

Title V, Social Security Act:

Honoring Our Past, Celebrating Our Future

October 20, 2010, Washington Hilton Hotel, Washington, D.C.

Gathering New Partners: Cartoon Network's Stop Bullying: Speak Up Campaign

STEPHANIE BRYN: Hello, everyone. I'm Stephanie Bryn from HRSA. And I have had the opportunity to oversee the design, development, launch and growth of HRSA's stop bullying now campaign. [Applause] We knew early on that bullying was youth violence and that America's children were threatened. You all have at your table a yellow flyer about the Stop Bullying Now! campaign. I ask you to give it to someone who wants to know more about bullying prevention. Hand it off to someone that can be helpful in stopping bullying. You will see the URL for the website and the website is the hub of the Stop Bullying Now! campaign. In the campaign, we utilized a Youth Expert Panel to help us develop the campaign from ages 9 to 17. They created the slogan, take a stand, lend a hand, stop bullying now. We constantly check in with youth today to make sure we're on the right path. And as we move forward. Ten years later, we launched -- we began in 2001 and launched in 04, we have over 70,000 hits in our website per month and people stay about eight or nine minutes looking around. We have a youth side and an adult side. The Stop Bullying Now! DVD toolkits are at the FBI community outreach offices across the nation. At the boys and girls clubs and in the community health and safety and education offices in the states and territories. Last January six different departments in the Federal government, interior, defense, agriculture, justice, education and Health and Human Services joined together as Federal partners in bullying prevention. We will be adding the FTC soon. Dr. Mary Wakefield and the assistant deputy secretary Kevin Jennings from education co-chair that committee. We are all working together. And now and in the past the media is extremely important and active when it comes to bullying prevention. And HRSA is proud to introduce our newest campaign partner, the Cartoon Network. But to do that introduction it's only right to bring together youth who advise the campaign so I would like

Maggie Silliman and Monique Martinez from project change to tell you more about their activity and to introduce our special speaker. Maggie and Monique. [Applause]

MAGGIE SILLIMAN: Hi, I'm Maggie.

MONIQUE MARTINEZ: I'm Monique. We're from Project Change in Montgomery County Maryland and seniors in high school.

The Stop Bullying Now! to develop a peer education project called you have the power. They use high school students to mentor middle school students. All students want to be leaders and our project has given youth opportunities to be those leaders to stop bullying and youth violence.

MAGGIE SILLIMAN: Project change youth are also advisors to Cartoon Network's stop bullying speak up campaign. You'll hear all about the plans to use the communication skills and platform to empower bystanders, those who watch bullying happen and witness bullying behavior.

MONIQUE MARTINEZ: Just as it uses the slogan take a stand, lend a hand, stop bullying now the Cartoon Network will reach thousands of youth to stop bullying. It is our honor to our introduce from the Cartoon Network, Ms. Alice Cahn. [Applause]

ALICE CAHN: Thank you for that wonderful introduction and thank you for allowing me to be here today. We're relatively new to this agency. Our partnership with HRSA is less an year old but we've experienced firsthand how committed they are to excellence in content and in research. And if you'll give me a few minutes of your time, that cake was delicious, by the way. If you're holding back, don't. [Laughter] I would like to offer just a short case study of a successful partnership. Successful because of commitment to a shared goal and successful because all involved value the contributions of their colleagues as much as their own. When over a year ago our audience at Cartoon Network told us that bullying was one of the toughest problems they faced we turned to the experts to help us figure out next steps. As I began calling community-based organizations, bullying prevention experts to begin our content research the advice I got from one and all was, check out Stop Bullying Now!HRSA.gov and get Stephanie brim and Dr. Seuss an on your advisory board. I called -- to inquire about the conference sessions. Cartoon Network, huh? They asked who we were working with and I said we were working with Stop Bullying Now! Stephanie Bryn and Dr. Susan Lindberg. I had Stephanie Bryn. At the youth media network we've been involved over the last few years in a range of issues and partnerships, all of which began with serving our audience and providing them with entertainment and information that they need and information that they want. From health and wellness issues like p insuring daily recess in elementary schools in teaching children to read labels on foods and support -- efforts globally and boys

and girls efforts locally. They're youth empowerment focused. We have a youth research panel the national sample of young people ages 6-14 and we regularly ask them not only about our TV and online projects but insight into what's happening in their lives. What they like, what they don't like, what they aspire to, what frightens them. In a survey in the spring of 2009 we asked our panel to prioritize the national issues that loomed large in their lives. Their list was pretty much what you would expect. The recession, my folks are out of work. There is a war in Iraq, what is going on with the environment? My own fitness. They talked about how good they looked. And being bullied. We asked the same question amended slightly and said what national issues are looming large that you think you can potentially change. Well, as you can imagine the recession, their parents being out of work, the war fell to the bottom of their list and what rose to the top was being bullied. It was and it is an issue they worry about, they want to help address it and they believe that if they have help and if they knew how they could create change. So we had our Marching orders and now we needed to deliver. We built a small deeply talented advisory board of experts. They introduced us to Robin glass who runs a grassroots bullying prevention program and to Kevin Jennings at the U.S. Department of education. In addition to the academics and community leaders you see on the screen, HRSA and Cartoon Network share a partner in the boys and girls clubs. BGCA implements Stop Bullying Now! in their clubs and Cartoon Network and Turner broadcasting have a longstanding history of involvement and support. Our advisors helped us develop and deliver these goals recognizing and looking for what we could do in that first year out and how we could complement existing efforts. Cartoon Network is in 97 million children's homes every single day. So our role is to work with experts to develop unique, useful messaging that we can distribute across our screens. Partnering is key to the success we've achieved to date. Our advisors review treatments, scripts, early production efforts. Your comments were integrated into the editing process and made for engaging media that's accurate and effective. The Stop Bullying Now! and the team that developed and maintained it and Stephanie was modest when she talked by the. They've been a source of content and advice not only for us but other stop bullying programs across the nation. As an example we're developing a website and we realize that to duplicate the depth and breadth of what they've done is not to the best interest. They come to Cartoon Network to play games and have fun and now learn some bullying prevention techniques, we hope. HRSA and the Stop Bullying Now! team let us create an abridged version of their approved content. Once we have the kids' attention we send them to WWW.stopbullying.HRSA.gov. We're the trailer and they are the full length movie. It's gotten tremendous press attention since launch and we continue to make news. The next steps are making the headlines real and delivering on the content so it can be integrated not only into schools but in communities nationwide. Again, here you see the power of partners. This time family -- these are internal partners for Cartoon Network. The ground work we were able to lay because of the strength of our partners engaged our

Turner and Time Warner partners at CNN, people magazine and other Time Warner businesses. While we have collaborated as individual companies in the past, this topic has galvanized interest and commitment on a never before seen level. In addition to the list you see here, the CW, CBS Warner brothers partnership is giving us screen time and we're thinking about how to deepen these partnerships across Time Warner in 2011 and beyond. CNN Anderson Cooper were the first of our Time Warner family to jump on board. AC360 devoted a week's worth of air time and a town hall special that aired October 8th. It will see continued use in both long and short form in boys and girls clubs and we're beginning to reach out to the school community through a partnership with the anti-defamation league, another HRSA partner. Kevin Jennings from the Office of states and drug free schools and Dr. sue from Clemson university and one of Stop Bullying Now!'s founding developers were panelists on the town hall special. Let's listen to a clip. [[inaudible]

Fewer than 50% said they would try to help a bullying student even though many felt really badly about it.

In the audience at the town hall were youth representatives from each of our partners as well as project change executive director Robin glass, Captain Bryn and Judith Pickens of the boys and girls clubs. CNN production teams had interviews with town hall participants including Stephanie Bryn, take a listen. [Inaudible]

Focusing and getting the message about bullying and the seriousness and the need for partnerships is why we're here today. And I think again student leadership and students stepping forward to be part of the solution because we adults are not going to solve bullying. We need their leadership, the students, and we need their involvement. Another thing that we wanted to mention is the Stop Bullying Now! campaign is putting together a student leadership toolkit that will be mailed to all high schools in the U.S. next month.

Screen space and stop bullying is on all the screens. The video shorts which debuted this month featured our health and wellness spokesperson and the stars of our newest TV series, dude, what could happen? My kids could have said that title better than me. The premise of the dude series for those of you who have somehow missed it, each episode poses and achieves a seemingly unachievable situation. For instance, what would happen if the dudes tried to float a sumo wrestler with helium believes or make an aquarium out of a Volkswagen drug or in this case speak up to stop bullying?

>> Dude, what would happen if one of us were a bully and you bullied one of us. We decided to do a bully situation and decided what would be the best thing to do by the.

>> I played the bully and hated it. It felt awful. I was the one getting bullied and that didn't feel good.

>> I was watching it all go down. I have to do something. The best thing to do is get an adult. You have to talk to somebody. Your parents, a teacher, anyone you can trust to help you.

>> There are other things you can do, walk away. Try not to show anger or fear.

>> Bullies love getting a reaction.

>> Try humor.

>> Hey, you dress funny and you look stupid.

>> Thanks, this is my stupid shirt. Thanks for noticing.

>> Joking about it steals the show. When you act like stuff doesn't bother you they give up trying to bother you.

>> Join us and Cartoon Network, together we can make a difference. Stop bullying and speak up. Go to stop bullying, speak up to find out more. [Applause]

>> Our journey is just beginning. Bullying is a slightly more socially acceptable term for child abuse. And the partners you see represented on the screen are committed to helping each other help American young people address what has become a national health crisis. We are very grateful for the advice and support, expert at HRSA's Stop Bullying Now! have provided over the last year and gratified by the public support and we'll continue to work together to empower young people to speak up and stop bullying. Thank you again for your time this afternoon. My congratulations on your past triumph and I look forward to celebrating your future successes. Thank you. [Applause]

STEPHANIE BRYN: Dr. van Dyck is here and I would like to present you with a stop bullying, speak up poster signed by our CNN colleague, Anderson Cooper. [Applause]

ALICE CAHN: Thank you, everybody. [Applause]