



## PREVpectives

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### Bullying Awareness Week November 14-20, 2011 A Special Message from the Scientific Co-Directors

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It's Canada's 9<sup>th</sup> Bullying Awareness Week – a week dedicated to highlighting the problems associated with bullying and encouraging everyone to stand up and take action to help those involved in bullying. Family Channel co-founded Bullying Awareness Week in 2003 and developed the Stand UP! campaign in association with PREVNet. Bullying Awareness Week is an excellent start; however, the reality is that we need to work to address bullying problems every week of the year, because too many children are involved and affected by bullying. Within PREVNet, we have come to understand bullying as a relationship problem in which one individual uses power and aggression to control and distress another. Similar to family relationships, peer relationships affect all aspects of children's development – intellectual, social, emotional, physical, behavioural, and moral. When children's relationships within their family, school and peer group are positive, children are supported to develop social skills, social understanding, and confidence. When these relationships are destructive, as in bullying, children's social-emotional development is compromised.

Parents, teachers and other adults involved with children and youth are critical socialization agents. They lay the foundation for healthy relationships in their moment-to-moment interactions with children and youth. It is through these relationship interactions that children's brains and behaviour are shaped. If children have positive experiences in their relationships, their brains are shaped positively for emotional and behavioural



regulation, which lays the foundation for all forms of learning. If children have stressful experiences in their relationships, their brains are shaped to respond too much or too little when they encounter stress. Genes are also altered by children's experiences in relationships. With the emerging brain and genetics research, we are really beginning to understand how children's *healthy development depends on healthy relationships*.

During Bullying Awareness Week and every other week of the year, children depend on the adults in their lives to promote healthy relationships and step in to socialize appropriately when children's relationships are not healthy. It is essential, therefore, that parents, teachers and all other adults involved with children and youth provide support to those involved in bullying. It is important to recognize that both the children being victimized as well as those who are bullying others require adult support that protects and teaches them because both these groups of children are at risk for a range of social and emotional problems if the bullying continues.

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The starting point for this support is to keep the lines of communication open with children and youth and to step in with support when they are beginning to struggle with relationship problems, such as bullying, harassment, or dating aggression. By providing relationship solutions and teaching children and youth how to create and sustain healthy relationships, we lay the pathway for the next generation of adults who will be able to provide healthy relationship experiences as they socialize their own children.

We have produced this special edition of PREVspectives to communicate some of the many wonderful and important activities being undertaken by our partners across the country. Please take a look through the activities below and visit our website <http://www.prevnet.ca> for tip sheets and tools.

**Debra Pepler & Wendy Craig**

**Family Channel's call to Stand UP! for 9th Bullying Awareness Week**

November 14-20 marks Family Channel's ninth annual national Bullying Awareness Week and PREVNet is thrilled to team up again with the channel to raise awareness of ways to eradicate bullying through the Stand UP! campaign. Throughout the week Family Channel airs special episodes of popular shows and interviews with celebrities affected by bullying while on Family.ca, kids will be able to take part

in two anonymous online chats where Family stars and PREVNet's Partnership Director, Dr. Joanne Cummings, will share their own experiences of bullying and offer advice. The chats will take place on **Tuesday November 15 and Thursday November 17 both at 7:00 p.m. ET.** Also on Family.ca, kids and educators can find bullying tip sheets penned by PREVNet as well as teaching guides for special bullying

episodes that are available to watch on the website. Researchers from PREVNet will also participate in Family Channel's Stand UP! tour at three schools selected by a contest which saw over 1200 kids enter to win a rally for their school by telling Family Channel what they did to Stand UP! Please visit <http://www.family.ca/standup/> for more information.

**While visiting [family.ca/standup](http://family.ca/standup), listen to a special song performed by Tyler Medeiros called "What's Up, Stand UP!" (written by Ryan Kowarsky, Dan Kowarsky and Maks Gabriel)**

**PREVNet Launches Online Resource for Bullying and Violence Prevention**

PREVNet is pleased to announce an event on Wednesday November 16, 2011 in Ottawa, Ontario, to showcase PREVNet's work to provide easy online access to best practices in bullying and violence prevention. Sourced from Canada and around the world, these important on-line resources are being added to the **Canadian Best Practices Portal** and will address topics such as bullying, dating violence, child abuse, and elder abuse across rural, urban, and Aboriginal communities.

Teachers and students will demonstrate how scientifically-proven bullying and violence prevention programs can be accessed online and how they can be implemented to meet the needs and the environment of schools or community-based organizations across the country. The demonstration will feature the 'Fourth R' program, a violence prevention program from CAMH-CPS, as an example of a program that can be accessed through the Portal.

**To access the new Preventing Violence Stream on the Canadian Best Practices Portal, please visit:**  
<http://cbpp-pcpe.phac-aspc.gc.ca/topic/br-rlac/6/page/1>

## RCMP to release special blog on DEAL.org for Bullying Awareness Week

The RCMP's DEAL.org website plans to publish a blog on bullying during Bullying Awareness Week, with a particular focus on the bullying of new Canadians. The DEAL.org site is operated by the Youth Engagement section of the Royal Canadian Mounted Police and encourages youth to "be informed, get involved, and leave your mark". There is also a

companion site for parents at [DEAL.org/parents](http://deal.org/parents).

Both the youth and parent sites feature numerous other bullying resources, including an interactive cyberbullying game: <http://deal.org/the-knowzone/internet-safety/cyberbullying-game/> and a ready to use presentation which includes

presenters' scripts, ice breakers and a complete PowerPoint: <http://deal.org/parents/toolbox/bullying/>.

In addition to their DEAL.org website, the RCMP will run a one-week information campaign on the topic of bullying, with a different facet of bullying being featured each day on their national website and Facebook (<http://www.facebook.com/rcmpgrc>)

## WITS Programs provide free online resources to help schools and communities prevent peer victimization and bullying

The made-in-BC WITS Programs bring together schools, families, children, and communities to create responsive environments that support schools, classrooms, communities and families in creating safe and happy places for children to learn and grow. The WITS Primary Program directed at children in Kindergarten to Grade 3 encourages children to make safe and positive choices when faced with peer conflict. The WITS acronym - **W**alk away, **I**gnore, **T**alk it out, and **S**eeK help - provides a common language so children and the

adults can talk about and respond to peer victimization. The WITS Leadership Program (WITS LEADS), for children in Grades 4 to 6 students specifically targets relational victimization (e.g. gossiping, rumour spreading, social exclusion). LEADS stands for **L**ook and **L**isten, **E**xplore points of **V**iew, **A**ct, **D**id it work? and **S**eeK help. To help elementary school educators, parents, and community leaders implement the evidenced-based WITS programs, all training modules and resources can be now be accessed for **free** at

[www.witsprogram.ca](http://www.witsprogram.ca). The programs are literature-based and include a list of delightful [children's books](#) that integrate WITS messages with curriculum guidelines in language arts, health, social studies or social responsibility.

**View the introductory video** <http://vimeo.com/12864214>

**Check out 14-year-old Keisja Cox's performing the WITS song at:** <http://www.youtube.com/watch?v=eIAnNTQQm1w>



The WITS Program has recently re-launched the parent section of their website.

Go to [www.witsprograms.ca/families](http://www.witsprograms.ca/families) for WITS resources, toolkits and even watch videos of WITS in action!

## Society for Safe and Caring Schools: Sending the Message Out for BAW 2011



In Edmonton, the Society for Safe and Caring Schools will host their fifth annual *Creating Safe Spaces* Waffle Breakfast on Wednesday, November 16<sup>th</sup> from 7:30-9:00am at the Sutton Place Hotel

In addition to this special breakfast event, SSCS will be sending out daily bullying tip-sheets every day via their email distribution lists and on Twitter.

Follow The Society for Safe and Caring Schools on Twitter: [@SafeAndCaring](https://twitter.com/SafeAndCaring)

## PractiQuest—The Quest for the Golden Rule Web-Based Interactive Bullying Prevention Program

PractiQuest - the Quest for the Golden Rule, an interactive web-based bullying prevention program focuses on prevention of behaviour problems, with the goal of reducing bullying, so students can focus on learning, not social problems. This interactive set of computer modules helps students in grades 2 to 5 through practicing social skills in fun, computer based role-plays. Students interact with virtual characters and make "pro-social" decisions in order to complete missions and avert bullying. All program activities have been developed with PREVNet.

Visit [PractiQuest.com](http://PractiQuest.com) to find out more about this program

## Concerned Children's Advertisers equips educators and parents with programs and tools to deal with bullying, healthy active living, self-esteem and media literacy

Classroom teachers are more than ever needing to take a leading role in the emotional well-being of their students. It is this reality that has prompted Concerned Children's Advertisers (CCA) to consider educators as a significant part of the solution when it comes to dealing with the top issues affecting children today.

"Over the last 20 years, Concerned Children's Advertisers has covered eve-

rything from self-esteem to bullying to media literacy," said Bev Deeth, President of CCA. "We've been a trusted source for children and parents, and supporting teachers is an integral part of the work we've done for years. By partnering with educators on a national scale, we hope to provide teachers and parents with the tools to deal with the social, emotional and physical well-being of their students."

Coinciding with Bullying Awareness Week 2011, CCA has launched a new video to complement a series of lesson plans and workshops that look at strategies for teachers to implement in the classroom when discussing healthy active living, self-esteem, media literacy and bullying.

**To access this webinar please visit [www.longlivekids.ca/play](http://www.longlivekids.ca/play).**

**Concerned Children's Advertisers**  
Long Live Kids!

**Educator Lesson Plans** | **Webinar #3**  
**Bullying**

**Bullying:**  
5 Tips to address bullying:

1. Recognize bullying in its many forms.
2. Open lines of communication.
3. Bullying is a relationship problem that requires relationship solutions.
4. Identify and recognize the importance of the bystander.
5. Take action: The impact of bullying can last a lifetime.

### More Links to Great Resources !

**PREVNet partners have many resources to share with practitioners, educators, parents and youth alike. Here are some fantastic resources to check out, not only for Bullying Awareness Week, but year round!**

**AboutKidsHealth.ca**— (Hospital for Sick Children) features numerous resources focused on bullying. Please see <http://www.aboutkidshealth.ca/En/HealthAZ/FamilyandPeerRelations/PeerRelations/Pages/bullying-information.aspx> for the landing page. Also in the works, a new anti-bullying video. Stay tuned!

**FRP Canada**—The Canadian Association of Family Resource Programs has recently posted a link to a bullying resource "Understanding and Stopping Bullying", a helpful tip sheet with information adapted from PREVNet. The link can be found on FRP Canada's facebook page or twitter account (**@FRPCanada**).

**Kids Help Phone**—Visit [www.kidshelpphone.ca](http://www.kidshelpphone.ca) to take a stand against bullying by uploading a special anti-bullying message to your Twitter status.

### More Bullying Awareness Week Events!

**Check out some of these events going on for BAW 2011:**

**Toronto Coalition for the Awareness and Prevention of Bullying** is organizing a kick-off event at the GA Brown school, in East York, on Monday morning, November 14<sup>th</sup>. **Kids Help Phone** will be providing the key note address to grade 7 and 8 students on Monday morning, from 9:30 - 10:15 am. **The Argos Foundation's Jason Colero** will be on hand during the Coalition kick off to provide a bullying prevention workshop.

Tune into CTV on November 14th for a Noon News Hour interview with the **Society for Safe and Caring Schools** to discuss bullying prevention tips.

**Canada Safety Council** has made bullying (in all forms) the theme of their National Crime Prevention and Community Safety month. This will be ongoing throughout the month of November. For more information, please see their news release here <http://canadasafetycouncil.org/news>