

Partners contributions

A number of PREVNet partners have special events and activities planned for Bullying Awareness Week. Many will also initiate social media campaigns using #BAW2013. We thank them for contributing to this newsletter.

Canadian Centre for Child Protection

For this year's Bullying Awareness Week, the Canadian Centre for Child Protection will be providing middle school teachers with some critical resources for addressing the issue of cyberbullying. Supported by Mrs. Lauren Harper, middle schools across Canada will receive the following material:

- A card and posters to help raise awareness among students about Needhelpnow.ca, a resource, designed to help youth deal with the negative consequences of the creation and distribution of sexual images and/or videos online – which often includes cyberbullying.
- A card promoting the Centre's new parent brochure titled, "*Parenting Tweens and Teens in the Digital World*". Among others, this guide provides guidance on what to do if a child is being cyberbullied.
- A card promoting the Centre's upcoming Grade 8 and Grade 10 education modules for teachers. The Grade 8 lessons focus on boundaries and relationships, responding to difficult situations and getting help. The Grade 10 lessons address interpersonal relationships, the role of new technologies, sexual consent, and identifying characteristics of coercive or exploitative relationships.
- A sheet describing the new resource guide for educators titled, "*School and Family Approaches to Intervention and Prevention: Addressing Self/Peer Exploitation*."

Schools interested in ordering any of the above resources can contact the Centre by email at contact@protectchildren.ca, by phone at 1 (800) 532-9135, or online at www.kidsintheknow.ca.

Canadian Red Cross RespectED: Violence and Abuse Prevention

Red Cross will be launching Respect in School, an online course offered in partnership with Respect Group Inc. The objective of the course is to provide information on bullying, abuse, harassment and neglect prevention for all school-based leaders.

Click [here](#) for more information in English. Click [here](#) for more information in French.

Red Cross will also make PREVNet's parent handbook on bullying prevention on their online store, and make the promotion of this new resource within its networks.

RespectED Ontario Zone is recognizing Bullying Awareness Week through:

- Mass e-mail to all RespectED Prevention Educators and Youth Facilitators with updated resources and hand-outs
- Media launch Mon Nov 18 in Toronto, in collaboration with Toronto Bullying Prevention Coalition
- Supporting the Markham Youth Advisory Council in their Youth Conference, Fri Nov 22
- Collaboration and keynote for Georgina Parent Council Forum, Sat Nov 23. Additionally, our trainers will be delivering 6 Youth Facilitation trainings (intensive 2 day trainings) at 6 schools in Peel District School Board.

Concerned Children's Advertisers

CCA will be tweeting about the week and our resources. CCA has two posters on bullying awareness and cyber-bullying prevention that are available both online and in print. You can download the posters [here](#)

Family Channel

On Friday, November 22, Family dedicates the entire evening to bullying prevention with an exciting programming lineup. At 5 p.m. ET/PT, a brand new episode of *Jessie* kicks off a bullying-themed marathon from the hit series, followed by a new episode of *The Next Step* at 7pm ET/PT. The night winds down at 7:30 p.m. ET/PT, with the network premiere of *Penelope*, a modern romantic tale about a young aristocratic heiress born under a curse that can only be broken when she learns the important life lesson of accepting herself for who she is.

Throughout November, Family will air bullying-themed episodes from a variety of favourite series including *Good Luck Charlie*, *Phineas and Ferb*, *A.N.T. Farm*, *Life With Derek*, and *Wingin' It*. In addition, new PSAs, music videos and interstitial content featuring celebrities opening up about their bullying experiences will debut. Among the slate of interviews are: Disney stars China Anne McClain (*A.N.T. Farm*) and Zendaya (*Shake It Up*); international pop/rock band R5; British singer/songwriter Olly Murs and Canadian pop sensation Victoria Duffield.

Those interested in Family's 11th annual Stand UP! campaign can visit Family.ca/StandUp to watch bullying-themed episodes, music videos and learn more about the Stand UP! Initiative. Bilingual bullying prevention resources for students, parents and educators are also available for download, including new printable tip sheets and activities from an extensive Teacher's Guide prepared by PREVNet for Family. Family OnDemand also offers a variety of bullying-themed episodes as they become available.

Kids Help Phone

This Bullying Awareness Week, Kids Help Phone is making it easy for everyone in Canada to participate or enhance their own Bullying Awareness Week activities. Visit the organization's new Bullying Awareness Week webpage kidshelpphone.ca/baw to access great resources for kids and adults, including Bullying/Cyberbullying tipsheets, social media memes and other tools, videos, statistics, and much more. You can also find tools for young people affected by bullying, and learn more about Kids Help Phone's important work helping young people cope with this often devastating issue. Plus if you know a young person, encourage them to download the free Kids Help Phone app, Always There, which has lots of great info to help kids cope with bullying in their lives.

RCMPTalks: Using Interactive Technology to Engage Canada's Youth during Bullying Awareness Week

The RCMP is embarking on an innovative new way of interacting with Canada's youth, right in their own classrooms.

Offering advice and guidance on tough issues such as bullying, violence and impaired and distracted driving, "[RCMPTalks](#)" is a series of four live, interactive videoconferences taking place in several Canadian schools in the coming months.

To highlight this year's Bullying Awareness Week, the RCMP is hosting an RCMPTalks National Conversation on Bullying & Cyberbullying. A team of PREVNet graduate students served as online mentors, providing students with authentic and timely feedback on their virtual classroom postings.

On November 19th, participating students will speak with PREVNet's Knowledge Mobilization Director, Dr. Joanne Cummings and [Alisha Virmani](#), a former victim of bullying and cyberbullying who is now a Queens University student. Following the conversation with Alisha and Dr. Cummings, each class of students will share their vision for a local charter of rights and responsibilities on bullying and cyberbullying. To stream the live conference on November 19th, visit and register at encounters.tigweb.org/events or contact Samuel Breau at: samuel.breau@rcmp-grc.gc.ca

Society for Safe and Caring Schools and Communities (Safe and Caring)

The Society for Safe and Caring Schools and Communities (Safe and Caring) is involved in a number of events during Bullying Awareness Week. Complete details can be found [here](#)

- Monday November 18 - a panel forum and webcast to raise awareness of bullying and how to support a culture of respectful and healthy relationships. For more information please visit, <http://b-free.ca/home/events.html>
- Monday November 18 - Safe and Caring partners with community agencies on a youth conference called "Students on Stage". The event will take place at Servus Place in St. Albert, Alberta.
- Wednesday November 20 - Safe and Caring hosts their annual Creating Safe Spaces Waffle Breakfast. More details can be found at <http://safeandcaring.ca/special-events/>.
- Thursday November 21, Safe and Caring speaks at the Alberta Restorative Justice Association's annual conference in Edmonton. The session will be webcast and available for later viewing on Safe and Caring's website at www.safeandcaring.ca
- Saturday November 23 - 2nd Annual Alberta Gay-Straight Alliance Conference in Calgary Alberta.

UNICEF Canada

UNICEF Canada coordinated its second annual "Bring Your MP to School Day" initiative with nearly 80 MPs participating during the week of November 11, 2013 as part of National Child Day celebrations across the country. This was the week when MPs are in their ridings. National Child Day is celebrated in Canada on November 20 (falling within Bullying Awareness Week) every year in recognition of the UN Convention on the Rights of the Child – a reminder of the commitment our government made to help ensure the best possible conditions for growing up in Canada. Promoting rights-respecting relationships is part of the Convention and we expect young people will continue to raise issues, such as bullying, with their MPs again this year.

WITS

The WITS Leadership Contest invites all youth 18 years and younger to tell us about your ideas to prevent bullying. Receive \$500 to make your idea come to life! Write a song, make a video, craft a play or get creative with your own unique idea. We want to hear from you! Send us your 150 word description of your idea through facebook or using our on-line application

<http://www.witsprogram.ca/youth-leadership-contest/index.php>

Looking for practical ideas to engage the community in bullying prevention? The WITS Programs provides ideas for teachers, community leaders and families in the Bullying Prevention Week section of their website. For more information go to <http://witsprogram.ca/bullying-awareness-week>

[Back to "In this issue"](#)