

PREVSPECTIVES



2016

BULLYING AWARENESS WEEK SPECIAL EDITION NEWSLETTER



Welcome to Bullying Awareness Week 2016 (November 14th – 20th), now in its 14th year! PREVNet and our partners recognize this important week as an opportunity for all of us to come together to bring attention to the issues of bullying prevention and improving emotional wellbeing for children and youth. In this newsletter, we'd like to highlight some of the many exciting and meaningful ways our partners are working together to mark this week.

In this issue:

- Family Channel celebrates 14th year of Bullying Awareness Week
- New Parent Videos from MediaSmarts
- Make an Impact when Witnessing Cyberbullying!
- Canadian Red Cross Activities across the Country
- Huddle Up Bullying Prevention Rally & More!



**Please share your activities with us all week long on Twitter
@PREVNet or find us on Facebook**

#BAW2016

www.PREVNet.ca



Family Channel is celebrating its 14th annual **Stand UP! Bullying Awareness Week** campaign with an entire week of programming dedicated to bullying prevention. Airing **weekdays starting at 4 p.m. ET/PT**, the weeklong programming event features brand new bullying-themed episodes from the network's top series, special messages from Family Channel stars sharing their own experiences with bullying, and exclusive footage from the 2016 Stand UP! Rally Tour. Bullying Awareness Week runs from **Monday, November 14 – Sunday, November 20**.

Last month, Family Channel took the message of bullying prevention on the road bringing network stars Julia Tomasone and Colin Petierre (both of *Backstage*) into four elementary schools across the country to host Stand UP! rallies. At each rally, students were treated to a never-before-seen episode of *The Next Step* created specifically for Bullying Awareness Week, followed by a discussion led by a representative of PREVNet (Promoting Relationships and Eliminating Violence Network), Family's longtime partner. Footage from the 2016 Stand UP! Rally Tour will be featured in short documentaries that will air on Family Channel and Family.ca as part of Bullying Awareness Week.



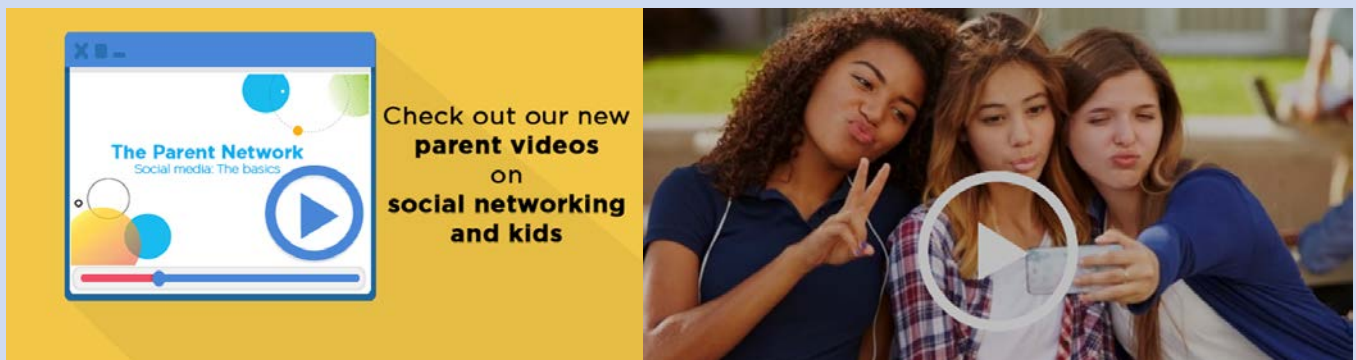
Backstage stars Julia Tomasone and Colin Petierre pose with Fort McMurray contest winner Maddie.

From Monday, November 14 – Friday, November 18, viewers can tune-in daily at 4 p.m. ET/PT for bullying-themed episodes of their favourite shows. The dedicated lineup features a brand new episode of *The Next Step* on **Thursday, November 17 at 4:30 p.m. ET/PT** which demonstrates how people can misuse power to bully others, as well as how power can be used to stand up to bullying. Created by Family Channel and PREVNet for the Stand UP! campaign, the stand-alone episode is accompanied by a [Teacher's Guide](#), available for download at [Family.ca](#). Also premiering on **Friday, November 18 at 4 p.m. ET/PT** is a two-part special from *Backstage* which deals with bullying behaviour.

[See Family Channel's Official Press Release for more information](#)

New Videos for Parents

MediaSmarts has created two new videos for parents to help them keep up with their kids' social media use. Social networks are a great way for teens to make and connect with friends but there are issues parents need to understand. These new resources will help parents support their kids as they explore the online world. The videos offer tips on talking to kids about social media use and issues that can arise; identifying potential safety risks; and establishing good house rules for social media.



The videos are part of the comprehensive program – The Parent Network: Social Media and Your Kids – which also includes a downloadable workshop and facilitator's guide to be used in a community setting.

IMPACT!

WITNESS BULLYING ONLINE? MAKE A DIFFERENCE.



Make an Impact When Witnessing Cyberbullying

MediaSmarts has partnered with TELUS to create *Impact! How to Make a Difference When You Witness Bullying Online*, a suite of resources to help youth make a difference when they witness cyberbullying.

The *Impact!* program is built on the findings from [Young Canadians' Experiences with Online Bullying](#), a 2015 study conducted by PREVNet and MediaSmarts, and funded by TELUS.

The research aimed to discover three things: what are the barriers to witness intervention in cyberbullying? What incentives can increase the likelihood of witness intervention? And which interventions are more or less likely to have a positive outcome?

The new resources include:

- **A step-by-step, online interactive decision-making tool** that helps students choose effective strategies for intervening in different cyberbullying situations;
- **A classroom lesson** for teachers that supports the decision-making tool, with additional role-playing activities for students;
- **A parents' guide**, *Helping Our Kids Navigate Cyberbullying*, to help parents better support their kids if they're targets of or witnesses to cyberbullying; and
- **A series of printable posters** for the classroom that promote low-risk ways of intervening when students witness cyberbullying.

Impact! will be launched during Bullying Awareness Week.

To access the program visit www.mediasmarts.ca



The **Canadian Red Cross** will be marking this Bullying Awareness Week with the launch of several events and campaigns. They will be participating in the upcoming Grey Cup Youth Rally (see the Huddle Up Youth Rally flyer on page 4). There will also be a launch of their PINK Day campaign for February 2017 along with the Red Cross' PINK Day Resource.

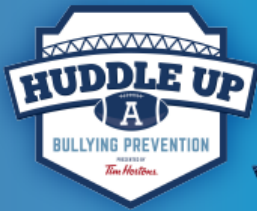


In Ontario, Several Beyond the Hurt trainings are taking place in the Greater Toronto Area for youth facilitators, while new bullying prevention activities are being shared with their Red Cross school and youth-serving organizational partners. Their theme for the week will be "Live bullying awareness everyday! Actions have impact – make yours bold!".

Red Cross representatives from Kettle Point and Stoney Point First Nations are engaging with their community to write messages about bullying, telling positive stories about what they have done or would do to prevent or intervene in bullying situation. These messages will be captured on pink papers and posted in a public space so they can be shared with others.

In Saskatchewan, Cameco, Canadian Red Cross and the Saskatchewan Roughriders will start a tour of Northern schools on November 14th. Roughrider players trained in bullying prevention will be speaking to students K-Grade 8. To follow this, a youth symposium on November 17-18 will feature keynote speaker Travis Price and bring 75 youth together for training on bullying prevention and healthy youth relationships.

Alberta, in addition to offering many youth and adult training workshops on Healthy Youth Relationships and their Beyond the Hurt program, will launch their **#FiveDaysOfAction** campaign (Nov 14th-18th) alongside the Alberta Ministry of Human Services. The campaign focuses on healthy relationships and bullying prevention principles and encourages youth to make a pledge to be a "Friend in Deed". Youth will be offered a wristband to remind them of their pledge.



BULLYING PREVENTION RALLY!

FREE FOR STUDENTS IN GRADES 3-8

NOVEMBER 23, 2016
12:00 - 1:30
NATHAN PHILLIPS SQUARE

Join us to have the most people ever reading a pledge to prevent bullying. Athletes, celebrities and expert speakers will lead the crowd in an inspiring program that celebrates acceptance, inclusiveness and uniqueness. Family Channel's Deepa Prashad will host the day's events alongside special guest Michael "Pinball" Clemons.

RSVP by: November 15, 2016 and you will receive a Grey Cup Curriculum Learning Resource Package to help prepare for the Rally: huddleuprally@argonauts.ca

Date: November 23, 2016

Time: 12:00-1:30

Location: Nathan Phillips Square

We encourage public transit where possible.

There are limited options for lunch at the square so you are encouraged to bring your own lunch.

Dress warmly as it will be in November.

Please submit:

- a. School Name
- b. Contact information of chaperones on site (Cellphone & E-Mail)
- c. Number of students
- d. Whether you are coming via TTC or busing



Lions Quest Pre-K-Grade 12
Social & Emotional Learning Programs

Nowly Revised



The Canadian **Safe School** NETWORK



The RCMP continues to offer **BullyText**, a tool to engage youth using text messaging that features various bullying scenarios.

A useful tool for teachers, police officers in schools and anyone else who works with you, **BullyText** can be used by anyone in Canada with a cellphone that can send and receive short message service (SMS) messages. The tool is provided at no cost to users. A lesson plan is also available to help facilitate further discussion on bullying including its impact, prevention strategies, resources and reporting mechanisms. Users can use the tool by texting "Bully" to 38383 or email CYCP_CPCJ@rcmp-grc.gc.ca to request a lesson plan.

For more information: <http://www.rcmp-grc.gc.ca/cyco-cpcj/bull-inti/btext-eng.htm>

CANADIAN CONFERENCE ON PROMOTING HEALTHY RELATIONSHIPS FOR YOUTH: BREAKING DOWN THE SILOS IN ADDRESSING MENTAL HEALTH & VIOLENCE

SAVE THE DATE | February 15-17, 2017 | London ON Convention Centre

A conference for policy makers, researchers, youth advocates, educators, mental health, youth justice and social service professionals involved in the prevention of relationship violence and promotion of youth well-being in families, schools and communities



Centre for Research & Education on Violence Against Women & Children



Western Centre for School Mental Health

Register now! Early bird rate ends November 30th!