



Highlights from the Annual Report to NCE 2012-2013

PREVNet's Success Stories

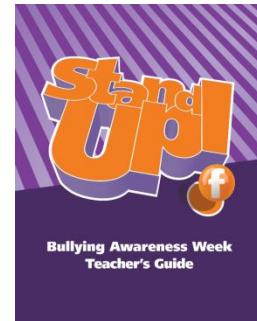
PREVNet continues to spread the word about the value of healthy relationships in preventing bullying. We believe all Canadian children and youth from coast-to-coast-to-coast have the right to be safe in their homes, at school, in their communities and online. Since 2011, PREVNet received a renewed mandate as an NCE Knowledge Mobilization Initiative, with funding to co-create 10 sustainable Knowledge Mobilization Projects. Each of these projects continues to grow, providing new tools and resources to promote healthy relationships and prevent bullying.

NEW TOOLS

- PREVNet created a **new and improved website** (www.prevnet.ca). It is very user-friendly, and conveys exactly who we are, and what we do. It has tools and resources for children and youth, parents, educators, and other adults who work with children where they live, learn, work, and play.
- **PREVNet has a new book for parents, "Bullying Prevention: What Parents Need to Know,"** written by PREVNet's Scientific Co-Directors, Dr. Wendy Craig and Dr. Debra Pepler, and Knowledge Mobilization Director Dr. Joanne Cummings, with contributions from more than a dozen PREVNet graduate students. This book gives an authoritative, research-based look at bullying. It tells parents what they can do to prevent bullying at all age and school levels. The book has been positively received, and orders continue to come in from educators and youth-serving organizations.
- A **Model Bullying Prevention Plan** developed by PREVNet for every school in Ontario could also be the model for similar plans for schools across Canada. The plan moves the most recent research into practical guidelines for parents and educators involved with children and youth in Ontario schools.
- PREVNet has created on-line summaries of each of Canada's 13 provinces and territories **Bullying Legislation and Policies.** This tool is easy to use and tells schools, youth serving organizations, parents and volunteers exactly what it expected of them when it comes to preventing bullying. This tool will be launched in September!



- The 10th anniversary of the **Family Channel's Bullying Awareness Week Campaign** showcased the most comprehensive version of the Family Channel's **Teachers' Guide** to promote healthy relationships and prevent bullying. Using the latest evidence, PREVNet researcher, Dr. Wendy Josephson and five graduate students addressed homophobic bullying and created new features including tip sheets for parents.
- More success for the **WITS (Walk away, Ignore, Talk it out, Seek help)** programs, first developed a decade ago to prevent bullying and promote positive relationships for children from Kindergarten to Grade 4 and for Grades 5 and 6. PREVNet and WITS are working together and the programs are reaching many more teachers, children and youth and parents. The WITS resources are now available in French and First Nations/Aboriginal languages.
- The **Public Health Agency of Canada's (PHAC) Canadian Best Practices Portal** lets you know if a bullying prevention program actually does what it is intended to do. PREVNet graduate students, led by PREVNet researcher, Dr. David Smith, continue to nominate evidence-based violence prevention programs to the Preventing Violence page on the portal.
- The Ontario Centre of Excellence for Child and Youth Mental Health (OCE) is now using the PREVNet-created **Bullying Literacy Mental Health Module**. It lets mental health professionals in Ontario and beyond understand health relationships and provide practical, evidenced-based strategies to prevent bullying. The OCE believes these evidence-based strategies will help Ontario child and youth mental health agencies provide the best possible care.
- PREVNet joined with **Facebook Canada** and a number of PREVNet partners in the **Be Bold: Stop Bullying Campaign**. The campaign was launched during Bullying Awareness Week and centres on an interactive social media pledge app. Teens, parents and educators make a personal commitment to help stop bullying, share their pledge and stories with friends and family, and recruit others to join. Facebook's "Be Bold: Stop Bullying" page has received almost 23,000 "likes".



OUR IMPACT

- PREVNet Scientific Co-Directors Dr. Debra Pepler and Dr. Wendy Craig are regularly consulted for their expertise in promoting healthy relationships and preventing bullying. Dr. Pepler was one of two experts who examined events surrounding the suicide of Rehtaeh Parsons. Dr. Craig testified before the Standing Commons Committee for Justice and the Senate Committee for Human Rights on Cyberbullying. High media

profile tragedies meant PREVNet was involved in more than 200 media interviews (e.g., radio, newspaper, television), informing millions of Canadians.

- The **Healthy Relationships Training Module (HRTM)** is just one of PREVNet's evidence-based training tools that are changing professional practice. The HRTM was co-created with the Canadian Red Cross, Big Brothers Big Sisters of Canada, and Scouts Canada. It trains more than 30,000 adults and reaches more than 100,000 children and youth every year. Those attending the HRTM workshops significantly improve their knowledge, confidence, and skills in how to promote healthy relationships with children and youth. Our next training session is scheduled for November 18 in Toronto; registration site will be open soon!
- The **WITS programs** are now delivered by more than 1,500 teachers and 150 community leaders. They reached 40,000 Kindergarten to Grade 6 children and an estimated 60,000 families. Research over a number of years shows the WITS programs are effective, so there is likely less physical and relational bullying among elementary school students.
- **Family Channel's StandUP!** annual bullying awareness campaign brought current bullying research and strategies for prevention to more than 2,000 teachers across Canada. The teachers then took these strategies to an estimated 60,000 students. The StandUP! website had more than 75,000 visits.
- **The Public Health Agency of Canada's Canadian Best Practices Portal (CBPP)** has even more evidence-based programs that have been evaluated to make sure they are effective. The CBPP's Preventing Violence page saw a 138% increase in visits this year. There were also more than 25 presentations about the CBPP reaching more than 2,000 people including education students, the Ontario Ministry of Health and Long Term Care, Harvard University, and New Brunswick leaders of education (every principal in the province.)
- **PREVNet's 7th Annual Conference: It's Everyone's Role to Promote Mental Health and Prevent Bullying** held May 6th and 7th in Toronto attracted more than 350 participants. PREVNet researchers, graduate students, and NGO representatives learned about the Network's latest bullying prevention tools and resources. Representatives from school boards, social service organizations, law enforcement agencies and other youth-serving organizations also participated in 12 workshops, learning evidence-based knowledge, strategies, and tools to prevent bullying and promote healthy relationships for children and youth. The conference concluded with young people discussing bullying from their perspective.



PREVNet is GROWING

- The PREVNet network is growing and getting stronger. 71 researchers and 108 graduate students are now associated with PREVNet. There are 55 youth-serving organization partners.
- We are also expanding our outreach. PREVNet set up two **National Youth Advisory Committees** (13 – 18 years old and 19 – 25 years old) to advise us on our signature Knowledge Mobilization projects and other tools and resources. **Internationally**, the PREVNet model is now available in Columbia, the United States, Singapore, Norway, and England.
- **MyHealth Magazine's 30 Day Challenge** will soon circulate PREVNet's evidence-based knowledge in a number of schools. MyHealth is an online magazine for young people and has interactive e-Learning modules for youth, educators, and parents. MyHealth will provide up to 15,000 complimentary accounts to educators and stakeholders so they can check for updates and use interactive tools and mobile phone apps
- PREVNet is becoming widely known through **social media**. We are now posting blogs on our site and visits have grown by 27%. The number of Twitter followers grew by 270% and there has been a substantial increase in visits to the PREVNet Facebook page. This adds to our traditional methods of sharing knowledge through conferences, workshops, reports, and academic journal articles,