end this preventable injury. — PEDIATRIC CHAPLAIN, ARLINGTON, TEXAS




Model Collaborations: State-level




Florida's Statewide *Stop Bullying Now!* Campaign

- Florida Department of Education (FDOE), Office of Safe Schools adopted HRSA's *Stop Bullying Now!* Campaign to launch Florida's statewide campaign to *Stop Bullying Now!*
- Florida-focused customized materials have been put to use across the state.





Florida's *Stop Bullying Now!* Campaign

Carol Gagliano, Florida Department of Education



Florida's Stop Bullying Now! Campaign: Key Components

- Distribute customized *Stop Bullying Now!* resources
- Encourage districts and schools to report on their success through the "Tell Us Your Story" Web site
- Produce Statewide Campaign exhibit and display at relevant conferences



Florida's Stop Bullying Now! Campaign
Carol Gagliano, Florida Department of Education



Florida's Stop Bullying Now! Campaign: Customized Materials

- Central Web site (www.fldoe.org/safeschools), which houses downloadable materials, bullying resources, links, and district-specific info
- Florida hosts an annual, statewide Bullying Prevention Conference to educate, train, and generate awareness of bullying in the state



Florida's Stop Bullying Now! Campaign
Carol Gagliano, Florida Department of Education



Florida's Stop Bullying Now! Campaign: Web site



Florida's Stop Bullying Now! Campaign
Carol Gagliano, Florida Department of Education



Florida's *Stop Bullying Now!* Campaign: Customized Exhibit

- The Florida Department of Education, Office of Safe Schools created a *Stop Bullying Now!* exhibit in June 2007 using the HRSA materials
- Exhibit demonstrates how *SBN!* materials have been customized and put to use in Florida



Florida's *Stop Bullying Now!* Campaign



Other State-level Campaigns: Indiana Department of Education

- The Indiana School Safety Specialist Academy has used *SBN!* material extensively:
 - Circulate materials to superintendents, principals, counselors, and school safety specialists
 - Connect with all school safety specialists for regular *SBN!* updates
 - Distribute materials at the Indiana State Fair every year
 - All attendees of the school safety conference in Indiana have received *SBN!* brochures, posters, tip sheets, and more.



Indiana Department of Education



Indiana Department of Education



Attendees of the Indiana state fair have received SBN! brochures, posters, fact sheets, and more.



Indiana Department of Education



Other State-level Campaigns: Arizona Bullying Prevention Project

- Public/private collaboration supported by the AZ Governor's Office for Children, Youth, and Families – Parent's Commission, the Men's Anti-Violence Network, and the AZ Prevention Resource Center
- Conducts bullying-prevention trainings using *Stop Bullying Now!* materials in schools across the state
- To date, the program has reached more than 130 schools in Arizona



Arizona Bullying Prevention Project



Model Collaborations: School- and District-level



PROJECT CHANGE You Have The Power!

A Bullying Prevention Program by Youth for Youth

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You Have the Power!
Montgomery County, MD



What IS "You Have The Power!"?

- High School Students
- Mentoring
- Bullying isn't cool
- Doing something to help



**YOU Have The Power
to help stop bullying at your school!**

 HRSA
You Have the Power!
Montgomery County, MD


YHTP! Program

- Approximately 12 high school students mentor 12-15 middle and elementary school students
- The group meets once a week, after school for about an hour
- The program lasts about 12 weeks

 HRSA
You Have the Power!
Montgomery County, MD


YHTP! Program Components

- Teambuilding
- Bullying Prevention Education- *SBN!*
- Project Brainstorming
- Project Development
- Outreach to the Media
- Project Presentation
- Celebration!

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Montgomery County, MD


Teambuilding

- Icebreakers
- Behavior Expectations
- Confidentiality
- Group Discussions
- Small Group Activities

EDUCATION ABOUT BULLYING

- *SBN!* Campaign resources



You Have the Power!
Montgomery County, MD



Project Presentation

- Each YHTP! group develops a project to share schoolwide.
- The students have used:
 - Public Service Announcements
 - School Assemblies
 - Skits/Plays
 - Artwork (e.g., murals, comic books)



Rosa Parks

Belmont

Brooke Grove

Farquhar



You Have the Power!
Montgomery County, MD



The Montgomery County Community Coalition for the Prevention of Bullying and Related Health Risks

The Coalition is a volunteer partnership of people who believe that a total community response is essential to achieving a reduction in bullying behaviors and addressing the needs of children who bully, who are bullied, and those who witness bullying.

- **Objectives:**
 - Community-wide awareness about the serious health hazards related to bullying.
 - Development of a community-wide approach to the prevention of bullying and related risks



You Have the Power!
Montgomery County, MD



EVERYONE
has the power to change!

YOU
Have The Power To
STOP BULLYING NOW!



You Have the Power!
Montgomery County, MD



Other School-level Campaigns: J. Bullen Middle School – Kenosha, WI

- For the past 6 years, J. Bullen Middle School has held grade-level poster contests as part of the school's broader bullying prevention efforts.

- Winning posters are selected and displayed on local billboards using sponsorship from local businesses.



J. Bullen Middle School – Kenosha, WI



Other School-level Campaigns: Orange County, FL

- Have disseminated *SBN!* Materials extensively throughout middle schools
- Examples of efforts:
 - Webisodes are used for classroom discussions with students
 - Have a direct link to the *SBN!* Web site from school home pages
 - Printed/distributed 2,000 academic calendars to middle school families



Orange County, FL



Other School-level Campaigns: Orange County, FL



Orange County, FL students and staff have designed and printed calendars using *Stop Bullying Now!* messages. More than 2,000 calendars have been distributed to families in the area.



Orange County, FL



Model Collaborations: Community Partnerships



The Community Task Force on Bullying Prevention Rochester, NY

- Formed in 2003 as a subcommittee of the Juvenile Fire Prevention Task Force – initially charged with examining the issue of bullying
- Evolved into community-wide task force
- Incorporates representatives from mental health, human services, law enforcement, fire services, school districts, and families



The Community Task Force on Bullying Prevention
Rochester, NY
Elizabeth Meeker – Program Manager



The Community Task Force on Bullying Prevention: Outreach

- The Task Force has hosted two annual conferences:
 - *Bullying: Identifying the Problem and Finding the Solutions*
 - *Bullying Prevention: A Community Approach Toward Solutions*
- The Task Force has utilized *Stop Bullying Now!* materials since the Campaign's launch in 2004.
- Distributes *Stop Bullying Now!* materials at conferences and workshops.



The Community Task Force on Bullying Prevention
Rochester, NY
Elizabeth Meeker – Program Manager



The Community Task Force on Bullying Prevention: Community Poster Contest

- Task Force organizes a community-wide, bi-annual poster contest, which reaches schools across the region.
- Youth create posters with bullying prevention messages.
- Winning posters are displayed at the Strong National Museum of Play.





The Community Task Force on Bullying Prevention
Rochester, NY
Elizabeth Meeker – Program Manager



**The Community Task Force on Bullying Prevention:
Community Poster Contest**



Winning posters are put on display at the Strong National Museum of Play

HRSA The Community Task Force on Bullying Prevention
Rochester, NY
Elizabeth Meeker – Program Manager **STOP BULLYING NOW!**

**The Community Task Force on Bullying Prevention:
Additional Activities**

- *Continuing Conversations* workshops
- Speakers bureau
- Web site updates
- Ongoing materials distribution



HRSA The Community Task Force on Bullying Prevention
Rochester, NY
Elizabeth Meeker – Program Manager **STOP BULLYING NOW!**

Taking Action
*How to put the Stop Bullying Now!
Campaign to use in your community*

HRSA **STOP BULLYING NOW!**

Key Elements of Local Campaigns

- Most successful community based campaigns include:
 - Cohesive, consistent, coordinated efforts
 - Consensus on goals, messages, prevention tactics, follow-up, enforcement and evaluation factors



Key Elements of Local Campaigns

- Engagement by relevant, diverse audiences
 - Community, family, school, law enforcement, health and safety, policymakers, and youth
 - Local media



Key Elements of Local Campaigns

- Community Involvement
 - Identify strengths and challenges in your community
 - Work with local businesses to gain support
 - Actively pursue partnerships with local organizations (i.e. local youth groups, PTA, etc.)



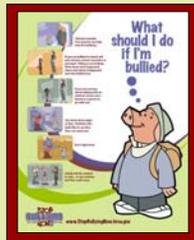
Involving Youth

- Youth are the Campaign's key spokespeople
 - With support from adults and youth organizations
- Youth-led programs provide:
 - Insight necessary to develop acceptable programs
 - Access to large numbers of youth



Developing Your Action Plan

- Goals
- Target Audiences
 - Organization
 - Community
 - School
 - Media
- Partnerships
- Strategies/Activities
- Stop Bullying Now! Resources
- Timeline
- Follow-up/Evaluation



For more information:

StopBullyingNow.hrsa.gov

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Questions & Answers

Thank you for attending this event.

Please complete the evaluation directly following the webcast.

Archives of the event are located at,
<http://www.mchcom.com>