

HRSA/
Cartoon Network



A Successful Public-Private Partnership



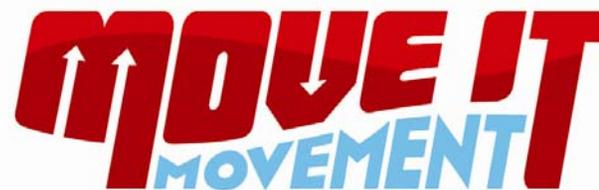
Cartoon Network: A History of Pro-Social Partnerships



**BOYS & GIRLS CLUBS
OF AMERICA**



CARTOON NETWORK™



Identifying the Issue

- As part of Cartoon Network's on-going research, young people identified bullying as one of top five most important issues in their lives.
- It is an issue they wanted to change; and they believed they could change, if they knew how.

We went to the experts



Capt. Stephanie Bryn, MPH
Director, Injury and Violence
Prevention, HRSA
Maternal and Child Health Bureau



Dr. Susan Limber
Clemson University
Institute on Family and
Neighborhood Life



Dr. Ron Slaby
Harvard Medical School
Sr. Research Scientist;
Educational Development Center



Robyn Holstein-Glass
Executive Director
Project Change



Dr. Duane Thomas
University of Pennsylvania
Applied Psychology &
Human Development Division



Kevin Jennings
Director, Office of Safe
and Drug Free Schools
U.S. Department of Education



Dr. Anthony Peguero
Miami University
Dept. of Sociology



David Waren
Education Director
Anti-Defamation League

Campaign Goals

Primary Goals:

- Educate youth about bullying and the potential power of the active bystander:
- Empower youth to take positive action when they see someone being bullied; create a community of active witnesses.
- Create long-term partnerships with nationally recognized experts. CN is content creator and distributor; partnering is key to success.

Key Content Partner

HRSA's "Stop Bullying Now"

- History
- Collaboration
- Next Steps



Turner/Time Warner Partners



CNN Partnership

- Cartoon Network, CNN and People Magazine partnered to promote an AC360 special: “Bullying No Escape”.
- Cooper devoted the first week of October on his show AC 360 to the topic.
- Town Hall featured Cartoon Network advisors Kevin Jennings and Dr. Susan Limber.
- Town Hall premiered on CNN Friday October 8, 2010 and was edited into segments for CN and CN.com. Also distributed nationwide to the Boys and Girls Clubs.



Bullying Town Hall

Anderson Cooper and Dr. Susan Limber

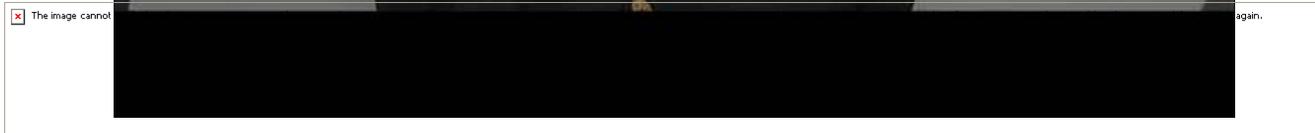


Partnerships



Partnerships

Capt. Stephanie Bryn and Stop Bullying Now



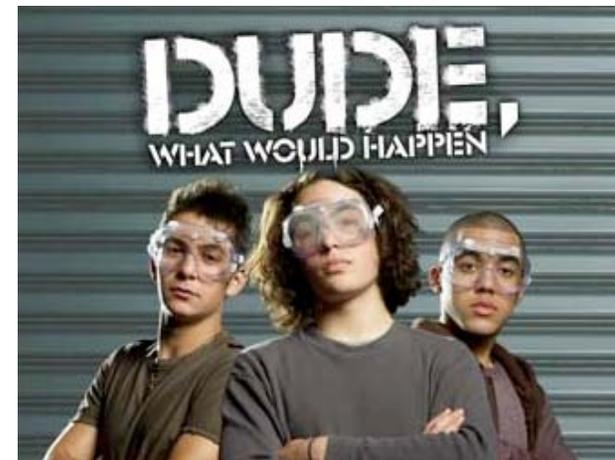
Video Shorts

Video Shorts Developed with CN Personalities



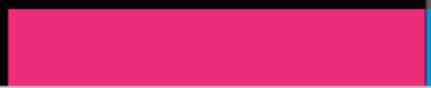
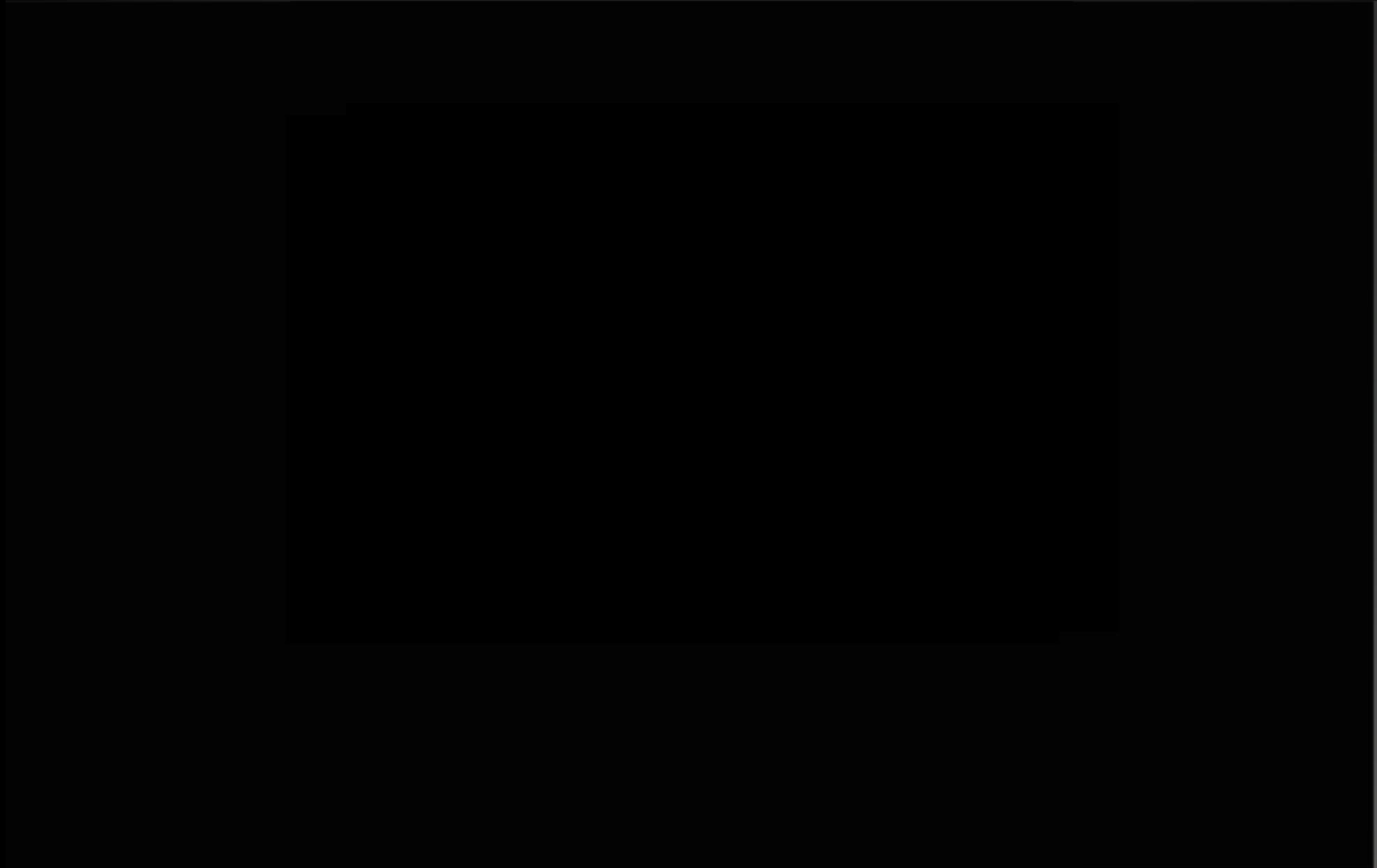
- Bas Rutten, former mixed martial arts champion and Cartoon Network's health and fitness spokesman.

- “The Dudes” from “Dude What Would Happen?”





“Dudes” Video Short



Partnership & Empowerment



BOYS & GIRLS CLUBS
OF AMERICA



CARTOON NETWORK™



WE KNOW DRAMA



STOP
BULLYING

**SPEAK
UP**

