



# PREVNet

PROMOTING RELATIONSHIPS & ELIMINATING VIOLENCE NETWORK

*Canada's authority on research and resources for bullying prevention*



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## HIGHLIGHTS FROM OUR 2016-17 ANNUAL REPORT

## WHO WE ARE

PREVNet is a leading global network of 130 researchers, 174 graduate students, and 62 national organizations who work together to promote healthy relationships and prevent bullying.

## OUR MISSION

To stop bullying by promoting safe and healthy relationships using evidence-based tools and resources.

## OUR STRATEGY

“PREVNet is a ‘made in Canada’ solution with a partnership model that is unique in the world. The added value of PREVNet has been to have a cohesive, orchestrated approach across different systems, such as mental health, education, and public health, so we can address bullying prevention in a systematic and evidence-based way. In Canada and beyond, PREVNet is recognized as the authoritative voice for the prevention of bullying and the promotion of healthy relationships.”

### DEBRA PEPLER

Scientific Co-Director of PREVNet and Distinguished Research Professor of Psychology, York University



“Our goal is to enhance Canadians’ capacity to prevent bullying and promote healthy relationships by partnering with governments, corporations, and youth-serving organizations to leverage our most successful evidence-based resources, adapt them for many different groups, and put them into the hands of those involved with children and youth in all the places where they live, learn, and play.”

### WENDY CRAIG

Scientific Co-Director of PREVNet and Professor and Head of the Department of Psychology, Queen’s University

# 10 SUCCESS STORIES FROM 2016-17



## TRANSFORMING EDUCATION IN QUEBEC

In partnership with the Quebec Ministry of Education, the Jasmin Roy Foundation, and Peace Grantmakers Network, PREVNet has been part of *Les Grandes Rencontres* which is a three-year province-wide training program, launched in Fall 2016, for teachers, principals and school stakeholders. Thus far, 850 people from the education sector have been trained. PREVNet delivered two workshops based on PREVNet's Bullying Prevention Toolkit at 5 training sessions across Quebec. These participants will now share their learnings at their local schools.

## EXPANDING HEALTHY RELATIONSHIPS TRAINING IN ALBERTA

PREVNet continues its successful partnership with *Alberta's Shift: The Project to End Domestic Violence* to leverage its Healthy Relationships Training Module (HRTM.) Together, we have adapted the HRTM to include new tools (webinars) and strategies to better engage with participants. This year, 100 individuals in Alberta were trained in the HRTM: from the Edmonton Public School District, from "Advancing Healthy & Socially Just Schools & Communities" master's certificate program at the University of Calgary; from Calgary Board of Education Teacher's Convention; and from the Winter Sport Institute in Calgary. Pre-post survey results revealed that participants showed significant gains in their knowledge about healthy relationships and bullying prevention, and significant gains in their level of confidence and intention to promote healthy relationships among the youth with whom they work. Also, Prof Wells has received a grant from Alberta's Family and Community Support Services which operates within over 200 municipalities/towns in Alberta to create 10 fifteen-minute webinars based on the HRTM for municipal staff training. These webinars will also be available on our website for all to download.

## TURNING POLICY INTO PRACTICE IN ONTARIO

The Ontario Ministry of Education asked PREVNet to create a *Bullying Prevention Toolkit* which has been distributed to all 5,000 schools in the province with information on how to put bullying prevention policies into practice. The Bullying Prevention Toolkit (BPT) contains 40 innovative, high-quality, evidence-based tools and resources to prevent bullying and promote healthy relationships. The Toolkit is available in both English and French. This year, PREVNet was funded by the Ministry of Education to create 10 one-hour workshops based on this toolkit. These new workshops will be available in Fall 2017 on our website. Another great success story is that the Durham District School Board (DDSB) Safe Schools Steering Committee and the Safe School Department adapted the BPT by creating a slideshow so that administrators and safe schools trainers could easily deliver this content in staff meetings and training sessions. They have trained every safe and accepting schools team from all 131 schools in their Board. DDSB chose the BPT because they recognize PREVNet's expertise in bullying prevention. The BPT has informed their board's safe schools training, as well as board policies and procedures related to bullying, restorative practice and healthy relationships. The Safe Schools team has heard very positive feedback from schools and administrators that are using this new safety plan; they say that it frames their thinking and that it provides a voice for both parents and students to express their concerns in new ways. DDSB described PREVNet as promoting "cutting-edge, Canadian research" and noted that they are "highly invested" in the resources.

**Bullying Prevention  
and Intervention in  
the School  
Environment:  
Factsheets and Tools**

Dr. Debra Pepler and Dr. Wendy Craig, 2014







## CO-CREATING TOOLS TO SUPPORT PROGRAM SELECTION, IMPLEMENTATION AND DISSEMINATION

PREVNet hosted a working group with partners from Mothercraft's Breaking the Cycle, Canadian Red Cross, Public Health Agency of Canada, Canadian Women's Foundation, 4th R, UNICEF Canada, Pan-Canadian Joint Consortium for School Health, Wynford, WITS, Centre for Children Committing Offence and Alberta's SHIFT. Our partners presented their program selection, implementation and evaluation tools and discussed ways to adapt these tools to co-create generic tools available to all program and policy-makers. Dr. Pepler began working with a graduate student and post-doctoral student to create user-friendly guidelines and tipsheets and three tools are now ready to bring to a May 2017 working group for feedback.

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## SUPPORTING RESOURCES FOR SOCIAL-EMOTIONAL LEARNING AND MENTAL HEALTH

The SEL Resource Finder ([www.selresources.com](http://www.selresources.com)) is a free, online resource for people who work with children and youth to learn about and promote social and emotional learning (SEL) and mental well-being in children and youth. The site was developed by PREVNet researcher Dr. Hymel at the University of British Columbia as a collaboration between UBC's Faculty of Education and the Edith Lando Charitable Foundation. The site serves as a one-stop clearinghouse of information and resources on SEL and mental health. Specifically, the SEL section of the site provides links to current information for school staff to LEARN about SEL (articles, websites, books), resources (programs, activities, videos, books) that can be used to APPLY SEL in classrooms, and tools to ASSESS social-emotional competencies and the effectiveness of SEL interventions. The Mental Health section provides links through which educators can LEARN about mental disorders, and SUPPORT students experiencing mental health difficulties. Five PREVNet graduate students have expanded the coverage of resources featured on the SEL Resource Finder by researching and then writing descriptions for new resources for the site.

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## PARTNERING WITH NETWORKS TO EXPAND REACH

PREVNet has joined with two new networks to reach more Canadians. (1) Building the Teen Healthy Relationships Field, is funded by Status of Women Canada and led by the Canadian Women's Foundation. The goal of this 3-year project is to enhance and strengthen the field of teen healthy relationships programs through a national collaborative approach, thereby contributing to ending violence against girls and women in Canada. (2) *Knowledge Network for Student Well-Being Ontario* is led by the Hamilton Wentworth District School Board and the Offord Centre for Child Studies at McMaster University with the goal of implementing best practices for student well-being in schools. It is a 4-year grant funded by the Ontario government. PREVNet is leading one of four communities of practice, Safe and Accepting Schools, and will deepen our reach in by mobilizing two of our evidence-based tools, the Bullying Prevention Toolkit and the Healthy Relationships Training Module to Ontario's 117,000 educators.

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

PREVNet partnered with the Centre for Research and Education on Violence Against Women and Children at Western University and the Centre for School Mental Health at Western University to co-host a *three-day conference* in Feb 2017 in London, Ont. 450 attended from education, mental health, police, justice, academia, social work, philanthropic, and government sectors. Conference participants provided specific examples of how their practice will be changed as a result of attending the conference:

**“My approach with decision makers will be different around promoting mental health”; content will influence my curriculum development; I will include biological indicators more into my research on dating violence/intimate partner violence; I now feel equipped with knowledge of a range of programming that I didn't know existed, or didn't know in detail. I will be able to present my NGO partners with more information and choices.”**



## E-LEARNING TO PREVENT CYBERBULLYING

PRIMUS research showed that parents are more concerned about cyberbullying than they are about teen pregnancy, drug use or alcohol use. PRIMUS partnered with PREVNet to launch Canada's first e-learning program to help parents and youth prevent online bullying. The e-learning program "**CyberGuard – Cyberbullying Truth, Tips and Tactics**" features practical tools to proactively address the issue and reduce the incidence of cyberbullying. The site was launched in November 2015. We are now working on ways to make the content more engaging. PREVNet launched a national survey with parents to identify what topics parents want to see in the new cyberbullying website. These results are guiding the direction for development of new content for the PRIMUS website to be launched this Fall.

## UNITING WITH FAMILY CHANNEL'S CAMPAIGN FOR BULLYING PREVENTION

PREVNet's researchers and Family Channel have collaborated since 2003 to create an annual social marketing campaign to provide knowledge, strategies, and tools that will empower children to prevent bullying. The goal is to increase children's awareness that when peers intervene, bullying stops within 10 seconds, 57% of the time. This partnership mobilizes evidenced-based knowledge each November during Bullying Awareness Week (BAW) to important socialization agents in children's lives (media, family, and school) through a multiplatform campaign that features a *dedicated website* complete with PREVNet created bilingual resources, a national in-school rally tour, and special bullying prevention TV programming. PREVNet Project Leaders Drs. Josephson and Cummings led a team of six graduate students for this year's 14th annual Bullying Awareness Week campaign. New this year, Family Channel formed a partnership with TELUS WISE and PREVNet to create 10 Public Service Announcements using actors from Backstage and Degraasi: Next Class that addresses bullying prevention. PREVNet played a key role in the script content for these PSAs. This year's campaign had 12.65 million media impressions. Schools that hosted a Family Channel rally reported uptake of the BAW materials and new student-led bullying prevention initiatives. Quotes from the schools included:

**“It set the tone for the rest of the year. When something comes up that relates to bullying, you can say “Remember how that happened in the “Next Step” – and then what happened?” Family Channel kind of fired us up. The rally made it clear how important this is. Students felt like they were really making a difference. It has inspired us to get involved in the “Me to We” program and other pro-social programs and activities.”**



# MOBILIZING YOUTH TO CREATE #SPREADKINDNESS CAMPAIGN

PREVNet is working with its 15-member National Youth Advisory Committee (NYAC) to co-create a public education campaign about the importance of healthy relationships. Using PREVNet's Healthy Relationships Training Module (HRTM) as the foundation, the NYAC has created six integrated campaigns that encourage youth, parents and caregivers to #SpreadKindness. These campaigns have been designed by youth with support from Drs. Craig and Cummings, ensuring that these messages are evidence-based and will be both impactful and appealing to the audience they have been created them for. The planned launch is on November 15th in Ottawa at the live and virtual Youth Town Hall co-hosted with Facebook Canada.

When we asked members of the NYAC what has been their greatest learning in the past year of working with PREVNet, here is what they had to say:



**“The NYAC has given me the opportunity to gain new perspectives and insight into different groups of youth across the country. I have learned about similarities and heard about different struggles that are faced. ”**

**"My greatest learning would be that there are so many ways and ideas to prevent bullying and other negative interactions between others."**

**"I have learned how to work with people who located all over Canada. I have been challenged to problem solve along with a group of peers so I have learned how to work together and be more flexible."**

**"My greatest learning would be that there are so many ways and ideas to prevent bullying and other negative interactions between others. My greatest learning about being apart of this project is that there truly is strength in numbers; together, I am able to work alongside other dedicated individuals to curb bullying and make a difference in the lives of others."**





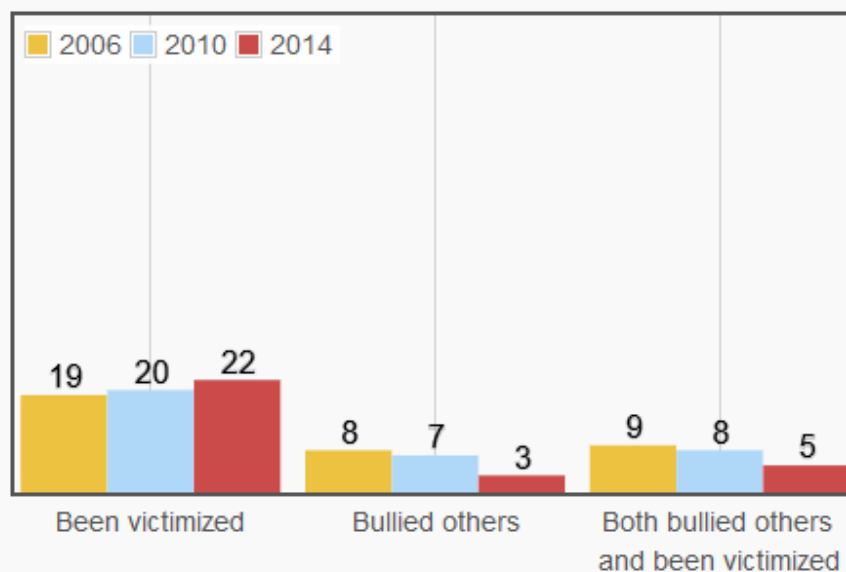
# IMPACT IN CANADA

Canada's ranking in terms of bullying among the countries participating in the World Health Organization's survey Health Behaviour in School-aged Children (HBSC) **worsened** between 1994 and 2006 in spite of relatively stable rates, suggesting that other countries had been preventing bullying problems more effectively than Canada. Many of the countries that ranked more positively than Canada, including the United States, had national campaigns to address bullying problems during the period of the HBSC surveys.

Then beginning in 2006, **bullying rates in Canada began to drop**. With over a decade of knowledge mobilization through PREVNet, we have indications that our nation-wide collaborative efforts are beginning to have impact: since PREVNet began, **the proportion of students who report bullying others has decreased by 62% (dropping from 8% to 3%)** and **the proportion of students who report both bullying others and being victimized has dropped by 44% (dropping from 9% to 5%)** (Craig, Lambe, & McIver, 2016). Less promising is that the prevalence of being victimized has increased by 16% since 2006 (increasing to 22% from 19%).

**We know there is more work to be done.**

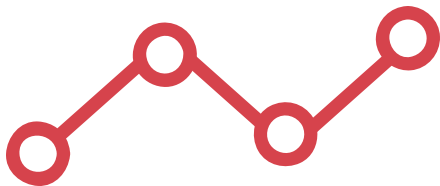
**Figure 15.2 Involvement of students in the three categories of bullying, in 2006, 2010, and 2014 (%)**



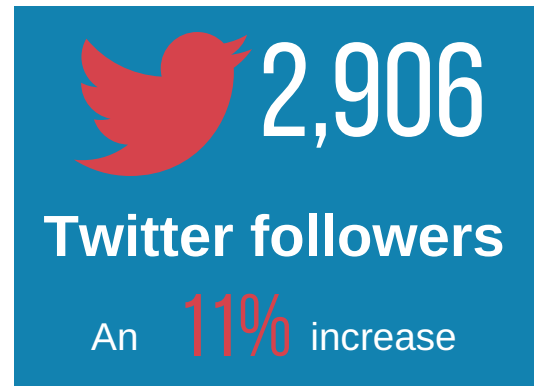
# WE ARE GROWING



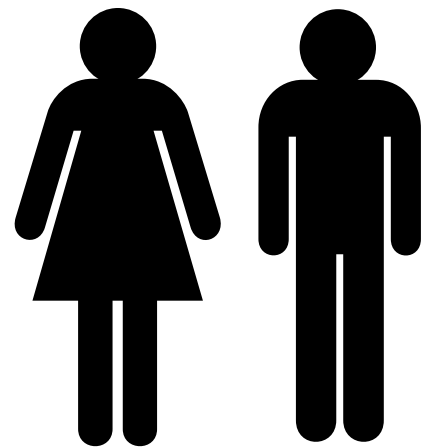
INCREASE TO OUR RESEARCH NETWORK  
now at **130** researchers



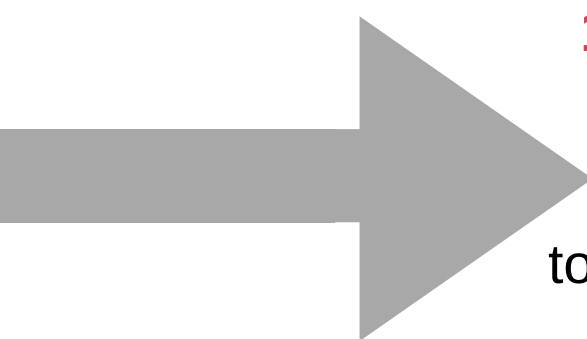
**8%** INCREASE  
IN WEB  
TRAFFIC



**5%** increase in our network of  
graduate students and young  
professionals



**62 NATIONAL PARTNERS**  
a 2% increase



**174** graduate students & young  
professionals who  
Contributed over **6000** hours  
to knowledge mobilization activities, a  
**17%** increase



# THANK YOU



To the staff, researchers, students and partners who dedicate their time to PREVNet's governance and knowledge mobilization resources. We are truly grateful.

## IN COLLABORATION WITH



## CONNECT WITH US