



PREVspectives

Networks of Centres of Excellence—Knowledge Mobilization



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Bullying Awareness Week 10th Anniversary



This year marks the 10th anniversary of Bullying Awareness Week. Throughout the past year several high-profile and tragic events have brought national attention to the issues of youth mental health and bullying prevention.

Our message is that there is an urgent need to focus on promoting healthy relationships for children and youth in Canada and developing a national strategy on bullying prevention.

Do you need information on signs of bullying, tips for kids, parents, or a teacher's guide during BAW? More evidence-based information, tip sheets, training, tools and resources can be found on our website at www.prevnet.ca. Or follow us on [Twitter](#) or [Facebook](#) for updates.

There are many events taking place during Bullying Awareness Week November 12-18 (see "Bullying Awareness Week Schedule" on page 7).

One key event is a large awareness campaign by Facebook® on the power of bystanders to speak up when they see bullying occur. On Wednesday, November 14 Facebook will launch the **Be Bold: Stop Bullying** campaign in Toronto, in partnership with four PREVNet partners: Family Channel, Concerned Children's Advertisers, Kids Help Phone, MediaSmarts, as well as Free The Children and STOPcyberbullying.org.

Cyberbullying is the focus for the entire day on Wednesday during BAW, and PREVNet recently released a tip sheet on cyberbullying, available [here](#).



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Show Us Your WITS! Contest



Parent Advisory Councils, Parent School Support Committees and other parent groups in elementary schools across Canada are invited to take part in the Rock Solid Foundations' Show Us Your WITS! contest during Bullying Awareness Week. Make a WITS-themed poster, a WITS song, or read a WITS book. Groups can win one of 10 \$1,000 prizes.

The WITS® (Walk Away, Ignore, Talk it Out, Seek Help) Programs bring together schools, families and communities to help children deal with bullying and peer victimization.

Contest entries will be judged on creativity, a unique approach to support WITS, or increasing involvement or awareness on how to deal with bullying among children, parents and the broader community. For details and the contest application, click [here](#).

Special Programming on Family Channel for BAW

Family Channel will be featuring programming dedicated to bullying prevention through Bullying Awareness Week, from November 12 to 18.

The line-up will feature new music videos, celebrity interviews and episodes from both Disney and the Canadian series. For specific programming information, visit www.family.ca/schedule.

On Friday, November 16 at 5 pm ET/PT, the network will feature a 30-minute Stand UP! Rally Special, with footage from the 2012 bullying prevention rally held in October in Toronto.

The special features pop star Victoria Duffield, YouTube sensation Mike Tompkins and activists Travis Price and Jacques St. Pierre.

The special will be followed by bullying-themed episodes of hit Family series and ends with the premiere of Let It Shine: In The Spotlight Edition at 8 pm ET/PT.

Throughout the line-up,



family®

special bullying prevention messages from Family stars and celebrities will also air.

The special also marks the Family Channel's 10th annual [Stand UP! Campaign](#), which was launched in 2003 when Family Channel co-founded Bullying Awareness Week.

The campaign is directed at bystanders whom Family encourages to Stand UP! and intervene when they see bullying happening.

As part of this year's Stand UP! campaign, Family commissioned an original song titled "Stand UP! Make Some Noise!" that encourages bullying bystanders to take a stand against bullying. Lending their voices to the track are special musical guests, Family stars and Canadian youth.

The song is now available on Family.ca, with a music video debuting on November 12 and airing on Family Channel throughout Bullying Awareness Week.

Those interested in Family's 10th annual Stand UP! campaign can visit Family.ca/StandUp to learn more about Bullying Awareness Week and join the Stand UP! network.

Bullying prevention resources for kids, parents and educators are also available for download, including an extensive new [Teacher's Guide](#) with detailed materials prepared by PREVNet for Family Channel.



French Language Bullying Prevention Program

The RCMP will be piloting the French adaption of the WITS® Programs (www.witsprograms.ca) in five communities across Canada, in partnership with PREVNet, the University of Victoria and the Rock Solid Foundation.

The French programs include DIRE (Demander de l'aide, Ignorer, Reculer and En parler) for children in kindergarten to grade 3, as well as MENTOR (Montre le bon exemple, Écoute et regarde, Note les points de vue, Trouve un moyen d'agir, Où en sommes-nous? et Recherche de l'aide) for children in grades 4 to 6. The MENTOR program teaches children problem-solving strategies to help them deal with conflict and stay safe.

Both programs use a literature-based curriculum, integrated with provincial and territorial learning objectives to bring the message into schools. They involve families and community leaders, such as RCMP officers to create responsive communities for the prevention of bullying and peer victimization. The communities that will be piloting the DIRE Programs include St. Pierre-Jolys, Manitoba; Meteghan, Nova Scotia; Fredericton, New Brunswick; Grand Prairie, Alberta; and Coquitlam, British Columbia. For more information on DIRE please visit www.witsprogram.ca/dire/pdfs/ecoles/brochure-programme-dire.pdf.



Bowl for Kids Sake



Big Brothers Big Sisters of Canada
Grands Frères Grandes Soeurs du Canada

In celebration of Bullying Awareness Week, Big Brothers Big Sisters announces its 2013 Bowl for Kids Sake Campaign: Step Up To Strike Out Bullying! From February through April, Big Brothers Big Sisters agencies across Canada will be holding fundraising bowling events that offer people a powerful way to reduce bullying and its hurtful effects in their communities.

Key findings from a 2012 survey of 1,034 Canadian adults, conducted by Harris/Decima for Big Brothers Big Sisters of Canada, include:

- 50% of all Canadian adults were bullied as a child or teenager.
- 62% of those who were bullied believe they would have benefited from having a volunteer adult mentor to help them cope.
- 85% of Canadians believe that providing children and youth who bully others with a volunteer mentor is an effective way to reduce bullying.
- 87% of adults surveyed agree that action to reduce bullying strengthens communities over time.
- 89% believe bullying poses a serious threat to the long-term well-being of children and youth.
- 95% of Canadian adults surveyed believe people have a responsibility to take action to stop bullies.

To help strike out bullying, visit www.bigbrothersbigsisters.ca to find your local Big Brother Big Sister agency, or visit www.bowlforkidssake.ca to get involved and start something life-changing in your community.

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UNICEF Update



UNICEF Canada had occasion to make a written submission to and testify before the Standing Senate Committee on Human Rights this past June in relation to its study on cyberbullying and article 19 of the UN Convention on the Rights of the Child. To read the full submission, click [here](#).

UNICEF Canada also had the unique opportunity of intervening in the Supreme Court of Canada case of *A.B. v. Bragg Communications Incorporated et al.* The full report is available [here](#).

Canadian Red Cross — Beyond the Hurt School in Action!

Last year, Bishop Tonnos Catholic Secondary School from Hamilton Ontario began their “Titans for Titans” group as they trained 12 students who became empowered student leaders from their Canadian Red Cross Beyond The Hurt (BTH) Youth Facilitation training.

As the year progressed, the students continued to share their message with their classmates during weekly awareness activities and through the creation of the “Caring Titan” award, an award that celebrates the positive acts of kindness that students demonstrate.

In addition, their small group of 12 took it upon themselves to host the first ever BTH Youth Empowerment Summit, where they empowered over 75 students to take



Canadian Red Cross

a stand against bullying and gave them the tools and encouragement to make a difference. In early October of this year, the succession planning of “Titans for Titans” came to fruition as their second group of young leaders completed their BTH Youth Facilitation Training and the momentum continued to build.

They have now taken the next step, and have received board-wide support to continue to Speak Out—Stand Up—Make a Difference.

The Speak Out—Stand Up—Make a Difference student led-assembly was a success recently at Bishop Tonnos Catholic Secondary School.

“Titans for Titans” had the opportunity to share their journey with the entire student body. Pink Shirt Day Co-founder Travis Price also spoke to more than 1,300 students. Students who were involved in the past year’s Speak UP activities were adorned in their “Pink” empowerment t-shirts. In addition, a new pink shirt was unveiled that carries the message “Why Pink - I heard Travis”.

Travis’s words spoke to every student and adult in the building. Having experienced the loss of one of our students in April of last year, his words began to help the school heal and empower people to make a difference.

For more on the launch of the Titans for Titans 2012-2013 Anti-Bullying Awareness Initiative, and the CHCH TV news clip, please click [here](#).

PREVNet in the News



PREVNet has appeared in the media quite a bit in the last few months, including the *Globe and Mail*, *Toronto Star*, *Canada AM*, *National Post* and more! You can find recent links to media articles and news clips updated on our website under “media”, or click [here](#).

Promoting Relationships to Eliminate Violence

The Every Teacher Project on LGBTQ-Inclusive Education

The Every Teacher project is the first national study of Canadian teachers' perceptions and experiences of gender and sexual diversity education.

The study is designed to identify and make available the collective expertise that exists among Canadian teachers on inclusive education practices for sexual and gender minority students.

It will enable the University of Winnipeg to learn what educators

think about the climate of Canada's schools for lesbian, gay, bisexual, transgender, Two Spirit, or questioning (LGBTQ) students; which approaches to inclusion of these students seem to work and in what contexts; what supports educators in doing this work, and what holds them back. Results will be made widely available throughout the school system.

Teachers, education assistants, counsellors and teachers with administrative responsibilities

can complete the 15-20 minute survey. To request an invitation, contact the research team at everyteacherproject@gmail.com.

The survey can also be completed [online](#). Participation is possible until mid-February 2013, but members are encouraged to participate as soon as possible.

Every teacher organization in English Canada has enthusiastically agreed to support this project. Teachers across the country are moving strongly to improve

school climate for LGBTQ students, students with LGBTQ parents, heterosexual students who are also homophobically bullied, and the 58% of heterosexual students who are distressed by homophobic elements of school culture.

The Every Teacher project team is led by Dr. Catherine Taylor at The University of Winnipeg in partnership with The Manitoba Teachers' Society. The project is funded by the Social Sciences and Humanities Research Council of Canada.

Kids Help Phone

Kids Help Phone is inviting everyone to share the following message through their social media networks and email signatures: *"Bullying: it happens. Choose to make a difference. Stand Up. Step In. Reach out. Tell someone, or tell Kids Help Phone."*



Get to know Kids Help Phone

During Bullying Awareness Week, gather with the kids in your life and take some time together to visit kidshelpphone.ca's new content on bullying and cyberbullying, funded in part by Club Penguin. It features important information for kids who have been bullied, witnessed bullying or have engaged in bullying.

Below are some highlights of kidshelpphone.ca:

The [I Want to Stop Bullying workbook](#)

[The updated Bullying tip sheets for teens and for kids 8-11](#) takes you to information for kids who have been bullied, witnessed bullying or have engaged in bullying themselves.

[Feeling Forensics](#), a new interactive game aimed at young people ages 8-11 to help practice identifying emotions; the ability to link emotions to events are cornerstones of empathy, and much of the successful bullying prevention work done with this age group focusses on building empathy among peers.

[The Safety Planner](#) was built with bullied youth in mind who are not yet ready to reach out for help in mind.

Kids Help Phone has [a series of videos](#) that address bullying, cyberbullying, and the importance of reaching out. Share them with your family, your students, and on your social networks!

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Ontario Ministry of Education: Update on Bullying Awareness

We know students achieve their best in safe and accepting schools. That's why the Ontario government has taken action to make every school an accepting school by passing Canada's most comprehensive piece of legislation to address bullying. The Accepting Schools Act requires all school boards to take preventative measures against bullying, issue tougher consequences for bullying and support students who want to promote understanding and respect for all.

We all have a role to play in making our schools free from bullying for everyone. When we act together, we send a strong message that bullying is not okay — wherever it happens — whether at school, in the community or online.

During Bullying Awareness and Prevention Week and throughout the school year it's important to get involved to make our schools safe and accepting. Below are some of the ways we are offering students, teachers and members of the school community opportunities to make a positive impact in their schools. Also, visit your local school board websites to see the great things happening at your local schools.

Ontario's Bullying Awareness and Prevention Week: November 18 – 24

Ontario has designated the week beginning on the third Sunday of November as Bullying Awareness and Prevention Week to help promote safe schools and a positive learning environment.

During Bullying Awareness and Prevention Week Ontario students, school staff and parents are encouraged to learn more about bullying and its effect on student learning and well-being. Schools are encouraged to use this opportunity to plan activities or launch initiatives that heighten awareness of bullying and its impact on the school community.

Premier's Safe Schools Awards

The Premier's Safe Schools Awards recognizes exceptional and innovative work being done in schools to create a safe and caring school environment. Last year, 10 safe schools teams were recognized. These teams demonstrated initiative, creativity and leadership in promoting a safe and inclusive school climate. Their activities have led to positive changes in their school/school communities.

Student Voice

Student Voice is about Ontario's students having a voice in their learning. It's about connecting what's happening in the classroom to real-life experiences outside school and giving students ways to help achieve their goals. As part of Student Voice, students have an opportunity to apply for SpeakUp Project grants, which help them engage both academically and socially by leading projects they design and implement with the support of their learning community. Some great SpeakUp Projects have focused on bullying awareness and prevention. Check out these SpeakUp videos [here](#).

Promoting Relationships to Eliminate Violence

Bullying Awareness Week Events

Below are a few events taking place this week:

Monday, Nov. 12

Toronto Coalition for the Awareness and Prevention of Bullying
Mayor Rob Ford will be holding a press conference to make a public declaration of Bullying Awareness Week at 10 am at the Rotunda in City Hall in Toronto. Kids Help Phone is a Coalition Member and a professional counsellor will be there to answer questions.

TVO Kids Chat

Help Zone, a chat on bullying on TVO Kids will air on Monday, November 12 during Bullying Awareness Week. A Kids Help Phone professional counsellor will co-host and take questions from children.

Wednesday, Nov. 14

The focus on Wednesday will be on cyberbullying. Facebook is launching a **Be Bold Stop Bullying campaign** in Canada (an awareness campaign about the power of the bystander to speak up when they see bullying).
Where: YMCA Toronto, 87 Elm Street (between Bay St. and University Ave.)

Who: Jordan Banks, Managing Director, Facebook Canada, and representatives from PREVNet, Family Channel, Concerned Children's Advertisers, Kids Help Phone, Free the Children and Media Smarts. Also present will be the Toronto Raptors and Free The Children/Me To We Ambassadors.

When: 9:30 – 11:30am

Friday, Nov. 16

Family Channel is airing a bullying special at 5pm EST, featuring Kids Help Phone counsellor Caitlin Parsons. The special will be followed by an evening of bullying-themed programming.

Tuesday, Nov. 20

The Toronto Argonauts host the Huddle Up Bullying Prevention Program presented by Tim Hortons, a bullying prevention initiative in Dundas Square in Toronto that includes exhibitors, main stage performances and 1,000 kids from the Toronto area. Canadian Red Cross, Concerned Children's Advertisers, Family Channel, Kids Help Phone, and PREVNet will be on hand to meet 500 elementary school-age kids in the morning, and

500 high school-age teens in the afternoon to answer their questions and to hand out materials.

Bullying Panel, location tbc (evening)

To conclude Bullying Prevention Day, Barbara Coloroso will share her insights on bullying. The evening starts at 7pm. Prior to her speech, there will be a panel discussion to help bring different perspectives to the issue. The panel will include a Kids Help Phone professional counsellor.



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