



## PREVspectives

### PREVNet's newsletter on bullying prevention research and resources in Canada

Spring 2013 ( *Volume 6, Issue 3* )

#### **A Message from our Scientific Co-Directors**

Welcome to PREVspectives, just one of the ways PREVNet keeps you informed of our efforts to stop bullying in Canada and promote safe and healthy relationships for all Canadian children and youth. You will also find us on Twitter at @PREVNet and on Facebook.

In this edition, we look ahead to the 7th annual PREVNet Conference - It's Everybody's Role to Promote Mental Health and Prevent Bullying. We hope you will join us May 6th and 7th at the Chestnut Conference Centre in Toronto to discover new knowledge, strategies and tools that you can use to advance bullying prevention. Registration is open now. We'd also like to thank the CIBC Children's Foundation, Facebook Canada, the Government of Ontario, Queen's University, York University and The Canadian Psychological Association for their generous support for the conference.

We'll also tell you about the successful wrap up of the project that PREVNet and three of our partners completed for Human Resources and Skills Development Canada. We'll update you on some of the work we're doing with our Knowledge Mobilization partners and we're pleased to introduce you to some new faces.

We hope you find this edition of PREVspectives interesting and informative, and as always, we're happy to hear what you think. You can email Andrew Barrett, PREVNet's Marketing and Communications Coordinator at [andrew.barrett@queensu.ca](mailto:andrew.barrett@queensu.ca). (He is one of the new faces!)

*Wendy Craig and Deb Pepler*

Here's what's in this issue...

- PREVNet's Annual Conference May 6th & 7th
- PREVNet and Facebook are now "Friends"
- PREVNet's New Book for Parents – "Bullying Prevention: What Parents Need to Know"
- New website launch
- Knowledge Mobilization
- Bullying Prevention Training Tools showcased in Ottawa
- Welcome to some new faces
- PREVNet goes to school on Pink Shirt Day





PREVNet

**It's Everybody's Role to Promote Mental Health and Prevent Bullying**

**7<sup>th</sup> Annual Conference Program**

Chestnut Conference Centre

89 Chestnut Street

University of Toronto

Registration is now underway for PREVNet's 7<sup>th</sup> Annual Conference! Our conference is an opportunity for everyone involved with serving youth to discover new knowledge, tools and strategies to prevent bullying and promote mental health. We'd like to thank the CIBC Children's Foundation, Facebook Canada, the Government of Ontario, Queen's University, York University and The Canadian Psychological Association for their generous support for the conference.

On May 7, PREVNet Scientific Co-Directors, Dr. Debra Pepler and Dr. Wendy Craig will present evidence about why your relationships with children and youth matter. Our choice of 12 workshops are designed for a range of audiences, such as teachers, counselors, police, parents, policymakers and those in government, volunteers, and youth.

We also realize that some great ideas are born outside the workshops, so we have made sure there is ample time for networking – at lunch, during breaks, and especially at the Wine and Cheese reception May 6<sup>th</sup> where you will have a chance to speak with Debra and Wendy as well many of PREVNet's partners and the Chair of PREVNet's Board of Directors, Mr. David Sculthorpe.

You can see the full conference agenda and find out about each of the 12 workshops [here](#).

On May 8, PREVNet is hosting an additional Professional Development Training opportunity. Dr. Joanne Cummings (PREVNet's Knowledge Mobilization Director ), Ms. Susan Nomi (Director of Programs, Big Brothers Big Sisters of Peel), and Ms. Kim Campbell (Healthy Youth Relationships Alberta Coordinator, Shift/CAMH) are leading a full day "train the trainer" workshop with explicit and integrated training in fostering healthy social development with children and youth.

You can register for all events [here](#). We hope you will join us in Toronto!



## **PREVNet and Facebook are now “Friends”**

PREVNet and Facebook have both clicked the “like” button and have joined together to prevent bullying. Along with four PREVNet partners: Family Channel, Concerned Children’s Advertisers, Kids Help Phone and MediaSmarts, as well as Free The Children and STOPcyberbullying.org, Facebook and PREVNet launched the Be Bold: Stop Bullying Campaign during Bullying Awareness Week in November. You can join the campaign at [www.facebook.com/beboldstopbullyingca](http://www.facebook.com/beboldstopbullyingca).

## **PREVNet’s New Book for Parents – “Bullying Prevention: What Parents Need to Know”**

PREVNet’s comprehensive new book [Bullying Prevention: What Parents Need to Know](#) takes an authoritative, research-based look at bullying and tells parents what they can do to prevent bullying at all age and school levels.

[Bullying Prevention: What Parents Need to Know](#) is written by PREVNet’s Scientific Co-Directors, Wendy Craig and Debra Pepler, and Knowledge Mobilization Director Joanne Cummings, with contributions from more than a dozen PREVNet graduate students. It explores key myths such as the idea that children grow out of bullying, that only a small number of children have problems with bullying, and that reporting bullying will only make the problem worse.

The book provides age-specific advice on what to do when bullying occurs in pre-school, elementary school, high school or in the form of cyber-bullying. Although it has just been published, the book is already earning rave reviews. Dr. Donald Meichenbaum of the Melissa Institute for Violence Prevention in Miami, FL says, “The suggested interventions will make schools and homes safer and improve relationship skills...KUDOS.”

Dr. Susan Swearer, Co-Director of the Bullying Research Network at the University of Nebraska – Lincoln, calls the book “a gift for anyone wanting an authoritative, comprehensive and easily accessible guide to dealing with bullying.” It is “informative and practical” and “a must read for educators and parents.”

[Bullying Prevention: What Parents Need to Know](#) is available as an ebook and as a paper book from [www.bullyingpreventionanswers.com](http://www.bullyingpreventionanswers.com). If you are interested in buying 10 or more copies, but not for resale to the general public, please contact Andrew Barrett, PREVNet’s Marketing and Communications Coordinator at [andrew.barrett@queensu.ca](mailto:andrew.barrett@queensu.ca) as you can receive a discount price! A portion of the proceeds from the sale of this book will go directly to PREVNet to help fund our bullying prevention activities.

[Bullying Prevention: What Parents Need to Know](#) is also on [Facebook](#).



## **New website launch**

Our website is evolving. PREVNet.ca will soon have a new look. You will still find all the information you need, but the site will be easier to navigate and will also have some new features. Keep an eye on @PREVNet on your twitter feeds and check back on the PREVNet Facebook page for updates. We're excited about the launch of our new website in late spring.

## **Knowledge Mobilization**

Here's another update on more of PREVNet's Signature Knowledge Mobilization projects with the Networks of Centres of Excellence (NCE).

### **About Kids Health**

The goal of this project is to populate [AboutKidsHealth](#), the leading Canadian website providing children's health information, with evidence-based violence prevention and healthy relationship knowledge, strategies and tools for parents to improve parenting and child/youth wellbeing. Dr. Dale Stack and her team of five graduate students have generated two topics for parents (preschool aggression and preschool bullying) and these will be vetted in a series of parent focus groups this Spring in Ottawa.

### **Build Character Build Success**

A website (<http://buildcharacterbuildsuccess.ca/home.aspx>) for this program has now been developed. This program is being implemented in schools in Toronto and Kingston and has been well integrated into school agenda and activities. Preliminary evaluation is ongoing in five schools.

### **MyHealth Magazine**

Soon, MyHealth Magazine (<http://www.myhealthmagazine.net>) will launch a double issue, one for students and the other for teachers, with online tools created by PREVNet and MyHealth. These online resources aim to increase awareness about the impact of various forms of bullying on students and provide teachers with best-practice guidelines on how to intervene and address bullying among students who are victimized and students who bully others. MyHealth is providing free subscriptions for these materials. MyHealth also plans to launch a free phone app for Android and iPhone.

### **Rights Respecting Schools (RRS)**

Dr. Pepler and a team of three graduate students and one undergraduate student have been working closely with UNICEF. They are focusing on strengthening the evaluation and measures for the RRS program. A professor in Quebec has been invited by UNICEF to participate in this project by conducting a literature review on evidence and principles of Child's Rights Education.

### **Youth Engagement**

A full-day focus group was held with five PREVNet researchers, two graduate students and 17 NGO partners representing 11 youth-serving organizations with expertise with engaging youth. The focus group aimed to identify strategies to engage youth in PREVNet's activities and to generate creative ways to promote youth involvement in our NCE Knowledge Mobilization Key Signature Projects. PREVNet's next step is to create a National Youth Advisory Committee. Requests for nominations have been sent to all of our NGO partners and are due April 19.

## HRSDC Showcase

When people ask “What are we going to do about bullying and promoting healthy relationships?”, PREVNet now has another answer thanks to a Social Development Partnerships Program grant from Human Resources and Skills Development Canada.

That answer: “We have a number of new tools that will meet that need.”

The grant wrapped up with a Showcase in Ottawa. Three years of concentrated work involving PREVNet, three partner youth-serving organizations and nine graduate students built a Community of Practice around healthy relationships and resulted in the co-creation of new tools including the Healthy Relationships Training Module (HRTM).



From L to R: Debra Pepler (PREVNet), Kelly Petrunka(PREVNet), Sam Yamada (Graduate Student), Wendy Craig (PREVNet), Brian Smockum (Canadian Red Cross), Joanne Cummings (PREVNet), Lisa Evanoff (Canadian Red Cross), Jessica Jeong (Graduate Student), Dilys Haner (Graduate Student), Susan Climie (Big Brothers, Big Sisters of Canada), Olean Jones (Scouts Canada), DeEtte Bryce (Scouts Canada)

The key word is co-creation. The three organizations; Big Brothers Big Sisters of Canada, Canadian Red Cross and Scouts Canada shared their experiences, their training plans and their knowledge. Without that expertise, the training models would not be possible. Now the HRTM is being used across the country.

The organizations all praised the work of graduate students who evaluated their previous training plans and made suggestions in a 40 page report for each NGO. Those positive reports made resources more youth focussed and trainer friendly. Their evidenced-based foundation supports the training and policies and makes healthy relationships the focus.

Graduate students reported unexpected benefits as well. They welcomed the diversity that came to the table during work supported by the HRSDC grant. That diversity meant there were different perspectives that benefited all three organizations. The funding also allowed for a bridging of research and practice, leading to an innovative level of

knowledge mobilization. Equally as important, it also provided an excellent training opportunity for future professionals to build their skills.

In the end, the ones who will benefit most are children and youth. The tools and strategies co-created from the grant will have a broad impact across the country. There is a focus on healthy relations and everyone, from those in the head office to those working directly with children and youth, has the same information. But the work is not done. In fact, it is just beginning. The goal is to take the tools, strategies and knowledge co-created through the Community of Practice and disseminate them to every adult who interacts with children everywhere they live, learn, work and play. Through PREVNet and its 54 partners, there is the capacity to reach every child and youth in the country at least twice.

Click [here](#) to see a series of video testimonials from our three NGO partners and graduate students about how their participation in the HRSDC grant has influenced their work.

## **Highlights of New Tools**

### **DUTY OF CARE:**

#### **Duty of Care Training Evaluation Tool**

- Use this tool to determine if staff and volunteer training about Duty of Care conforms to scientific evidence and best practices

#### **Knowledge, Confidence and Skills-Duty of Care Questionnaire**

- Use this tool to determine if staff and volunteers know what they need to know to ensure the organization's Duty of Care.

### **HEALTHY RELATIONSHIPS:**

#### **Healthy Relationships Training Evaluation Tool**

- Use this tool to determine if staff and volunteer training provides adequate knowledge about promoting healthy relationships and reducing bullying.

#### **Healthy Relationships Training Module**

- Train staff and volunteers to positively influence the social climate within their organization.

#### **Knowledge, Confidence and Skills-Healthy Relationships Questionnaire**

- Use this tool to determine if staff and volunteers know what they need to know to promote healthy relationships and reduce bullying.

### **BULLYING PREVENTION:**

#### **Bullying Prevention Policy Checklist**

- Use this tool to determine if your organization has the critical elements of an effective bullying prevention policy.

#### **PREVNet Bullying Prevention Legislation Review**

- Use this tool to update your knowledge of relevant provincial/territorial legislation pertaining to bullying.



## **PREVNet is growing!**

We're pleased to welcome two new partners, four researchers, eight graduate students, and a new staff member to the PREVNet team.

### **Partners**

**The Brian Bronfman Family Foundation (BBFF)** is a Montreal-based philanthropic foundation established in 2006. The Foundation is focused on the creation of a more peaceful, non-violent, harmonious, and compassionate society, specifically through practical grassroots initiatives that are not political or symbolic in nature. The BBFF believes in using its resources to support creative endeavours that have a concrete impact in bettering the lives of individuals and communities, both in reaction to specific situations and by prevention of potential problems. It uses collaboration as a central tool to build strength, increase outreach, gain recognition, and increase support for positive, pragmatic peace work. As such, the BBFF was the key catalyst in the creation of the Peace Grantmakers Network and the "Tools of Peace" initiative ([www.outilsdepaix.org](http://www.outilsdepaix.org)), which are based around collaboration among foundations and NGOs, respectively

Founded in 2004, **Facebook's** mission is to make the world more open and connected. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

### **Researchers –**

**Dr. Claire Beaumont** is a psychologist and Professor in the Faculty of Education at Laval University. She is the Research Chair on security and violence in educational settings, with a focus on interventions to prevent school violence and analyzing the types of behaviours that undermine the physical or psychological integrity of others. Dr. Beaumont is also a researcher at the Centre for Research and Intervention on academic achievement (CRIRES, which studies success and student retention and supports school communities in their efforts to promote the success of all students.



**Dr. Alexandra Campbell** is an Associate Professor of Marketing at the Schulich Business School, York University. Alexandra has an industry background in consumer packaged goods and worked in product management for Nestle and Reckitt and Colman. She has published articles in a number of academic journals about how and why firms cooperate and build trust in their working relationships. Alexandra's current research interest is on peer mentoring for anti-bullying support. She is specifically interested in how teenage girls use social media with their peers to help them cope with on-line and off-line bullying behaviours.



**Dr. Amanda Cooper** is a former secondary school teacher (Biology and English) and currently is an Assistant Professor in Educational Policy and Leadership at Queen's University. She specializes in Knowledge Mobilization (KMb) efforts to address research-practice-policy gaps across the education sector. Her interests professionally and academically revolve around improving research use in public services. She is the former program manager, research and KMb, of the Knowledge Network for Applied Education Research (KNAER), an ambitious effort to improve KMb in education across Ontario. Amanda also managed the Research Supporting Practice in Education program at OISE, from its inception in 2007-2012.



**Dr. Wendy L. G. Hoglund** is an Assistant Professor of Developmental Science at the University of Alberta. Wendy conducts basic and applied developmental research examining socio-cultural influences (e.g., peer relationships, relationships with teachers, classroom quality) of children's social-emotional development (aggressive behaviors, symptoms of depression and anxiety) and academic functioning (engagement, achievement). Her research focuses specifically on low-income, ethnically diverse children during middle childhood and early adolescence.



### **Graduate Students**

- Miriam Miller
- Robyn Stewart
- Sarah Joosse
- Zacharie St. Georges
- Essie Sutton
- Rachel Baitz
- Stewart Lazarus
- Alyssa Wiseman

### **Marketing and Communications Coordinator**

**Andrew Barrett** joins PREVNet after almost 10 years in the research environment at Queen's University. Most recently at Queen's, he was Research Officer at The Monieson Centre, Queen's School of Business. He has also been involved in Marketing and Communications at the Human Mobility Research Centre at Queen's and Kingston General Hospital and served as a Communications Officer with Providence Care. Andrew also has extensive experience as a journalist. Andrew can be reached at [andrew.barrett@queensu.ca](mailto:andrew.barrett@queensu.ca) or 613-533-6000 ext. 75014 (office).

## PREVNet goes to school on Pink Shirt Day

Students, teachers and staff at Queen Elizabeth Collegiate and Vocational Institute in Kingston, ON show their support for Pink Shirt Day on February 27<sup>th</sup>. They were proud to wear pink t-shirts from PREVNet

