



Promoting Relationships and Eliminating Violence
La promotion des relations et l'élimination de la violence

**FINAL ACTIVITIES REPORT
2006 TO 2011**

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**Networks of Centres
of Excellence
Réseaux de centres
d'excellence**

PREVNet (Promoting Relationships and Eliminating Violence Network) is a national initiative for promoting healthy relationships and preventing bullying in Canada. PREVNet was established in 2006 through the Networks of Centres of Excellence – New Initiative program (NCE-NI) – a federal mechanism to bridge the gap between research and practice by supporting networking activities among researchers to encourage them to form new partnerships with receptor communities with the ultimate goal of improving Canadians’ social, economic, or health-related well-being. The receptor communities for PREVNet’s knowledge mobilization comprise individuals, organizations, communities, and governments working to support children and youth in Canada. The achievements of PREVNet would not have been possible without the NCE funding.

PREVNet’s mission is to promote safe and healthy relationships for all Canadian children and reduce bullying and violence. This national network is the first and only of its kind in Canada, providing an unprecedented opportunity for social-cultural change within Canada, and around the world. The achievements of PREVNet would not have been possible without the NCE funding.

The basic tenet of PREVNet is that the healthy development of children and youth depends on healthy relationships in the family, school, peer group, and community. Therefore, *Promoting Relationships* is essential to achieving our vision of *Eliminating Violence*. From a developmental perspective, we recognize that efforts to prevent and address bullying problems in childhood and adolescence are critical for the success of efforts to prevent interpersonal violence on a national level, as recommended by the WHO Global Campaign for Violence Prevention (2004), because the use of power and aggression underlies most forms of interpersonal violence throughout the lifespan. There is emerging evidence that promoting healthy relationships is a critical mechanism for preventing bullying.

Rationale for Establishing a National Network in Canada

The World Health Organization (WHO) has identified interpersonal violence as “an insidious and frequently deadly social problem ... the direct and indirect financial costs of such violence are staggering, as are the social and human costs that cause untold damage to the economic and social fabric of communities.” (WHO, 2004, vii). The WHO initiated a global violence prevention campaign calling for “prevention efforts which target the root causes and situational determinants of interpersonal violence” (WHO, 2004, vii). Canada does poorly on the international stage on critical early indicators of interpersonal violence, ranking in the *bottom third* on bullying and victimization (Craig et al., 2009). Bullying predicts interpersonal violence (dating aggression, sexual harassment, violent crime) (Farrington & Ttofi, 2011; Pepler et al., 2008). In Canada, 12% of boys and 6% of girls engage in severe bullying; 15% of boys and 13% of girls are chronically victimized (Molcho et al., 2009). The most effective strategy to prevent youth violence is to promote healthy relationships (e.g., Moretti & Obsuth, 2011); however, Canada fares poorly on the quality of family and peer relationships, ranking 18th out of 21 developed nations (UNICEF, 2007). Despite scientific knowledge about preventing violence by promoting healthy relationships, there is a substantial gap between science and practice. Few of Canada’s violence prevention programs have been scientifically evaluated and disseminated (CIHI, 2008). Adults responsible for children are not receiving evidence-based knowledge, strategies, and programs to effectively prevent violence (Sorge et al., 2009).

The consequences of failing to protect children from violence and support them in developing healthy relationships are costly and life long (CDC, 2010). Bullying at age 14 predicts violent convictions at age 15-20, violence at age 15–18, low job status at age 18, drug use at age 27–32, and an unsuccessful life at age 48 (Farrington & Ttofi, 2011). Bullying, violence, mental and physical health problems, substance abuse, school drop out, and unemployment are all outcomes rooted in experiences within violent

relationships (CDC, 2010). Poor social relationships are as big a contributor to early death as smoking, drinking, and obesity (Holt-Lunstead et al., 2010). The cost of a single youth whose troubled relationships lead to a life of crime is estimated to be \$2.6 to \$4.4 million (Cohen & Piquero, 2009). By preventing violence and promoting relationships, we can optimize children's healthy physical, emotional, and cognitive development – all of which underlie well-being, citizenship, and productivity.

Given Canada's poor rankings in bullying problems, as well as on relationships, health risks, and behaviour problems, we urgently need to advance knowledge about healthy relationships and implement programs and policies to support healthy relationships in all the places where Canadian children and youth live, learn, play, and work. Although there are many activities at local, provincial, and national levels in Canada to prevent bullying, these are uncoordinated and have often been developed without evidence of effectiveness; very few have been evaluated and even fewer have a rigorous assessment. In Canada, bullying has received attention from children's rights, healthy schools, mental health, and crime prevention approaches. From a legislative perspective, provincial and territorial governments responsible for education are including bullying prevention in expectations for safe schools. Nevertheless, there is more work to be done.

PREVNet's Strategic Plan for Knowledge Mobilization

PREVNet is creating social-cultural change in Canada regarding the use of power and aggression in relationships. PREVNet links NGOs and other partners with researchers for a national effort to promote safe and healthy relationships for Canadian youth. PREVNet partnerships serve as the catalyst for social-cultural change through enhanced professional and research practice and informed social policy. Practice within the NGOs is transforming as professionals join researchers with new exposure to scientific knowledge, tools, resources, and collaborations. PREVNet collaborations add value through the development of empirically based tools to: build awareness, change attitudes, assess bullying, implement evidenced-based strategies, and develop policies. PREVNet's NGOs partners have outreach to promote these activities within every community in Canada. Through our partnerships, we have the potential to reach over 11 million children and 1 million adults who work with them. According to Statistics Canada (2006), this number exceeds the Canadian population under 19 years of age of 5,688,840. This "double counting" indicates the added value of the network: we have the potential to reach children in multiple contexts to provide consistent messages and responses to promote healthy relationships across settings where they live, work, and play. By changing the professional practice of those who work with children and their families, PREVNet is enhancing healthy relationships and the social-emotional development of Canada's children. PREVNet also adds value through scientific practices. PREVNet links researchers with partners to ask new questions, within new contexts, with new methodologies, and in large, diverse samples. In this way, the PREVNet partnership model provides a new platform for knowledge development, exchange, mobilization, and uptake that will improve professional and research practice in Canada.

A collaborative framework served as the foundation for our strategic plan and NCE-NI application. Consistent with the NCE expected impact on "social, cultural and economic and/or health-related well-being improvement", we considered the types of support that our partners were requesting to meet our shared goal of preventing bullying and promoting safe and healthy relationships for children and youth. Their requests for support led to the development of a strategic plan comprising four pillars. The Education and Training pillar is to develop awareness and knowledge, change attitudes, and build commitment to promoting healthy relationships and addressing bullying problems. The Assessment and Evaluation pillar is to provide assessment tools to evaluate bullying problems and children's relationships, as well as the effectiveness of programs. The Prevention and Intervention pillar is to provide empirically-

based tools and strategies to reduce bullying problems and promote healthy relationships. Finally, the Policy and Advocacy pillar is to stimulate policy development to provide evidence-based guidelines for ensuring children's rights to be safe and supported in all contexts.

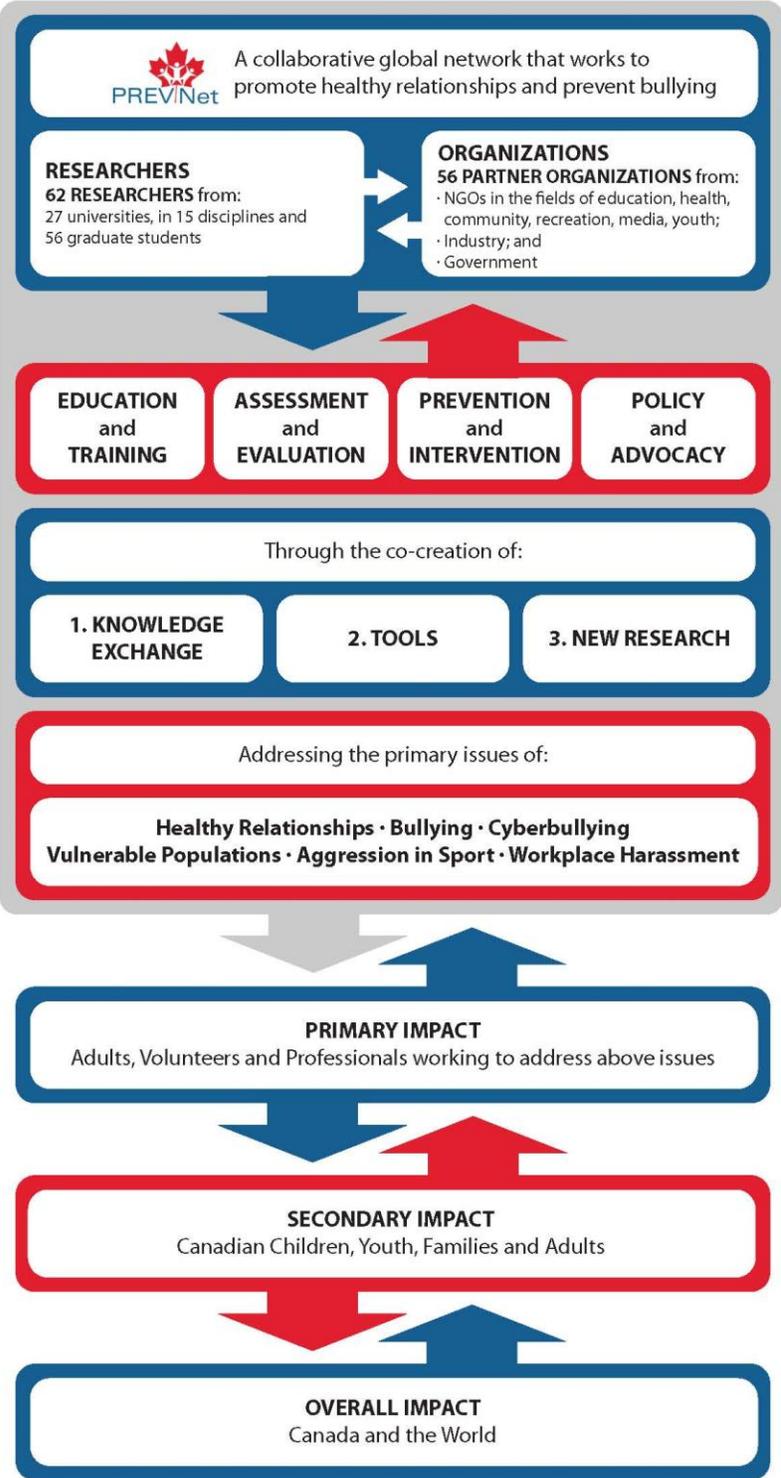
Our work within PREVNet aligns with social marketing strategies within the health sector which apply marketing technologies developed for commercial purposes to social solutions (Andreasen, 2006). Social marketing within the health sector comprises the analysis, planning, implementation, and evaluation of programs designed to influence social determinants of health, as well as behaviour of individuals, and to sustain the change (Andreasen, 2006). Social-cultural change emerges along a continuum, beginning with an awareness of the problem, moving to a deeper understanding through education, followed by sparking interest and motivation, building strategies and involvement in making change, encouraging investment in change, and supporting and advocating for sustained change (Reingold, 2007). PREVNet's four strategy pillars map directly onto this process of social change. The Education and Training pillar raises awareness and provides a deeper understanding of issues. The Assessment and Evaluation pillar provides tools to assess children's relationships – the data generate interest and motivation to address problems and inform program development. The Prevention and Intervention pillar provides tools to develop approaches and programs that promote safe and healthy relationships. The Policy and Advocacy pillar provides a framework for sustainable change.

The PREVNet model is depicted in Figure 1 (see next page). As of 2011, PREVNet has grown to become a tightly woven network of 62 researchers, 56 graduate students, and 56 national organizations working together to promote relationships and eliminate violence. PREVNet is currently an incorporated, interdisciplinary network with charitable status in Canada with an active and supportive Board of Directors. The strategy pillars form the basis for knowledge exchange and mobilization. Working together, researchers and partners co-create knowledge exchange, tools, and new research. PREVNet's primary foci include: healthy relationships, bullying, cyber bullying, vulnerable populations, aggression in sport, and workplace harassment (which extends our work on bullying into adulthood). We address these issues through research working groups, our primary mechanism for knowledge co-creation and the catalyst for change within PREVNet partnerships. The primary impact of PREVNet's efforts is on the adults, volunteers, and professionals working with children and youth. The secondary impact is on children, youth, and families. The overall impact will be on social-cultural change within Canada and beyond to create a new society – one in which all Canadians are respected, safe, and healthy.

Assessing the Effectiveness of PREVNet

To examine PREVNet's effectiveness in bridging the gap between research and practice to prevent bullying and promote safe and healthy relationships, we focus on proximal indicators of PREVNet's success related to the NCE goals of building a network and knowledge mobilization: growth of the network, participation in network activities, and development of knowledge mobilization resources and tools.

Figure 1. PREVNet Model of Knowledge Mobilization



The primary objective of the NCE-NI program is to support networking activities among researchers and promote new partnerships with receptor communities. PREVNet began as a network of 21 researchers, and over the subsequent five years expanded to 62 researchers from 27 Canadian universities, in 15 different disciplines including psychology, psychiatry, social work, child and youth studies, sociology, criminology, justice and policy studies, epidemiology, health, nursing, paediatric medicine, law, business, human resources management, and education. PREVNet has added value to researchers' excellence in three important ways by: expanding collaboration among researchers from multiple disciplines; connecting researchers with the practical expertise and issues of multi-sector organizations; and transforming the research culture to bridge the gap between science and practice. Over the past five years, PREVNet's researchers have been very productive. Researchers have written more than 675 journal articles, 230 book chapters, 30 books, and 120 reports. Additionally, the NCE-NI program has enabled PREVNet researchers to secure more than \$36 million in new grants. PREVNet researchers delivered more than 800 presentations and workshops in Canada and internationally.

We encourage researchers to engage graduate students in PREVNet activities. We began with a strong group of 29 graduate students, which expanded to 56 graduate students. When 15 of our students graduated and were eager to continue their involvement with PREVNet, we established a Young Professionals category. In addition, there is a Student Advisory Committee which consists of seven graduate students and is responsible for organizing student events, advising Executive Committee, and generating new ideas student activity in network.

When we applied for NCE-NI funding, 30 national youth-serving organizations agreed to join. From the original 30, we have expanded to 56 PREVNet partners over five years with representation from the industry sector (n=5), federal agencies (n=3), provincial agencies (n=1), and NGOs (n=47). PREVNet's partners have outreach to every community in Canada. Over the NCE-NI grant period, PREVNet partner organizations have provided more than \$2.1 million in cash contributions and close to \$1 million in in-kind contributions.

In summary, we have met the NCE goal of establishing and growing a network of researchers "so as to encourage them to form new partnerships with receptor communities". We have seen growth of 195%, 93%, and 87% for our researchers, graduate students, and partners, respectively.

Participation in Network Activities

The NCE provision for networking activities among researchers and partners to improve the well-being of Canadians has enabled PREVNet to establish a model for broad and deep social-cultural change that is unique in the world for its multi-sector reach. The Senate Committee on Human Rights (2007) called for a national strategy on bullying for Canada: PREVNet is forming that strategy. Although many countries have national strategies to prevent bullying, these are directed through the school system with limited partnerships. PREVNet recognizes that the use of power and aggression in relationships is a community problem that needs to be addressed in all settings where children live, work, and play. Through our partnerships that span the country, PREVNet can coordinate efforts and knowledge exchange that is multidisciplinary and multi-sector, based in the leading research and best practices.

The PREVNet partnership model is based on forging trusting relationships. In working with the NGOs, we recognize the need to tailor our approach and work at the point along the social change continuum where they are currently focusing. The partnerships are beneficial to both researchers and NGOs.

Researchers within PREVNet learn from the NGOs' deep practical understanding built through day-to-day work with children and youth. NGOs within PREVNet meet researchers who have knowledge, skills, and tools to inform and evaluate their practices. Partnerships between researchers and receptor communities are established through direct consultations with partners, student activities, interactions on working groups and at annual general meetings and conferences, and contributions to the PREVNet series.

Specific work with partners. We have been very successful in attracting interest and participation among our researchers and partners. We have worked with 100% of our partners at least once over the past five years. PREVNet researchers have participated at the annual conferences and on boards of partner organizations. Partners participate in the network through research working groups (see below), attendance at our conferences, and individual consultations regarding PREVNet's strategy pillars. Partners are kept informed of PREVNet activities through our website, list serves, and newsletters.

Our strategic plan was to work intensively with 12 to 14 partners each year. Projects involve key partner leaders, members of the PREVNet management team, and a researcher with his/her graduate student. Goals for projects were defined collaboratively and guided by PREVNet's four strategy pillars: Education and Training, Assessment and Evaluation, Prevention and Intervention, and Policy and Advocacy. Since partners were at different points along the social change continuum, the focus of PREVNet-partner activities depended on partners' perceived needs and readiness to take on projects. In initial meetings, we developed collegiality and trust, defined common objectives for partnership initiatives, and identified deliverables. As indicated in the table in Appendix A, we have worked with 100% of our partners in the past five years. We have co-created more than 80 organization-specific bullying prevention initiatives, including educational presentations, activities, and resources.

Student participation. In line with NCE expectations, PREVNet encourages active participation of the next generation of researchers. PREVNet's Student Research Network provides many benefits including: attending annual conferences to participate and present research, attending workshops, and connecting with other students, researchers and partners. PREVNet graduate students have opportunities for direct partnerships with partners allowing for: the exchange of knowledge and practical experience; internships; developing grant applications; verification of current research findings; development and testing of relevant, practical tools for partners; dissemination activities, and access to relevant research environments.

Working groups. The working groups provide the catalyst for change within PREVNet partnerships. We invite PREVNet partners, researchers, and graduate students to working groups to work on strategic objectives. Partners contribute knowledge of emerging trends among their stakeholders and identify critical issues and unmet needs. Researchers contribute relevant evidence-based knowledge and the scientific capacity to evaluate partners' programs. Collaborative discussions reveal critical gaps in research knowledge. Graduate student participation develops "highly qualified personnel" able to bridge research and practice.

Participation in PREVNet can be measured by the number of working groups and involvement in these working groups. We have created eight working groups that serve as catalysts for knowledge mobilization and grant applications including: Education and Training, Assessment, Prevention and Intervention, Policy, Social Aggression, Aboriginal, Cyber Risk, and Workplace Harassment. Over the past five years, 92% of researchers, and 69% of partners, and 60% of students have participated in one or more working groups.

Annual general meeting and conference. We have hosted five annual general meetings with our researchers and partners, followed by a full-day conference for community professionals with more than 24 workshops to choose from. On the first day, we focus on engaging PREVNet researchers in the vision, research, and activities of the network. On the second day, we invite partners to join with researchers in active discussions. Our focus has been on developing a research model for PREVNet that encompasses our understanding of the theoretical, empirical, and practical foundations of promoting safe and healthy relationships for healthy development. PREVNet's model focuses on the development of an individual's capacity to engage in relationships across the lifespan and provides a unifying research framework to generate and transfer knowledge relevant to preventing bullying and other forms of interpersonal violence and promoting the "people advantage" necessary for Canada's social and economic wellbeing. Researchers and partners have engaged in fulsome discussions – critiquing and refining the model, ensuring it is culturally relevant and meaningful to all stakeholders. We have had consistently high ratings from attendees for the content in our conferences. More than 1,500 people have attended the Day 3 professional development conferences over the past five years.

Development of Knowledge Mobilization Resources and Tools

One of the NCE objectives is knowledge mobilization to receptor communities, which in PREVNet's case comprise our youth-serving partners. Through PREVNet's three primary mechanisms (research project teams, working groups, and conferences with book series), knowledge mobilization resources are developed and refined. By collaborating with partners, we work to ensure that PREVNet's resources are relevant, state-of-the-art, and evidence-based. The activities with partners in Appendix A demonstrate that PREVNet's resources have taken many forms including: training tools and manuals (n=31), brochures (n=5), tip sheets (n=30), literature reviews (n=4), articles for partner associations (n=8), and computer games (n=2). Some examples of tools that we have co-created with our partners include:

- Creation of a *Healthy Relationships Training* module to train all adult volunteers for Big Brothers, Big Sisters (which mentored more than 30,000 children last year), Scouts Canada (with 24,000 adult volunteers and 78,000 children participating), and Canadian Red Cross (reaches over 122,000 adults and 180,000 children/youth each year).
- Handbook for Principals (*Bullying in Schools: Guidelines for Prevention and Intervention*) available to more than 14,000 principals across Canada.
- Creation of cyber bullying resources for Canadian Teachers' Federation for more than 220,000 teachers across Canada.
- Created teachers' guide for 3 of Family Channel television shows which reach more than 5.8 million children.
- Created *Girls United* Training Module and e-learning module with Girl Guides delivered to 22,000 guide leaders who will interact with 85,000 guides.
- Created training manual for Kids Help Phone counselors who help more than 5,600 children/year

Resources are disseminated through: our partners who have channels of communication to every community in Canada, the website, newsletters, and PREVNet researchers. PREVNet conferences are a key vehicle for dissemination and marketing of our resources. We publish a PREVNet series from the conferences (Pepler & Craig, 2008; Craig, Pepler, & Cummings, 2009; Pepler, Cummings, & Craig, 2011). Beyond the working groups and the PREVNet conference, we have the capacity to develop awareness through the website, media, consultations, as well as through fact and tip sheets for youth, parents, professionals, and decision makers available on our website. The PREVNet website, <http://www.prevnet.ca>, went online in March 2007, with information available in both French and English. In its four years of operation, the PREVNet website welcomed more than 175,000 site visits from 181 countries with visitors downloading materials more than 29,000 times. Over 99.9% of users

who downloaded resources found the information helpful (82% indicated the information was very helpful and 18% indicated it was somewhat helpful). There are 107 downloadable resources on the site that PREVNet has created including: research summaries, tip sheets, bullying prevention tools, lesson plans and activity guides. The two most frequently downloaded items are the “Tip Sheet for Elementary School Children who are Bullied” and the “Tip Sheet for Adolescents who are Bullied”.

In addition to our work with PREVNet partners, we have also collaborated with other organizations both in Canada and internationally. For example,

- PREVNet is a participant on the Safe Schools Action Team for the Ministry of Education in Ontario.
- PREVNet completed two contracts with the Substance Abuse and Mental Health Services Administration (SAMSHA) in the United States to create knowledge translation resources on bullying and to consult on their development of their new website on bullying. The 24 bullying fact sheets that we created are available on the PREVNet website <http://www.prevnet.ca/BullyingResources/ResourcesForEveryone/tabid/392/Default.aspx>
- Eight PREVNet researchers are a part of BRNet (Bullying Research Network) an international network designed to: 1. bring together nationally and internationally known researchers in the area of bullying prevention and intervention research; 2. conduct interdisciplinary research related to bullying and aggression, with attention to links between basic and applied research; 3. establish a national and international research network for advances in evidence-based prevention and intervention initiatives in bullying prevention and intervention efforts; and 4. provide a virtual clearinghouse for the latest issues in bullying research and bullying prevention and intervention.
- PREVNet is involved in a leadership role in the Health Behaviours Survey of Children and Youth, a survey conducted in 43 countries. The results of this survey provide essential information to the World Health Organization and UNICEF in creating country ratings of youths’ health and well-being.
- Through work with the Canadian Red Cross, PREVNet is building a partnership with the Australian Red Cross to evaluate their adaptation of Walking the Prevention Circle for Aboriginal communities in Australia.
- At an International Think Tank on Bullying Prevention, PREVNet Scientific Co-Directors and 5 PREVNet researchers co-led the creation of the Kandersteg Declaration – an international commitment by researchers from 15 nations to prevent bullying and victimization in children and youth.
- PREVNet Scientific Co-Directors consulted to Austria, Republic of Georgia, Colombia, Italy, and the United States to translate the PREVNet model of addressing bullying at a national level through partnerships.

Summary. Through strategic partnerships with national organizations and governments focused on children’s well-being, PREVNet has the potential to reach all the children and youth and the adults who care for them. The knowledge being disseminated is tailored to the needs of the receptor communities through the working group process and consultations with specific NGOs. The PREVNet partnership model is unique in the world, providing opportunities to transfer knowledge through organizations that reach every community in Canada. To summarize, knowledge mobilization is promoted through the four PREVNet pillars:

- The *Education and Training* strategy mobilizes knowledge through public awareness messages and by developing training materials for deeper understanding and skills. As indicated in Appendix A, we have developed more than 30 training manuals / education resources for our partners. PREVNet has added value by providing a platform for knowledge exchange on the complex issues related to power and aggression in relationships. The resources developed under this PREVNet strategy pillar have added value by enabling NGO partners to provide consistent messages and responses to bullying. Resources developed by PREVNet are available through the website to other organizations, parents,

teachers, and youth. Work within this strategy pillar also added value to the researchers as they worked with NGOs by identifying key issues and current gaps in scientific knowledge. PREVNet's collective work provided the first stage of understanding for social-cultural change regarding relationships.

- The key element of knowledge and technology transfer within the *Assessment and Evaluation* strategy pillar is the development of state-of-the art web-based assessment tools that have enhanced the evaluation capacity of our partners. The new knowledge generated through PREVNet assessment tools has: 1) Raised awareness of bullying problems; 2) Identified the prevalence of troubled and healthy relationships; 3) Guided the development of prevention and intervention strategies by providing tools to evaluate the effectiveness of programs; and 4) Provided evidence-based information to guide public policies.
- Knowledge mobilization for the *Prevention and Intervention* strategy pillar involves selecting, developing, implementing, maintaining, and evaluating intervention programs, together with guidelines and training for specific intervention tools. PREVNet has added value in providing NGOs and governments with a new capacity to evaluate the effectiveness of their bullying prevention and interventions efforts within a particular context or across many levels of organizational systems. For the researchers, PREVNet has added value in developing tools for new collaborative and coordinated large-scale evaluations of current and emerging best practices to address bullying in Canada and internationally.
- Knowledge mobilization for the *Policy and Advocacy* pillar focuses on providing knowledge and best-practice guidelines for advocacy and policies related to children's healthy relationships. PREVNet is adding value by creating the foundation for a national strategy on bullying, called for in the recent Senate Committee report. With consistent policies to address bullying problems in many contexts of children's lives, we expect slow and steady social-cultural change supported by shifts in structural and day-to-day interactions with and among Canadian youth. Through PREVNet's extensive network, we will add value by providing a united voice to advocate for policies and programs to ensure children's rights for safety and inclusion and to promote healthy relationships.

Bringing about Change to Prevent Bullying and Promote Healthy Relationships in Canada

We have solicited the perceptions of our researchers and partners to determine the value of PREVNet and identify goals for moving forward. The need to sustain PREVNet has been clearly articulated by both our researchers and partners. Through regular feedback evaluations and directed discussions, PREVNet researchers, students and partners have indicated that PREVNet has been effective in bridging the gap between research and practice and has begun to fulfill a critical need for researchers and partners alike. Quotes from the comments written by these members illustrate their enthusiasm for the opportunities provided by PREVNet.

When asked about the benefits of joining PREVNet, researchers' responses included:

- *I believe in the vast benefits that arise from community-university collaborations. I needed to join to fulfill my dreams and to bridge the gap between science and practice.*
- *Being able to witness how research connects to practice in a mutually beneficial way, and to have the opportunity at this stage of my career to see how to develop partnerships.*

When asked about the benefits of joining PREVNet, students' responses included:

- *As a student, I wanted to network with both researchers and partners who have a similar passion of promoting healthy relationships; to take advantage of any potential training opportunities.*

- *Through PREVNet, I am able to meet other passionate graduate students who have similar interests, to understand what research is going on across Canada, and to be a part of the process of knowledge exchange and partnership building with community child agencies.*

Perhaps the most compelling feedback was from PREVNet partners revealing how fundamental PREVNet's support has been to improving their work with children and youth. When they were asked about the benefits of joining PREVNet, partner representatives' responses included:

- *PREVNet has created a 'community of influence' that we want to be part of.*
- *Through PREVNet, we have connections with top researchers, endorsement and credibility, as well as adaptation of resources.*
- *PREVNet has provided us with access to a forum for sharing and learning on good practices and evidence-based approaches to preventing and responding to violence against children; as well as a holistic ecosystem of different contributors (mental health, LGBT, bullying, etc.) to strengthen each other.*

Next Steps for PREVNet

When we initiated PREVNet, we could have never anticipated the level of need, engagement, and value the researchers and partners have come to depend on from the network. The connections we have created to bridge knowledge and practice are deep and lasting. Partners contribute knowledge of emerging trends among their stakeholders and identify critical issues and unmet needs. They also have extensive and well established channels for dissemination of PREVNet resources. Researchers contribute relevant knowledge based on current empirical data and theory and the scientific capacity to evaluate partners' programs and initiatives. Collaborative discussions reveal critical gaps in knowledge and have enabled us to develop a research model on promoting safe and healthy relationships and preventing bullying and potentially later forms of interpersonal violence. Student participation in working groups, knowledge mobilization, and evaluation of partners' programs has enabled PREVNet to support the development of graduate students as "highly qualified personnel" who are able to bridge research and practice. The working groups build strong connections among researchers and partners, laying a foundation for future research collaborations. We will continue to seek funding from various sources (e.g., government research grants, foundations, corporations) so that we can continue PREVNet. We are strongly committed to sustaining knowledge partnerships by engaging researchers, students, and youth-serving organizations, as well as governments, in a network that can provide support to all those who need knowledge and strategies to promote safe and healthy relationships. We will continue extending our collaborations throughout Canada and envision opportunities to extend this collaborative model to other countries where some of our partners work.

Conclusion

Our primary focus of the NCE-NI was to build collaborative and trusting relationships within the network, and to enhance bullying prevention knowledge and practice of adults involved with children and youth. With researchers and partners in the NCE-NI, we co-created more than 80 organization-specific bullying prevention initiatives, including educational presentations, activities, and resources. Through these network activities, we developed a research-positive culture among our partners, in which evidence-based knowledge and practice are viewed as necessities and vital to organizational effectiveness and advancement. In Canada and beyond, PREVNet is now recognized as the authoritative voice for the prevention of violence and the promotion of healthy relationships.

In concluding our discussion of PREVNet as Canada's initiative for promoting relationships and eliminating violence, we want to extend our gratitude to all of the children, youth, parents, teachers, PREVNet Final Activities Report

leaders, coaches, mentors and others who work every day to promote safe and healthy relationships for healthy development. When we collectively rise up to this challenge in our moment-to-moment interactions and program delivery, we can create a safe, secure, and equitable society that actively fosters and nurtures healthy relationships and effectively works toward eliminating violence. We are grateful to the Networks of Centres for Excellence for funding PREVNet for five years and to the PREVNet Board of Directors for their unwavering support and guidance.

PREVNet is successfully creating social-cultural change in Canada regarding the use of power and aggression in relationships and the importance of healthy relationships for children and youth. By promoting healthy relationships, PREVNet and its partners are laying the foundation for long-term economic, health and social well-being for Canadians.

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Appendix A

Knowledge Mobilization Resources and Activities with PREVNet Partners 2006-2011

Partner	Activity
Argos Foundation	Review of their bullying prevention initiative, the Huddle Program.
Big Brothers, Big Sisters of Canada	<p>Evaluated Peer Mentoring program and created new evaluation tools.</p> <p>Student Internship re: evaluation and report of their <i>Between Generation Mentoring Program</i>.</p> <p>Evaluation and enhancement of the training of personnel. Identified gaps in training and provided recommendations for revised or new training and resources.</p> <p>Created Safety & Duty of Care tool to review if training conforms to scientific evidence/best practices.</p> <p>Created a Training Self-Evaluation Tool Kit to measure Reach, Scope and Mode of Training.</p> <p>Created a Teasing versus Bullying Tip Sheet for adults working with children.</p> <p>Created an Exit Interview tool to be used when a volunteer leaves the organization.</p> <p>Creation of a Healthy Relationships Training module.</p> <p>Participated on "Child Safety Audit Expert Panel". Generated report based on 100 abuse allegations.</p>
Boys & Girls Clubs of Canada	Created a brochure for leaders on preventing bullying and promoting healthy relationships.
Bullying.org Canada Inc	<p>Collaborated on Bullying Awareness Week.</p> <p>Online survey of children's responses to being bullied, subsequently published.</p>
Canada Safety Council	<p>Worked on cyber safety project that will roll out in schools across Canada.</p> <p>Developed and implemented a national social networking survey to examine junior high and high school students' attitudes, behaviours, and emotions to cyber bullying. A report will be generated in the fall of 2011 based on the results of this survey.</p> <p>Presented at 4 Canada Safety School Week events.</p>
Canadian Association for Community Living	<p>References and connection to research.</p> <p>Published two articles on exceptional children and bullying.</p>
Canadian Association of Family Resource Programs	Resources and pamphlets about bullying for those working with young children for their website.
Canadian Association of Principals	<p>Presentation at Annual Meeting 2006, 2008, 2009.</p> <p>Newsletter on bullying and cyber bullying distributed to 14,000 principals across Canada.</p> <p>Handbook for Principals: <i>Bullying in Schools: Guidelines for Prevention and Intervention</i></p>
Canadian Association of Social Workers	Meetings and support letters for poverty campaign.
Canadian Child Care Federation	Empirical review of positive healthy relationships.
Canadian Coalition for the Rights of Children	<p>Attendance at three of CCRC annual meetings.</p> <p>Distribution of request for youth survey.</p> <p>Collaborated on repeal of corporal punishment legislation.</p> <p>Prepared report on UN Convention on the Rights of the Child; submitted to United Nations.</p>
Canadian Institute of Child Health	Community forum on child health.
Canadian Mental Health Association	Contributed to <i>ABCs of Mental Health</i> . This is a web-based resource for teachers of grades Kindergarten to 8. PREVNet's contribution was on: the angry and aggressive

	<p>child, bullying, and norm breaking.</p> <p>Contributed to the hearings held by Senator Michael Kirby on Mental Health in Canada.</p>
Canadian Parks & Recreation Association (CPRA)	<p>Consultation and review of community mobilization for violence prevention program: <i>Make All Recreation Safe</i>.</p> <p>Created tool for recreation leaders to better understand bullying and what to do.</p> <p>Presentation at CPRA Research Forum, "Knowledge into Action"</p>
Canadian Psychological Association	<p>Co-developed <i>CPA Policy Statement on Bullying in Children and Youth</i>.</p> <p>Distributed key messages to provincial/territorial associations (5,796 members). Eight community presentations in Psychology week.</p> <p>Collaborated on dating violence symposium for annual conference.</p>
Canadian Public Health Association (CPHA)	<p>Served in a consultation capacity on the National Advisory Committee for the CPHA Project on High-risk Underage Drinking. Our contributions related to the link between high-risk drinking and youth bullying and dating aggression – a key finding from Canadian research.</p> <p>Created tool to help primary care practitioners identify signs of bullying.</p>
Canadian Red Cross	<p>Created a web-based evaluation for the Canadian Red Cross <i>RespectED</i> Program and web-based support materials for the program in more than 30 high schools in Ontario. Each year RespectED reaches more than 180,000 Canadian children and youth who participated in presentations, workshops and/or peer facilitator training; RespectED also reaches over 122,000 adults through training.</p> <p>Evaluation of Aboriginal <i>Walking the Prevention Circle</i> (WTPC).</p> <p>Student internship for WTPC.</p> <p>Submission of grant applications with PREVNet to evaluate the WTPC: two to CIHR, one to SSHRC.</p> <p>PREVNet, in partnerships with RCMP and Red Cross, created a tool kit <i>Engaging and Empowering Aboriginal youth: A toolkit for service providers</i>.</p> <p>Evaluation and enhancement of the training of personnel. Identified gaps in training and provided recommendations for revised or new training and resources.</p> <p>Created Safety & Duty of Care tool to review if training conforms to scientific evidence/best practices.</p> <p>Created a Training Self-Evaluation Tool Kit to measure Reach, Scope and Mode of Training.</p> <p>Created a Teasing versus Bullying Tip Sheet for adults working with children.</p> <p>Created an Exit Interview tool to be used when a volunteer leaves the organization.</p> <p>Creation of a Healthy Relationships Training module.</p>
Canadian Safe Schools Network	<p>Keynote addresses at two conferences.</p> <p>Delivered a workshop on social aggression among girls.</p>
Canadian School Boards Association	<p>Resources for two newsletters distributed to over 250 school boards serving more than three million elementary and secondary school students across Canada.</p>
Canadian Teachers' Federation	<p>Research to inform national cyber bullying strategy.</p> <p>Creation of cyber bullying resources for parents, students and 220,000 teachers.</p> <p>Presentation at annual conference.</p>
Canadian Training Institute	<p>Presented at annual conference in 2007 and 2008.</p>
Canadian Women's Foundation	<p>Application to review programming for girls.</p> <p>Presentation at annual conference.</p>
Centre for Children Committing Offences	<p>Application to evaluate SNAP® programs for boys and girls.</p>
Centre of Excellence for Youth Engagement	<p>Resources for programming with youth.</p>
Concerned Children's Advertisers	<p>Developed research briefs for public service announcements on bullying and teacher's guide. PSAs reached 94% of children in Canada aged 2-11 years old.</p>
Egale Canada (LGBT Rights)	<p>Distributed notification of national survey.</p>

Organization)	Published results of national survey.
Family Channel	Lead partner in <i>StandUP!</i> , Family Channel's nation-wide Bullying Awareness Week campaign with PSAs, online quiz, contests, online chat, and school rallies for 4 years. Consulted to <i>Life with Derek</i> , <i>Latest Buzz</i> , <i>Wingin It</i> shows. Family Channel reaches 5.8 million homes in Canada. Developed teachers' guides and tip sheets to accompany these 3 TV shows. Student internship to identify why children do or do not intervene to stop bullying during bullying incidents; these findings represent the foundation for the Family Channel <i>StandUP!</i> campaign.
Family Service Canada	Developed a framework for healthy relationship development from 0-18 years for materials to enhance parents' understanding. Consulted on www.talk-helps.com - a youth site about bullying
Girl Guides of Canada (GGC)	Collaborated on <i>Girls United Training Module</i> on girls' social aggression and bullying to be delivered to 22,000 Guide Leaders. GGC has 85,000 "guides" who will ultimately benefit from this module. Trained over 50 Senior Trainers (who in turn train other Trainers, who train adult leaders) in British Columbia and Nova Scotia. <i>Girls United</i> pamphlet for parents sent home with 88,000 Guides. Developed <i>Girls United</i> Badge for Guides' healthy relationships. E-learning module developed. Article for <i>Guides</i> magazine on cyber bullying . Presented at the 2009 Ontario Annual Provincial Girl Guides of Canada Conference.
Hospital for Sick Children	Collaborated on successful proposal to the Meighen Foundation for the development of a state-of-the art web-based assessment tool for our researchers and stakeholders, \$340,000. Collaborated on development of Canada's first web-based assessment tool on bullying with tools/modules customized for junior (K-grade 3), middle (grades 4-6), grades 7-12, teachers, principals Developed a feedback process to accompany the assessment tools in which reports are provided with strategies to improve knowledge, attitudes, and behaviours within a school context. Consulted on bullying materials for www.AboutKidsHealth . Co-sponsored sold-out public conference: <i>A Focus on Relationships: Understanding and Addressing Girls' Aggressive Behaviour Problems</i> . Presented at Social Work Rounds.
Invest in Kids	Evaluation of data on parenting and young children from their Community Vitality National Survey.
Kids Help Phone	Developed manual and tools for responding to bullying calls. Trained all English and French-speaking counsellors in Canada in responding to over 5,600 children seeking help annually for bullying. Evaluated new form of internet counselling offered by Kids Help Phone.
Leave Out Violence LOVE	Distributed resources. Highlighted organization at PREVNet annual conference.
Lions Quest (Canadian Centre for Positive Youth Development)	Promoted resources at several of PREVNet annual conferences.
Media Awareness Network	PREVNet, Media Awareness, YOUNCAN, CTV sponsored town hall for youth on cyber bullying. Conducted 11 focus groups with youth to develop a new media literacy interactive technology tool. Evaluated effectiveness of this new web tool on bullying/promoting positive internet behaviours. With Media Awareness, created an internet literacy e-learning tutorial for students in

	Grades 9-12 with data management and tracking tools for educators; a companion teacher's guide; and a communications plan to ensure widespread promotion and use of the program resources.
MyHealth Magazine (formerly YooMagazine)	Reaches more than 1,000 schools in Canada and the United States. Developed materials on bullying for health literacy magazine for youth and teacher training component. In partnership with PREVNet and UNICEF developed a series of youth-friendly articles for MyHealth e-zine about the rights and freedoms that are promised to children under the United Nations Convention on the Rights of the Child entitled, "Know your rights, have your say".
National Alliance for Children and Youth	Participate on Board of Directors.
National Ballet School	Web-based survey of students. Development and delivery of a series of workshop for ballet school staff.
Peaceful Schools International	Consultation on materials. Presentation at annual conference.
Practi-Quest	Consultation on development of suite of internet games to promote healthy relationships, positive problem solving, and fairness and prevent bullying. Evaluation of games. Student internship.
Prevention of Violence Canada	Serve on steering committee. Participation in WHO meetings for Global Campaign for Violence Prevention. Presentation at annual meeting.
Public Health Agency of Canada (PHAC)	Reviewed more than 30 potential violence prevention programs and added 18 evidence-based violence prevention programs to PHAC's Violence Prevention portal (a 25% increase). This portal has 4,500 visits/month. PREVNet, UNICEF and MyHealth e-zine co-created a special on line issue on children's rights entitled "Know your rights, have your say" about the rights and freedoms that are promised to children under the United Nations Convention on the Rights of the Child. Developed a report card framework for the health and well-being of children in Canada by consulting research experts, youth, and agencies working with youth. Developed a plan to develop and implement the National Report Card on Children's Well-being.
Respect Group Inc.	Consultation, evaluation, and advocacy for <i>Respect in Sport</i> and <i>Respect in the Workplace</i> programs.
Rock Solid Foundation's WITS Violence Prevention Program (Walk Away, Ignore, Talk to someone, and Seek Help)	Created a cyber bullying resource for parents distributed through all elementary schools in BC. Part of successful grant from Public Health Agency of Canada in which PREVNet was identified key knowledge transfer partner; PREVNet instrumental in recruiting remote communities to pilot program.
Royal Canadian Mounted Police	Consultation and review of youth program. PREVNet, in partnerships with RCMP and Red Cross, created a tool kit <i>Engaging and Empowering Aboriginal youth: A toolkit for service providers</i> . Submission of two grant applications (CIHR and SSHRC) with PREVNet and Canadian Red Cross to evaluate the Aboriginal Red Cross program Walking the Prevention Circle.
Scouts Canada	Over 78,000 children participate in Scouts Canada's programs, delivered by 24,000 volunteer leaders. At the 100 th Anniversary of the Scouts Jamboree, PREVNet conducted a needs assessment with over 60 Scouts Leaders and engaged over 400 Scouts in a Bullying Quiz. This survey of scouts and leaders' perspectives of bullying identified need for

	<p>training on bullying and healthy relationships. Evaluation and enhancement of the training of personnel. Reviewed Leaders' Handbooks, and identified gaps in training and provided recommendations for revised or new training and resources. Created Safety & Duty of Care tool to review if training conforms to scientific evidence/best practices. Created a Training Self-Evaluation Tool Kit to measure Reach, Scope and Mode of Training. Created a Teasing versus Bullying Tip Sheet for adults working with children. Created an Exit Interview tool to be used when a volunteer leaves the organization. Creation of a Healthy Relationships Training module.</p>
Society for Safe and Caring Schools and Communities	<p>Served on Board. Presented keynote at annual conference.</p>
Tapestry New Opera Works	<p>Consulted on libretto and with actors for <i>Elijah's Kite</i> – a children's opera on bullying which has been performed to a wide variety of audiences, including a gala event sponsored by PREVNet and broadcast nationally on CBC Radio 2. Developed a teacher's guide to accompany the opera which was performed for 43 schools, reaching an audience of 9,250 students. Evaluated effectiveness of opera for bullying prevention.</p>
True Sport Secretariat	<p>Served on working group for preventing violence in sport.</p>
UNICEF Canada	<p>Review for national report on Canada's protection of children's rights as required by United Nations Convention on the Rights of the Child (UNCRC) with respect to violence. In partnership with PREVNet and MyHealth magazine, reviewed content of a special on line issue of MYHealth Magazine on children's rights entitled "Know your rights, have your say" about the rights and freedoms that are promised to children under the UNCRC.</p>
Wynford Group	<p>Developed a comprehensive manual for the Build Character, Build Success program for promoting healthy relationships in school. The manual was implemented and focus groups were conducted to assess its usefulness, comprehensiveness, and relevance for elementary school teachers. Evaluated in 3 schools this year with 4 more schools planned in 2011. Student internship.</p>
YOUCAN	<p>Collaborated on successful grant application to the National Crime Prevention Centre for funding for whole-school youth-led training program addressing bullying, antisocial behaviour, and crime prevention for 18,000 Canadian youth. Conducted literature review. PREVNet ,YOUCAN, Media Awareness & CTV held a cyber bullying town hall for youth. PREVNet researcher worked on a school video project looking at a program intervention affecting school climate.</p>
Your Life Counts	<p>Promoted organization and its mandate at PREVNet Annual Conference in 2010.</p>
Youthline	<p>Attended board meeting about evaluation and consultation.</p>
Zapdramatic	<p>Consulted on development of internet based game for positive group dynamics and bullying prevention among middle school groups. Through focus groups and data collection, evaluated the game in classrooms Teacher's guide development.</p>