HRSA's *Stop Bullying Now!* Campaign

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Today’s Discussion

• Bullying Overview
• Campaign Resources
• Partnerships
• What’s next for the campaign?
• How can SBN! work for you?
Bullying Overview
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
Key Facts About Bullying

Bullying is best understood as a group phenomenon in which children may play a variety of roles.

- Child Who Bullies
- Child Who Is Bullied
- Bystander/Witness
Examples of Cyberbullying

• Repeatedly sending rude or offensive text messages
• Posting or sending digitally altered photos
• Impersonating another and sending offensive messages
• “Happy slapping” postings
• Tricking someone into revealing embarrassing info and forwarding it to others
Cyberbullying and “Traditional” Bullying

**Similar characteristics:**
- Aggressiveness
- Power imbalance
- Repetitiveness

**Different characteristics:**
- Anonymity
- Disinhibition
- Accessibility
- Punitive fears
- Bystanders
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
- Say they receive lower grades
Health Consequences of Bullying

Studies comparing symptoms of children who are bullied to their non-bullied peers, the child victims manifested:

**Higher rates of physical problems**

- Consistently higher risks of psychosomatic problems among victimized children shown in a search of 11 studies through March 2008 involving 152,186 children, ages 7 to 16 years (Gini & Pozzoli, 2009)

- Among 15,686 US middle school students, those who suffered one or more physical or emotional symptoms several times a week were 2.4-3.5 times more likely to be involved in frequent bullying incidents (Srabstein et al., 2006)

- Bullied students in Dutch schools, ages 9-12, were 3 times more likely to have headaches, feel listless and wet their beds, and were twice as likely to have trouble sleeping, have stomach pains, feel tense, tired and have poor appetites (Fekkes, et al., 2004)
Health Consequences of Bullying

**Signs of distress and psychological difficulties**

- Adolescents surveyed in the U.S. who reported frequent exposure to 4-5 different forms of bullying were at **high risk of depression, suicidal ideation and suicidal attempts** (Klomek, Marrocco, Kleinman, Schonfeld, & Gould, 2008)

- Bullied youth reported more psychopathology and **lower self worth** in a large study of Norwegian adolescents aged 11-15 (Undheim & Sund, 2010)

- Australian children who are bullied frequently (at least once a week) were **twice as likely to report wishing they were dead and having reoccurring thoughts of suicide** (Rigby, 1996)
Bullying and Civil Rights

- Some bullying-related incidents that fall under schools’ anti-bullying policies may also trigger responsibilities under anti-discrimination statutes enforced by US Department of Education’s Office for Civil Rights (OCR)

- Examples of discriminatory harassment:
  - racial and national origin
  - sexual, gender-based
  - disability

- In October 2010, OCR released a letter to clarify the relationship between bullying and discriminatory harassment and provide information on how schools should respond to discriminatory harassment cases

  – www.ed.gov for more information
HRSA’s *Stop Bullying Now!* Campaign Resources
Stop Bullying Now! Basics

Who: The U.S. Department of Health and Human Services’ (HHS) Health Resources and Services Administration (HRSA)

What: Stop Bullying Now! Campaign

When: Launched in 2004

Why: Raise awareness about bullying, advocate for prevention & intervention, and maximize partnerships.
Who Makes Up the SBN! Campaign Team?

- Youth
- Public Health
- Practitioners
- Educators
- Researchers
- Communications
Audience-Specific Tip Sheets

**All Adults**
- Warning Signs that a Child is Being Bullied
- Bullying Among Children and Youth on Perceptions and Differences in Sexual Orientation

**Parents**
- How to Talk with Educators at Your Child's School About Bullying: Tips for Parents of Bullied Children

**Educators and School Staff**
- Providing Support to Children Who Are Bullied: Tips for School Personnel And Other Adults
- Documenting Bullying at Your School: Tips for School Administrators
Audience-Specific Tip Sheets

Health & Safety Professionals
- Roles for Health and Safety Professionals in Bullying Prevention and Intervention

Mental Health Professionals
- Bullying Among Children and Youth with Disabilities and Special Needs
- Working with Young People Who are Bullied: Tips for Mental Health Professionals

Law Enforcement
- Involvement of Law Enforcement Officers in Bullying Prevention
- Intervention Tips for Law Enforcement Officers

Youth Advisors
- Bullying in Out-of-School Time Programs: Tips for Youth-Serving Professionals and Volunteers
Recommendation: Use Tip Sheets to Provide Staff Training

• Include all staff in bullying prevention training. Staff should be able to recognize bullying and know how to intervene.

• In-depth training for all staff
  – Administrators
  – Teachers
  – Counselors
  – School Resource Officers
  – School Nurses
DVD Video Toolkit

- Produced in partnership with U.S. Department of Education
- Webisodes
- PSAs
- Video Workshops
Webisode: KB’s Day
Recommendations for Use

• Play Webisodes and PSAs during:
  – Teacher /Staff Training
  – In the Classroom
  – After-School activities
  – PTSA Meetings
  – Community Events

• Have PSA’s available in:
  – Library
  – Media Center
Activities Guide

• Suggestions for planning activities to raise awareness
• Model programs
Recommendations for Use

• Activities Guide ideas include:
  – *Stop Bullying Now!* theme week
  – Brown Bag Lunch/Teacher In-service
  – Engage your PTA
  – Mentoring program
  – Chalk it up!
  – Pledge wall
  – Much more
Posters for Youth

What is bullying?
Bullying happens when someone hurts or scares another person on purpose. The person being bullied has a hard time defending himself or herself. Usually, bullying happens over and over.

Hitting, kicking, shoving, and other physical acts of bullying

Insulting, teasing, name-calling

Spreading rumors about others

Including or excluding others in a mean way

Taking money or other belongings

Sending mean or nasty e-mails or texts

What should I do if I'm bullied?

Tell your parents. Your parents can help stop the bullying.

If you are bullied at school, tell your teachers, school counselor, or principal. Talking is not working. Find out what happened. Where and when it happened, and who bullied you.

If you are nervous about talking with an adult, ask a trusted friend to go with you.

Try not to show anger or fear. Students who bully like to see that they can control you.

Don’t fight back

Candy, tell the student to stop, or say something nice and they walk away.

www.StopBullyingNow.hrsa.gov
Recommendations for Use

• Display posters at any of these locations:
  – Hallways
  – Library
  – Lunchroom
  – Bus stops
  – Locker room
  – School Nurse’s office
  – Classroom
  – Admin office
  – Gym
  – Counselor’s office
Recommendation: Use Students as Experts

- Youth know what is going on in their school
- Youth involvement and youth leadership sends an important message
- Peer-to-peer engagement can be highly effective
Youth Leaders’ Toolkit for High School

• Older youth use SBN! resources to mentor younger youth
• Watch the Webisodes together and use the Discussion Guide
• Create a project and empower youth to spread the bullying prevention message
SBN! Partnerships
IWGs are legs for the Campaign

- Young Children
- Education
- Health & Safety
- Mental Health
- Law Enforcement & Justice
- Youth Development
Federal Involvement
Strengthen Parent/Family & School Partnerships

• Host parent/family programs focused on bullying and cyberbullying.

• Involve the PTSA and school clubs.

• Post bullying information on your school website and link to StopBullying.gov

• Send home SBN’s Tip Sheets for parents/families.

• Designate a contact person at the school who is knowledgeable about bullying and cyberbullying and can assist parents/families.
What’s Next for the Campaign?
Expanding to Younger Audiences

• SBN! Campaign was developed for youth (ages 9-13)
• SBN! Campaign is creating 2 new Webisodes for children (ages 5-8)
• New Implementation Work Group (IWG)
• SBN! conducted focus groups with young children:
  – Characters
  – Scenarios
  – Bullying prevention messages
• Here’s one of our new characters: Ty
How Can SBN! Work for You?
How SBN! Can Partner with You

- Use the SBN! Campaign resources at the school level and at the community level.
- Coming soon: information on how to conduct Town Hall meetings to reach out and involve the whole community.
- Now..................
- SBN! Campaign Partners:
  - You Have the Power! Program
  - Cartoon Network and Time Warner
For More Information...

• Visit www.StopBullying.gov

• To order DVDs and Activities Guides:
  – 1.888.ASK.HRSA

• Contact:
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