

A photograph of two young girls hugging and smiling. The girl on the left has long, wavy blonde hair and is wearing a denim jacket. The girl on the right has shorter blonde hair and is also wearing a denim jacket. They are both smiling broadly. The background is blurred. A large blue diagonal shape is overlaid on the right side of the image.

# PREVNet

PROMOTING RELATIONSHIPS &  
ELIMINATING VIOLENCE NETWORK

**HIGHLIGHTS FROM OUR  
ANNUAL 2017-2018  
REPORT**

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For more information, visit  
[www.prevnet.ca](http://www.prevnet.ca)

# Who we are

PREVNet is a leading global network of 131 researchers, 183 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



**DEBRA PEPLER**

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



**WENDY CRAIG**

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

"Building a network is a developmental process – researchers and partners need to meet in a place where they are both comfortable, where there is mutual trust, and where both their needs are being met. The success of networking is in engagement – of both partners and researchers. Over the past 10 years, we have been able to develop trusting relationships and commitment to a shared vision for healthy relationships to promote the healthy development of children and youth. PREVNet's partnerships are essential not only in bridging research to practice, but also in demonstrating that practice is as informative and critical as research, creating equal knowledge-practice relationships. PREVNet partnerships serve as the catalyst for social-cultural change through enhanced professional and research practice and informed social policy. Practice within PREVNet's partner organizations has been transforming as professionals join researchers, with new exposure to research knowledge, tools, resources, and collaborations. Within PREVNet, we have exchanged knowledge that has raised awareness and engendered a deep commitment to fostering healthy relationships for healthy development. We have broken down competitive and territorial silos by bringing multiple partners and researchers together, in face-to-face working groups, specific task forces, and annual conferences.. The engagement and exchange within PREVNet has promoted a shared commitment and common vision of what is needed."

-- As quoted in the "Mobilizing Canada to Promote Healthy Relationships and Prevent Bullying Among Children" chapter in *The Wiley Handbook of Violence and Aggression* by Dr. Pepler

# PREVNet By the Numbers



- ✓ **ENGAGING WITH OUR GRADUATE STUDENTS, WHO CONTRIBUTED 6000+ HRS ON KNOWLEDGE MOBILIZATION ACTIVITIES AND PROJECTS**
- ✓ **PREVNet RESEARCHERS PUBLISHED 170+ PEER-REVIEW PAPERS, 45 BOOK CHAPTERS & CURRENTLY HOLD 180+ GRANTS THAT TOTAL TO MORE THAN \$104 MILLION IN FUNDING**

# Our Communication Plan for Success

PREVNet's ANNUAL social media communication has continued to increase awareness about bullying prevention



**1+ MILLION TOTAL REACH & 1.9 MILLION TOTAL IMPRESSION SCORE**

**9% GROWTH OF TWITTER FOLLOWERS (3180)  
353,600 IMPRESSIONS**



**151,889 WEBSITE VISITS**

**10,500+ IMPRESSIONS**



This year, our National Youth Advisory committee launched its **#SPREADKINDNESS** Campaign

- **11,000+ VIEWS REACHED ON FACEBOOK**
- **1000+ BLOG VIEWS**
- **2 YOUTUBE VIDEOS, 300 VIEWS**
- **837 LIKES ON 47 INSTAGRAM POSTS, 130 FOLLOWERS**
- **700 ONLINE QUIZ VIEWS**

PREVNet Partners have appeared in **250+** media interviews featured in



Leveraging out partners' national media campaigns, led to



**6 MILLION MEDIA IMPRESSIONS**



**89 MILLION AUDIENCE REACH WITH MEDIA LAUNCH, 12 000+ VISITS ON OUR NEW CYBERBULLYING WEBSITE**

# TOP 10 ACHIEVEMENTS FROM 2017-18



## 1 *Relaunching of Canada's first E-learning program to help parents prevent cyberbullying*

**Primus Telecommunication** research showed that parents are more concerned about **cyberbullying** than they are about teen pregnancy, drug use or alcohol use. However, PREVNet and Primus's initial e-learning program against cyberbullying in November 2015 had very little traffic, prompting necessary redesign. On September 2017, the new website: **Parenting in a Digital Age: Understanding Kids and Technology**, was launched. The site was thoroughly reviewed by parent and researcher focus groups prior to the launch. Based on all the focus groups' feedback, the site was completely retooled and redesigned for easier navigation, and provides support to help with the varying social needs of three distinct age

groups: young kids, tweens and teenagers. Primus promoted the launch of the updated site on its various platforms including a press release which was picked up by 266 media outlets, accounting for a **total audience of 89 million**. Since its launch, the site has successfully acquired close to **12,000 visits**.

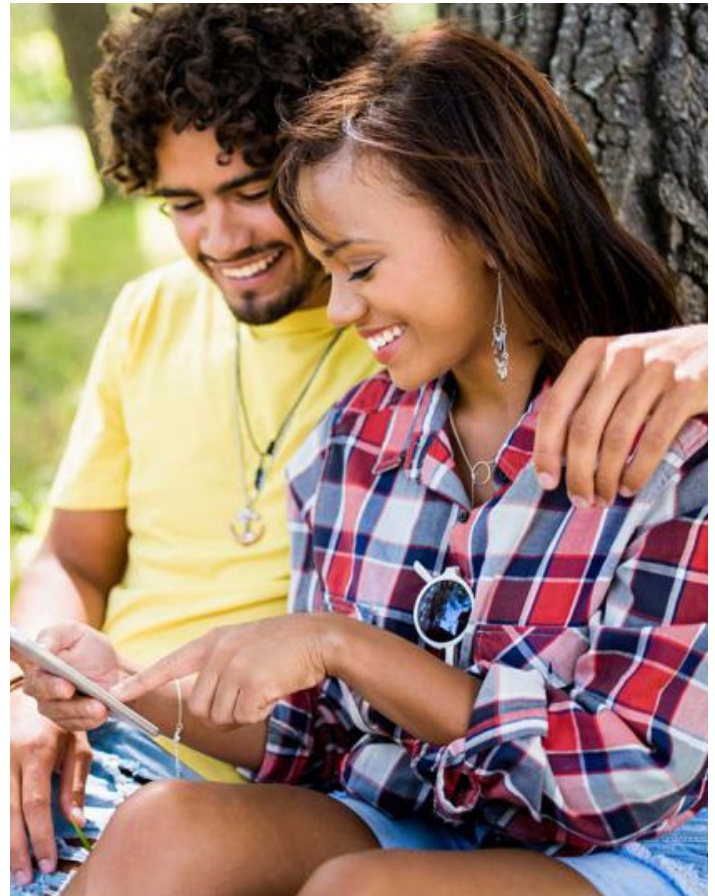
## 2 *Leveraging partnerships in Quebec to transform educators and schools*



In partnership with the **Quebec Ministry of Education**, the **Jasmin Roy Foundation**, and **Peace Network for Social Harmony**, PREVNet has been part of **Les Grandes Rencontres**, a three-year province-wide educators' training program, launched in Fall 2016. PREVNet researchers and partners' contributions to the program include delivering two workshops based on PREVNet's Bullying Prevention Toolkit (BPT) at training sessions across Quebec, bringing the total to **2,000+ people** from the education sector who will share their learnings at their local schools. In addition, PREVNet researchers created two workshops based on the BPT with **La Direction des services à la communauté Anglophone**, the department which supports English school boards in Quebec, and delivered their workshops to **220 educators** and administrators from 11 English school boards, which was received positively by participants. The workshops were videotaped and send to participants to share at their schools.

### 3 *Delivering training on healthy relationships in Alberta*

PREVNet continues its partnership with **Alberta's Shift: The Project to End Domestic Violence to leverage its Healthy Relationships Training Module (HRTM)**. From April 2017 to March 2018, **73 adults working with youth** in Alberta received HRTM training. In addition, one training was conducted at PREVNet's annual conference with **16 professionals**. Surveys delivered before and after the training workshops revealed that participants showed significant gains in their knowledge about healthy relationships, bullying prevention, and their level of confidence and intention to promote healthy relationships among the youth with whom they work. In addition, the HRTM was adapted by the **Family and Community Support Services Association of Alberta (FCSSAA)** in 2016 for FCSS online learning purposes because the workshops bolstered Healthy Relationships skills, a core competency for FCSS leaders. Five online webinars have recently been created and will be widely promoted this coming fiscal year.



### 4 *Turning policy into practice in Ontario: The Bullying Prevention Toolkit*

The Bullying Prevention Toolkit (BPT) was disseminated in the following ways this fiscal year:

- ✔ Over **5,000 page views** on PREVNet's website
- ✔ Workshop presented at the **Ontario Healthy Schools Coalition Conference**
- ✔ Members of the **Durham District School Board's Safe School Team** presented an interactive workshop at PREVNet's 9th Annual Conference, which explored how the School Board utilized the BPT to inform policies, procedures and practice to foster healthy relationships and support a positive school climate
- ✔ Full-day workshop in conjunction with PREVNet's annual conference; **An In-depth Exploration of PREVNet's Bullying Prevention: Tools for Schools**. Discussions focused on how to use the BPT based on workshop participants' actual experiences of challenging bullying situations
- ✔ Workshop participants are planning to incorporate the information received from training in various ways such as delivering a province-wide event to present the information to administrators, teachers, other stakeholders, adding to their School Success Policy, adopting techniques to their everyday practice, as well as to use the information as support for building a prevention program on bullying at their schools

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

Dr. Debra Pepler and Dr. Wendy Craig, 2014





## 5 *Uniting with Family Channel's Social Awareness Campaign*

PREVNet and **Family Channel** have collaborated since 2003 to create an annual social marketing campaign to provide knowledge and tools that will empower children to prevent bullying. Using evidence-based knowledge, the campaign is delivered each November at **Bullying Awareness Week (BAW)** to media, family, school through a multi-platform campaign that features a website complete with PREVNet-created bilingual resources, a national in-school rally tour, and special bullying prevention TV programming. PREVNet researchers led a team to co-create the teacher's guide and activities for the 15th annual BAW campaign with Family Channel (Nov 20-26). For a second year in a row, Family Channel and TELUS created short content that addressed digital safety with actors from **The Next Step**. PREVNet's graduate students were part of the school rallies in Brampton Ontario, Grande Prairie Alberta and Mount Uniacke Nova Scotia reaching **1,965 elementary students**. This year's campaign had **6 million media impressions**.



## 6 *PREVNet's Annual Conference: "Canada Coming Together to Promote Children's Well-Being"*

PREVNet's 9th annual conference was held November 15-17, 2017 in Gatineau with the theme, **Canada Coming Together to Promote Children's Well-Being**. We organized network opportunities and workshops based on the preferences of PREVNet network members and graduate students. **Over 200 participants** attended from various educational backgrounds, sectors and partner organizations. The conference included a training session for graduate students to increase their knowledge mobilization skills and discuss career options, as well as partner presentations highlighting new research findings and implications for practice and policy. In addition to training, the participants were also engaged by the keynote speakers, and workshops delivered by PREVNet's researchers and partners. Participants rated the conference very favourably, and they valued the following aspects of the conference:

- Valuable networking opportunity
- Gaining knowledge to enhance their professional practices
- Adopting new evidence-base practices
- Learning new information from the students' poster sessions and partner displays
- Passionate presenters, who enhanced their understanding of issues facing youth today as well as provided solutions and tools to such problems
- Culture of collaboration between speakers and attendees
- Engaging workshops

# 7 Launching #SpreadKindness Campaign by PREVNet's National Youth Advisory Committee

Helping youth develop their capacity to engage in healthy relationships is fundamental to promoting mental health and preventing interpersonal violence. So, PREVNet worked 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 created six innovative public education campaigns that youth can use to foster healthy relationships with others. **Project #1** is the "**#SpreadKindness**" bracelet, which serves to not only remind youth to treat others with kindness, but also raise awareness about the campaign. Since the launch, we have distributed 14,000 bracelets nationwide. Teachers of participating schools have openly expressed the positive impact of the bracelets to the school climate because it acts a visual reminder to act with empathy and kindness towards others. **Project #2** is the "**Healthy relationships**" quiz, which allows youth to learn about healthy peer relationships. **Project #3** is the "**Parents are heroes**" PSA, a short film regarding how parents can inspire the children in their lives. **Project #4** is the "**Parents are heroes**" Facebook filter, to give recognition to parents and other important adults. **Project #5** is the "**#YouAreNotAlone**" PSA, a campaign to empower active involvement of the bystander. Finally, **Project #6** is the "**Bullying is a human rights issue**" Instagram contest, which gives youth a chance to express the human rights they most value. The NYAC officially launched their **#SpreadKindness** campaign at PREVNet's November conference in a Youth Town Hall. In partnership with **Facebook Canada**, the Youth Town Hall was broadcasted on Facebook Live, allowing youth across Canada to participate in the discussion on healthy relationships. There were **150** live audience members, **2279** online streamers, and **11,169** people viewed the Facebook post. Participants rated the Town Hall very favourably, vouching that the town hall not only gave them a better understanding of what youth sees as important strategies to promote healthy relationships, but that they will disseminate the information learned.

*Please click on the images on the right to be directed to each project.*



# 8 Creating Tools to Support Program Evaluation and Dissemination

In May 2017, a working group consisting of NGOs and researchers reviewed these two new guides that have been co-created with our partners: (1) **Do You Want To Know Whether Your Program Works? A Guide To Program Evaluation** (2) **Do You Have A Program You Want To Share With Others? A Guide To Program Dissemination**. In June, these guides were presented to the **Family Violence Initiative FPT Working Group – Provincial-Territorial Representatives** and the **Public Health Agency of Canada's Family Violence Initiative Interdepartmental Working Group**. In September, these tools were showcased to PREVNet's new partner, **Save the Children**. The guides have now been finalized, translated into French and will be made available on our website this Fall.





## 9 Bridging the Science-Policy Gap with an Online Bullying Legislation Tool

Each province and territory has different definitions, prevention, and intervention strategies to address bullying. This makes it difficult for parents and educators to understand their rights and strategies to support their children. In 2013, PREVNet developed a tool with an interactive map that outlined the legislation and policy related to bullying in each province and territory, as well as the rights and responsibilities of parents and educators. This resource has been one of the most frequently accessed tool on our website (**21,000+ page views** this year). To ensure that we are providing accurate and up-to-date information, **Blake, Cassels & Graydon LLP** provided legal expertise to review each province and territory's bullying prevention policies and revise content for PREVNet's website. All of the updated policies are available in both English and French. PREVNet has an article in press that examines what elements work in school policies to help reduce the incidence of bullying.

### CONNECT WITH US

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# 10 Leveraging PREVNet to Prevent Teen Dating Violence and Promote Healthy Relationships

Gender-based violence, including dating violence, is a significant public health issue that can have lasting impacts on both physical and mental health. **Public Health Agency of Canada** has awarded a contract to PREVNet for **Supporting Educators' Capacity to Prevent Dating Violence and Promote Healthy Relationships through a Gender-Based Lens** program, with the goal of reducing teen dating violence through teaching teens how to establish healthy relationships and to recognize signs of unhealthy relationships. The project will develop and test three models through which educators can learn more about healthy relationships and teen dating violence. Providing new tools to educators to increase their capacity to deliver this type of information is an important step forward in helping to prevent teen dating violence.

## 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

