

STOP BULLYING NOW! MAKING IT WORK LOCALLY [624] Youth from Montgomery County, Maryland, You Have the Power! Project

Stephanie Bryn, M.P.H. ^a
Seeta V. Gowda, M.P.H. ^a

^a U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA)

Session Plan

Workshop Summary

The Stop Bullying Now! Making It Work Locally workshop will give participants an introduction to bullying, walk them through the different types of bullying, and describe the characteristics of the victims of bullying and of the children who bully.

The workshop will then highlight HRSA’s Take a Stand. Lend a Hand. Stop Bullying Now! campaign, which is the largest federal government effort ever put in place to raise public awareness about bullying among tweens to foster effective prevention efforts in schools and communities across the country.

The campaign shares its resources through partnerships with almost 80 organizations, as well as through an interactive Web site with resources for youth and adults; the 1-888-ASK-HRSA phone number; TV, radio and print public service announcements; online ads; and communications and resource kits.

A centerpiece of the campaign’s mission—to educate and inform audiences about bullying and its consequences, and successful approaches to prevention and intervention—is to encourage community groups to use Stop Bullying Now! (SBN!) materials to form their own local efforts.

The workshop will demonstrate how local communities are using the SBN! campaign materials in a variety of exciting and meaningful ways, including the following:

- Montgomery County, Maryland. The You Have the Power! (YHTP!) project supports mentoring relationships between high school, middle school, and elementary school students, and uses SBN! materials. This project was featured on the PBS “In the Mix” series.
- Meadow Woods Middle School, Orange County, Florida. The school designed a campaign around the slogan, “Got Empathy?,” which included a poster contest, calendars and shirts.
- Anoka-Hennepin School District, Minnesota. The district held a bullying prevention poster contest and created a Web site, which attracted local media coverage.
- Summit County, Akron, Ohio. The No Bullies, No Victims campaign used SBN! materials in community and school staff trainings, and in classrooms.
- Monroe County, New York. The community created a countywide task force that created a Web site and used SBN! materials for trainings.
- State of Wisconsin. The Bully Project consisted of a media campaign to raise awareness about bullying. The state legislature considered legislation to address bullying and a Wisconsin medical journal ran an article about the SBN! campaign.
- Kenosha Unified School District, Wisconsin. The community encouraged local papers to print SBN! PSAs, and put up bill boards that were supported by local businesses.

Workshop Goals

1. To define bullying, identify the different types of bullying, describe the characteristics of the victim and of the bully, and identify best practices in bullying prevention programming
2. To describe HRSA’s Stop Bullying Now! campaign and ways to use campaign resources to implement local efforts to address bullying among children and youth
3. To share innovative ways of involving communities and youth in developing school-based and community-based bullying prevention programming

Workshop Objectives

Through the use of a detailed PowerPoint presentation, small and large group discussions, question and answer periods, and videos, the participants will be able to describe bullying and explain ways to prevent bullying through prevention programming.

The Stop Bullying Now! campaign—the largest federal government effort targeting bullying prevention—will be described, and ways to utilize the resources will be explained. Participants will be able to make the connections between bullying behaviors and the tools created by the campaign to give educators, parents and youth assistance in prevention efforts. Now several years into the campaign, the session will share best practices and lessons learned by local communities as they implement prevention programs.

Workshop Activities

- 20 minutes Bullying, bullying prevention, and Stop Bullying Now! campaign overview
- 5-10 minutes Q & A
- 20 minutes Small groups: technical assistance exercises
- 15 minutes Plenary discussion of technical assistance exercises
- 15 minutes Overview of local efforts using SBN! Campaign resources
- 30 minutes Watch PBS video showcasing Montgomery County, MD, You Have the Power! Project that uses the SBN! campaign
- 5-10 minutes Q & A

Assessment

The workshop’s success will be determined through observation by session leaders, interactive discussions throughout the session, and information feedback. Participants will be asked to fill out an evaluation form (attached) at the conclusion of the session.

Session leaders will observe the workshop with the following indicators in mind:

1. Can participants define bullying, identify the different types of bullying, describe the characteristics of the victims of bullying and of the child who bullies, and identify best practices in bullying prevention programming?
2. Can participants describe HRSA’s Stop Bullying Now! campaign and the ways to use campaign resources to implement local efforts to address bullying among children and youth. Do they know where to find more information about the campaign?
3. Can they explain the innovative ways some communities are involving youth in developing school-based and community-based bullying prevention programming? Do they feel like they can share this information to replicate the programs?

Resources

<http://www.stopbullyingnow.hrsa.gov>

<http://virtual.clemson.edu/groups/ifnl>

<http://www.mchb.hrsa.gov>

<http://www.pbs.org/inthemix>

References

Espelage, D.L., and Swearer, S.M. (2003). *Bullying in American schools: A social-ecological perspective on prevention and intervention*. Mahwah, NJ: Lawrence Erlbaum.

Juvonen, J., and Graham, S. (2001). *Peer harassment in school: The plight of the vulnerable and victimized*. New York, NY: Guilford Press.

Olweus, D. (1993). *Bullying at school: What we know and what we can do*. Oxford, UK: Blackwell.

Ross, D.M. (1996). *Childhood bullying and teasing: What school personnel, other professionals, and parents can do*. Alexandria, VA: American Counseling Association.

Smith, P. K., Pepler, D., and Rigby, K. (2004), *Bullying in schools: How successful can interventions be?* Cambridge, UK: Cambridge University Press.

Handouts

Hard copies of the Resource Kit will be made available to each participant. See

<http://www.stopbullyingnow.hrsa.gov/adult/indexAdult.asp?Area=preventiontips>

Stop Bullying Now! Making It Work Locally

Evaluation Form

Presenters: Stephanie Bryn and Seeta Gowda

Site: Persistently Safe Schools 2006

Please rate the overall training by circling a number for each statement.

	Somewhat Agree		← →		Strongly Agree
I was satisfied with the quality of this workshop.	1	2	3	4	5
I found the training useful to my work.	1	2	3	4	5
I will be able to incorporate material from the workshop into my work.	1	2	3	4	5
The presenter had adequate knowledge of the topics covered.	1	2	3	4	5
Presentation of the material was understandable.	1	2	3	4	5
My questions/needs were addressed.	1	2	3	4	5
The opportunity to actively participate in and practice curriculum components was helpful.	1	2	3	4	5
The handouts provided were helpful.	1	2	3	4	5

Comments