

Bullying Awareness Week 2014: PREVNet Partner Activities



CANADIAN CENTRE for CHILD PROTECTION®
Helping families. Protecting children.

CANADIAN CENTRE FOR CHILD PROTECTION is involved in a number of activities during Bullying Awareness Week. The centre is planning for a social media campaign to reach out to educators, teens, and their parents about NeedHelpNow.ca and our new Cyberbullying education modules. Addressing Online Risks Facing Youth in Grades 7 and 8 and Addressing Sexual Violence and Online Risks Facing Youth in Grades 9 and 10. The modules are supplemented by activity books (What's the Deal and It is a Big Deal respectively) for the students. We will be tweeting and posting from our Canadian Centre for Child Protection accounts in both official languages. Our Directors will also be tweeting throughout the week. We are very excited that Bullying Awareness week will also coincide with our first round of educator training on the new educational modules in New Brunswick. Complete details can be found on our [English](#) and [French](#) Facebook pages. You can also follow us on Twitter: @CdnChildProtect (English) @ProtegerEnfant (French) @LiannaMcDonald @SignyArnason @christydz @noniclassen

THE CANADIAN CENTRE FOR ETHICS IN SPORT (CCES) works to elevate the conscience of sport in Canada by collaborating with others to activate a values-based and principle-driven sport system and advocate for sport that is fair, safe and open. The CCES also monitors the ethical climate in sport, responds to concerns and provides programmatic support to the sport community. Our organization is a member and leader of the True Sport Movement – Canada's movement for good sport designed to help sport live up to its full potential as a public asset for Canadians. Knowing that good sport has the power to make a significant contribution to the healthy development of youth, we believe that we must engage and encourage the public to take part in meaningful discussions on what fair, safe and open sport means to them. Paul Melia, the President and CEO of the CCES, who is also a parent, coach, sports fan, and player, hosts a blog on the CCES website where he looks to spark conversation, at all levels of sport, on issues that may prevent sport from reaching its full potential. Bullying or hazing, as it is sometimes referred



to in sport, is one of those issues that casts a dark cloud over the sport community. "It is often purported to be a rite of initiation for rookies or a team bonding practice. What it is, in fact, is team sanctioned bullying" ([Melia, P.; Hazing – A misguided, outdated and barbaric ritual. 2011](#)). Please join in the conversation on November 17, 2014 when Paul re-visits the topic of bullying in sport at <http://www.cces.ca/en/blog>.

CANADIAN SAFE SCHOOL NETWORK

has a variety of events and initiatives planned for the 2014-2015 school year. Provincial Safe School conferences will take place in Edmonton, AB on November 24, 2014, in Winnipeg, MB on February 9, 2015, in Toronto, ON on February 24, 2015, and in Regina, SK on March 23, 2014. In addition to the large conferences we are also hosting a subject specific, full-day conference on Emergency Preparedness and Crisis Management in early December 2014, also located in Toronto, ON. Outside of professional development opportunities we are also holding our first ever Safe Schools story writing contest. We are calling for submissions from students in grades 4 to 8 to write about important safe schools issues happening in their schools. Stories will be judged by the Canadian Safe School Network and the top 2 winners will have their stories published in the first 'Canadian Safe School Story Book.' Finally, our ongoing resource "When Nobody's Listening" is a safe space online, where students, parents, and educators can ask questions anonymously, and have an expert reply with direction, encouragement, and assistance. More details about everything going on at The Canadian Safe School Network can be found on our [website](#) OR follow us on Facebook and Twitter (@CndnSafeSchools).



CHILD DEVELOPMENT INSTITUTE

is planning to carry SNAP Boys Youth Leadership Clubs' plans to honour Bullying Awareness Week 2014. They are going to celebrate [Myles Neuts' legacy](#) by reading his *What is Peace* poem which was given to our group by his father, Mike Neuts. We hope to end the night by lighting the Smiles for Myles candle and reflecting on his powerful words. Last year, some of our boys decided to add rhymes of their own to the poem and we hope to do the same if the boys are up to it. This is a tradition the centre would like to carry forward each year.



COMPANIES COMMITTED TO KIDS (CCK) is an industry



funded not-for-profit that contributes to the overall wellness of our children as it relates to their social, emotional and physical well-being through innovative social marketing and educational programs. As bullying prevention is a key issue area in which CCK supports, we will continue to promote our valuable resources, which were developed under the guidance of the experts at PREVNet, throughout the week. In particular our trilogy of public service announcements give children key strategies to addressing bullying and our posters on cyberbullying and bullying provide simple tips to help guide our children. Both of these resources will be supported with an emarketing and social media strategy. E-communication will be sent to close to 3,000 educators across Canada driving traffic to our longlivekids.ca site. Our Words Hurt PSA will be in the broadcast rotation during Bullying Awareness Week. In addition, @longlivekids will be tweeting throughout the week with links specifically to our bullying prevention [PSAs](#) and [posters](#).

FAMILY CHANNEL marks its 12th annual Stand UP! Bullying Awareness Week campaign by promoting the message of bullying prevention with an entire week of dedicated programming. Two special nights headline the week; on Wednesday, November 19 the network will air a marathon from fan-favourite series *Jessie* beginning at 6 p.m. ET/PT, featuring three back-to-back episodes reinforcing Family's Stand UP! message. Then, the stars of Family's hit series *The Next Step* host A Night to Stand UP! For on Friday, November 21 beginning at 6:30 p.m. ET/PT. After each new episode in the lineup the cast discusses the bullying behaviour displayed, shares their own personal stories about bullying and offer information and resources for viewers who are being affected by bullying. In advance of Bullying Awareness Week, Family Channel took the message of bullying prevention on the road, bringing Family stars to four elementary schools to host Stand UP! rallies. Each rally featured a sneak peek of a bullying-themed *Austin & Ally* episode followed by a discussion led by a PREVNet representative; plus, a guest speaker from a local organization was invited to give a presentation showcasing a community-related bullying prevention initiative for students. Footage from this year's Stand UP! Rally Tour, along with tips and resources prepared by PREVNet, are available on Family Channel and Family.ca as part of Bullying Awareness Week.



THE HOSPITAL FOR SICK CHILDREN.

AboutKidsHealth is a website, affiliated with the Hospital for Sick Children, that provides evidence-based child health information for families. In recent years, bullying has received increased attention from schools, parents, and the media alike. Bullying occurs when a child experiences purposeful, mean behaviour from another child over and over again. To help parents to have a better understanding of bullying, AboutKidsHealth offers a wide range of articles covering the different factors that contribute to bullying, and the different types of bullying, as well as what parents can do to stop bullying.

Find links to all of the AboutKidsHealth content on bullying [here](#). Specific topics covered include – cyberbullying, bullying and facial differences, bullying and LGBTQ+ children, how to help your child stand up to bullying, and more.



JOINT CONSORTIUM FOR SCHOOL HEALTH: THE MINISTRY OF ED OF BC.

Through the ERASE (Expect Respect and a Safe Education) Strategy, British Columbia will be continuing to train school staff and community partners in bullying and violence prevention and intervention. As part of our regular communication with public and independent schools, the Ministry will be sharing information about Bullying Awareness Week 2014. During the week of Nov 16th to 22nd, we will highlight available resources and information that support student safety through our Twitter feed @ERASEbullyingBC. Students, parents, and the community will then have an opportunity to let us know what activities they are doing in support of Bullying Awareness week and what resources and information they find useful when it comes to keeping students safe. Also, the Ministry of Education will be selecting the ERASE BC student advisory candidates for the 2014/15 school year. Last year's advisory group consisted of 19 students from public, independent and First Nations school systems and together they co-created social media guidelines for schools and advised Premier Clark and Minister Fassbender on issues related to bullying and student safety. This year, the Student Advisory will be involved in the Student Ambassador Forum in Prince George on January 16, 2015 and events scheduled for Pink Shirt Day on February 25, 2015.





Royal Canadian Mounted Police / Gendarmerie royale du Canada

RCMP NATIONAL CRIME PREVENTION SERVICES. The RCMP is involved in two initiatives during Bullying Awareness Week:

1) **We want to hear your story:** The RCMP's National Crime Prevention Services is asking people to share their experiences: describe what happened to you, and, equally important, what you did about it. How did you make the bullying stop? Or, why, if you were the person doing the bullying, did you stop? Selected entries will appear on the Centre for Youth Crime Prevention website during Bullying Awareness Week.

2) **RCMPTalks.** The RCMP is embarking on an innovative way of interacting with Canada's youth by hosting national conversations from their very own classrooms. RCMPTalks is a series of 90-minute live, interactive videoconferences that offers advice and guidance on important issues, such as Bullying and Cyberbullying. Each conversation allows students from up to six different Canadian schools to participate via videoconference and social media, where they can pose questions to designated guests. The delivery of each videoconference includes a secured virtual classroom with learning activities and resources for teachers to deliver to their students over a period of 1 to 2 weeks leading up to the national event. During this phase, a team of online mentors will provide students with timely feedback on their virtual classroom postings. The next RCMPTalks session will be "A national conversation on Bullying and Cyberbullying" is scheduled for November 19th, 2014.

PREVENTION OF VIOLENCE CANADA- PRÉVENTION DE LA VIOLENCE CANADA will be launching our National social media Violence Prevention Charter process during Bullying Prevention Week. Calling on all PREVNet partners to visit the charter site and share with your communities. POVC is dedicated to implementing World Health Organization recommendations for violence prevention in Canada and to continue our support for violence prevention globally. We encourage all Canadians to declare their commitment to violence prevention, and to support and shape healthy public policy in Canada. Please visit www.povc.ca. Sign the Charter, and make our voices heard.



TELUS WISE is involved in two major events for the Bullying Awareness Week. First, they are planning to host a MediaSmarts Young Canadians Online Relationships and Respect webcast on November 19, which can be found [HERE](#). Second, they are also creating a 'Stand Up' pledge via TELUS WISE with an intention to encourage Canadians to take the pledge to stand up to bullying and engaging in social media how they are standing up. At this point, they are trying to find a few partners to work with on this.



TORONTO ARGONAUTS are working with Family Channel and are currently organizing the following for the Bullying Awareness Week: Huddle Up (HU) Bullying Prevention Student Committee Empowerment Meetings: November 17 at Twentieth St. Jr. P.S.; November 19 at Newmarket H.S.; and November 20 at Bellmere Junior P.S and Rosedale Day School. In addition our Huddle Up players will do some social media comments to raise awareness that week. More information on Huddle Up Student Committees can be found on our [website](#).

ROCK SOLID FOUNDATION WITS PROGRAM

You've heard of crowdfunding. What about crowdspeaking? That's what WITS is doing the Bullying Awareness Week (Nov 17-21)! Instead of donating money, you donate a tweet or Facebook post. It's called a Thunderclap, and it allows a single message to be mass-shared, flash mob-style. Help us make some noise this Bullying Awareness Week by adding your support to our Thunderclap. Visit www.witsprograms.ca and click the "Join this Thunderclap" button. It's easy, quick and secure. Just like Kickstarter, Thunderclap is all-or-nothing. We need 100 supporters by Nov. 18 for our message to go live. Please support and share!

