


URBAN NETWORKS TO INCREASE THRIVING YOUTH
UNITY
through Violence Prevention

Beyond the Campus: Bullying Prevention in the Community

Hosted by Xavier Morales - Prevention Institute

Guest Speakers:

Marlene Snyder – Olweus Bullying Prevention Program
Rodger Dinwiddie – Nashville STARS
Penny Bisignano - Education Consultant
Iowa Department of Education
September 8, 2011



WELCOME! WE WILL BEGIN SOON.

UNITY is funded by the Centers for Disease Control and Prevention as part of the CDC's national youth violence prevention initiative, Striving to Reduce Youth Violence Everywhere (STRIVE), and in part by The Kresge Foundation and The California Wellness Foundation.
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URBAN NETWORKS TO INCREASE THRIVING YOUTH
UNITY
through Violence Prevention

UNITY builds support for effective, scalable, sustainable efforts to *prevent violence before it occurs* so urban youth can thrive in safe environments with ample opportunities and supportive relationships.

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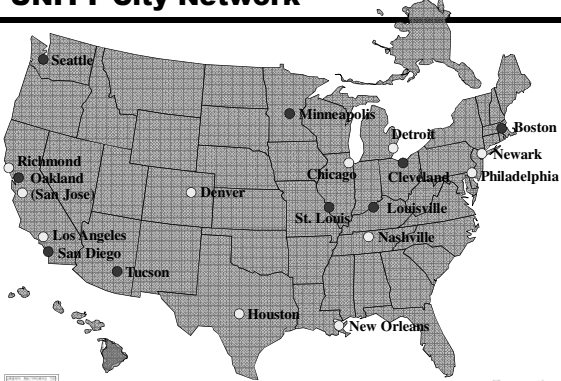
Billie Weiss, MPH
UCLA School of Public Health

Deborah Prothrow-Stith, MD
Harvard School of Public Health

Larry Cohen, MSW
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UNITY City Network




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UNITY Peer Learning Forum


- ◆ Opportunities for training, technical assistance and networking
- ◆ Topics for 2011-2012:
 - Bullying Prevention
 - Engaging Community
 - Funding Strategies
 - Trauma-Informed Approaches
 - Multi-Sector Collaboration




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Webinar Technology Overview



- Text Chat – undock
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Today's Agenda

- ◆ School-based bullying prevention principles
- ◆ Components and the evidence base for the Olweus Bullying Prevention Program
- ◆ Local examples of school-based efforts working with the community
- ◆ Q&A and Discussion



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Guest Speakers



Marlene Snyder
Olweus Bullying Prevention Program



Rodger Dinwiddie
Nashville STARS



Penny Bisignano
Education Consultant
Iowa Department of Education



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An Overview of the Olweus Bullying Prevention Program

Marlene Snyder, PhD
 Director of Development OBPP – US
 Clemson University
 nobully@clemson.edu
 864-710-4562

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This Presentation Will . . .

- Provide an overview of the *Olweus Bullying Prevention Program*
- Provide some recent outcome data from *Pennsylvania HALT Study*
- Identify the resources available to help you implement the program

Definition of Bullying:

“Bullying is when someone repeatedly and on purpose says or does mean or hurtful things to another person who has a hard time defending himself or herself.”

Olweus Bullying Prevention Program, 2010

Bullying = Peer Abuse



Olweus Bullying Prevention Program, 2010

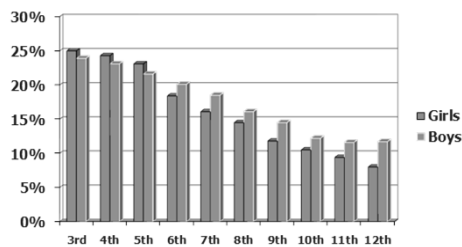
Anti-Bullying Legislation



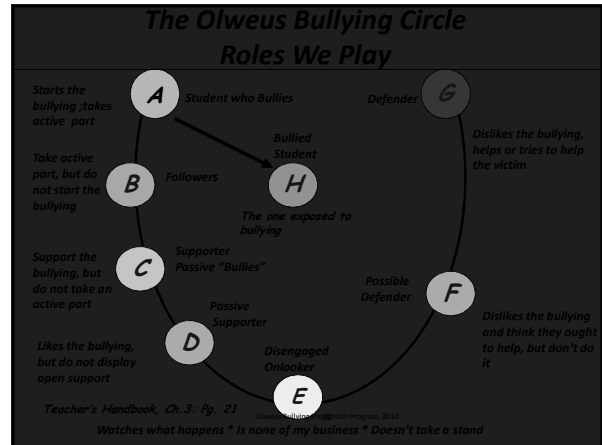
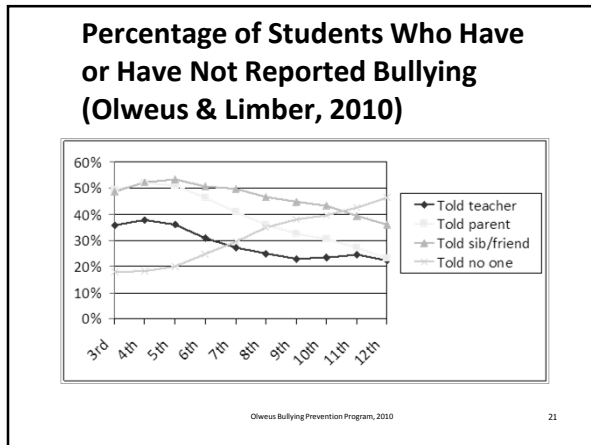
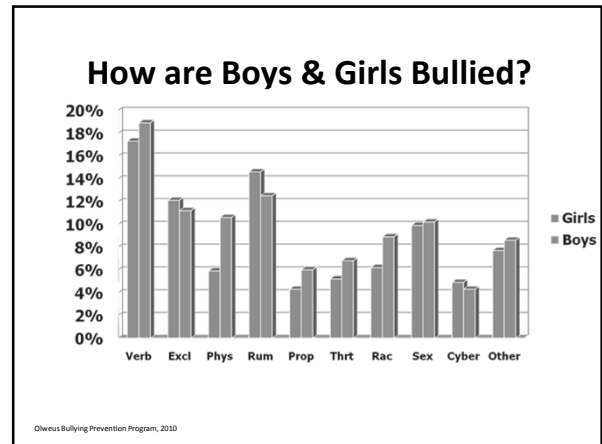
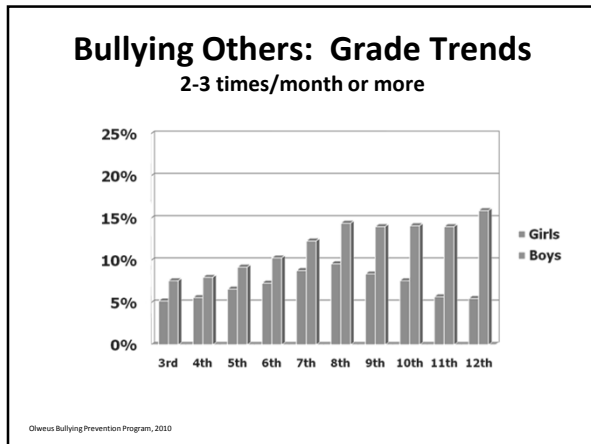
- States with Anti-Bullying Legislation (46)
- States with No Anti-Bullying Legislation (4, DC)

Being Bullied: Grade Trends

2-3 times/month or more



Olweus Bullying Prevention Program, 2010



Effects of Bullying on School Climate

- Creates a climate of fear disrespect
- Interferes with learning
- Students may feel insecure and not like school as well
- Students may perceive lack of control/caring

Olweus Bullying Prevention Program, 2010

Bullying Prevention and Intervention is For:

- Those who are bullied
- Those who bully others
- Those who are "bystanders" – witnessing purposeful aggression

- The "workplace" or school environment is impacted by unaddressed bullying behavior, making it toxic for students and adults alike.

Olweus Bullying Prevention Program, 2010

Ineffective Interventions

- Simple, short-term solutions
- “Program du jour approaches”
- Group treatment for children who bully
- Self-esteem enhancement for children who bully
- Zero tolerance policies for bullying/punitive approach
- Mediation/conflict resolution to resolve bullying issues

Recognition of the Olweus Bullying Prevention Program



- One of 11 Blueprints for Violence Prevention (Center for the Study & Prevention of Violence)
- Effective Program (OJJDP)
- Level 2 Program (US Dept. of Education)

Olweus Bullying Prevention Program, 2010

OBPP is . . .

- designed for ALL students
- preventive AND responsive
- focused on changing norms and restructuring the school setting
- research-based
- NOT time-limited: requires systematic efforts over time

Goals of OBPP



- To reduce existing bullying problems among students
- To prevent the development of new bullying problems
- To achieve better peer relations at school

Recognition of the *Olweus Bullying Prevention Program*

- Blueprints Model Program (Center for the Study and Prevention of Violence)
- Effective Program (OJJDP)
- Level 2 Program (U.S. Department of Education)

Program Principles

1. Adults in school need to show warmth, positive interest, and involvement.
2. Set firm limits for unacceptable behavior.
3. Consistently use nonphysical, nonhostile negative consequences when rules are broken.
4. Adults in the school should act as authorities and positive role models.

OBPP Program Components



Olweus Bullying Prevention Program, 2010

School-Level Components

1. Establish a Bullying Prevention Coordinating Committee (BPCC)
2. Conduct committee and staff trainings (Admin, Educators, Bus Drivers, Lunch Staff, Playground Supervisors, EVERYONE)
3. Administer the Olweus Bullying Questionnaire
4. Hold staff discussion groups
5. Introduce the school rules about bullying
6. Review and refine the school's supervisory system
7. Hold a school kick-off event to launch the program
8. Involve parents

Classroom-Level Components

- Post and enforce school wide rules against bullying
- Hold regular class meetings
- Hold meetings with students' parents



Individual-Level Components

- Supervise students' activities
- Ensure that all staff members intervene on the spot when bullying occurs
- Hold meetings with students involved in bullying
- Develop individual intervention plans for involved students



Community-Level Components

- Involve community members and parents on the BPCC
- Develop partnerships with community members to support your program
- Help spread anti-bullying messages and principles of best practice throughout the community



Take-Home Message

- It is possible to reduce bullying.
- It requires a *team* effort.
- It requires a long-term commitment.



**Information on the
Olweus Bullying Prevention Program
www.olweus.org**

**Materials for
Grades K-12**



OBPP Training Information

- Training is highly recommended for successful program implementation
- Training is provided by a certified Olweus trainer
- It consists of a 2-day training for committee members and consultation for at least one school year
- One day training for educators and staff

For More Information

- Materials:
 - www.olweus.org 800-328-9000
- Training:
 - Jane Riese, LSW
 - jriese@clemsun.edu 717-870-7992
- Program Development:
 - Marlene Snyder, PhD
 - nobully@clemsun.edu 864-710-4562

Olweus Bullying Prevention Program, 2010

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**The Tennessee Bullying
Prevention Statewide Initiative**

Committed to evidenced-based practices to reduce bullying, increase social emotional competencies, and improve school climate

Rodger Dinwiddie
CEO, STARS Nashville
Olweus State Coordinator
Olweus Technical Assistance Coordinator and Trainer
prdinwiddie@starsnashville.org

Tennessee Initiatives ... the journey began

- 2001-2006 - First partnership - Tennessee Department of Education, School Safety and Learning Supports, The University of Tennessee and STARS Nashville began providing statewide "Best Practices in Bullying Prevention" sessions for school teams. Over 250 schools trained involving over 2000 school and community partners.
- 2004 - First pilot Implementation of Olweus Training in 19 urban, suburban, and rural schools. Public and Private Funding.
- 2006 - 2011 First Annual Olweus Bullying Prevention Program **OBPP Trainer Certification Courses**.
Currently 57 trainers across all regions of the State.
(Over 150 sites trained, including after school and community-based programs)
- 2008-2011 From Policy to Best Practices Sessions for School implementing Bullying Programs for School Leaders - Spring 2011 (Addressing Revisions in policy, legal issues and Best Practices.)
- 2008 - 2011 First of 6 Safe Dates Training of Implementers
- 2009 - Established partnership with Hazelden for bookstore on STARS Nashville website. 2010 - Lifelines Suicide Prevention and Postvention Certification Training
- March 2012 - Fifth Olweus Trainer Certification Course

From one side of the state to the other,
Community Involvement with bullying prevention has been essential to the success of our efforts...
we take it seriously!






Community-Level Components

- › Involve community members and parents on the BPCC
- › Develop partnerships with community members to support your program
- › Help spread anti-bullying messages and principles of best practice throughout the community

From day one community members; their businesses, and organizations, have made *Bullying Prevention* a priority, taken major leadership roles on the *Bullying Prevention Coordinating Committees*, and have assisted with program implementation!




Rodes College, Evergreen Presbyterian Church, and The Center for Safe and Drug Free Schools helped make Snowden's program possible!!!



A school/community poster contest



Winners publicized throughout the community!



Funding for grade level awards and community publicity was provided by community members of the Bullying Prevention Coordinating Committee!!!



Snowden Bullydozer Pledge

1. We will NOT bully other students.
2. We will help others who are being bullied by speaking out and by getting adult help.
3. We will use extra effort to include all students in activities at our school.

What Snowden is Doing?
Snowden students and staff have several interventions in place to promote a safer and more positive atmosphere in our school.

- Peer Mediation
- Kindness Counts Pizza Parties
- Classroom Meetings/Discussions
- Bully-Free Celebrations
- Parent Involvement
- Facing History and Ourselves
- Snowden Watch Dogs (Dads of Great Students)

Snowden School Owevs Bullying Prevention

Snowden School proudly announces the implementation of the Owevs Bullying Prevention Program. Special Thanks to our sponsors:

Center for Safe and Drug Free Schools
Evergreen Presbyterian Church
Snowden PTA
Rhodes College

"Check Yourself Before You Wreck Yourself"

Snowden School
1870 N. Parkway
Memphis, TN 38112
416-4221

Students Consider:
Jan Neri, Science Center,
Catherine Ruffe, Principal,
and
Carol Funderburk

Caring children makes Everyone

Mission Statement

To make Snowden School's environment safe for children, both physically and psychologically.

What Can Parents Do?

- Talk with your child about bullying behaviors.
- Remember that hitting back is not a choice at school.
- Encourage your child to walk away and tell the nearest adult.
- Do not contact the bully or the bully's family directly.
- Talk with your child's teachers, counselor, and/or administrator.
- Inform the school of ongoing incidents.
- Identify and encourage your children's talents and positive attributes; doing so will help them develop self confidence and learn to better assert themselves among their peers.

What Can By-Standers Do?

There is no doubt that a school's most powerful ally in reducing bullying is its own students. It is common for students to see and hear bullying but they do not always know how to help. There are several things by-standers can do to help stop bullying:

- Tell an adult what you've seen or heard. You are not responsible for getting the bully in trouble. You are helping them become a better person.
- Be assertive. Say, "Stop it!"
- Verbal threats or 'cyber' threats (e-mails, phone calls) are bullying. Report it!
- Don't just stand by...stand up!!!

The Owevs Program

Professor Dan Owevs from the University of Bergen in Norway, has been involved in research and intervention in the area of bullying in schools for almost 30 years. He completed the first scientific study of bullying and created a program based on his findings. Snowden is one of two schools in West Tennessee selected to pilot this program.

In Trousdale County, **Lamar** Adverting donated signage throughout the county making it clear ... there is **A NEW DAY** and **A NEW WAY!**

STOP BULLYING
A New Day Now A New Way
TROUSDALE COUNTY SCHOOLS

Special Thanks to LAMAR ADVERTISING for their donation of this signage. LAMAR ADVERTISING is a proud member of the LAMAR GROUP. LAMAR GROUP is a leading provider of outdoor advertising solutions. For more information, please contact LAMAR ADVERTISING at 1-800-333-3333. Photo: Steve Proctor. Photo: Steve Proctor. Photo: Steve Proctor.

Jefferson County ...
New Market School:
Caring, Sharing and Learning for Life

STOP Bullies

Perkins Restaurant, Wendy's, Food City, Ruby Tuesdays, The City of New Market, Bush Brothers, and New Market Baptist Church made New Market School's community meeting an overwhelming success.

Over 650 of New Market's 1,395 citizens participated!!!

Over 50 incredible prizes were donated by community businesses ...



The grand prize winner was ecstatic ... all made possible because a community cares!!!



Clarksville Montgomery County Schools and Austin Peay University Community Kickoff



Local radio helped provide support and coverage!



Local business and university celebrities made it lots of fun!



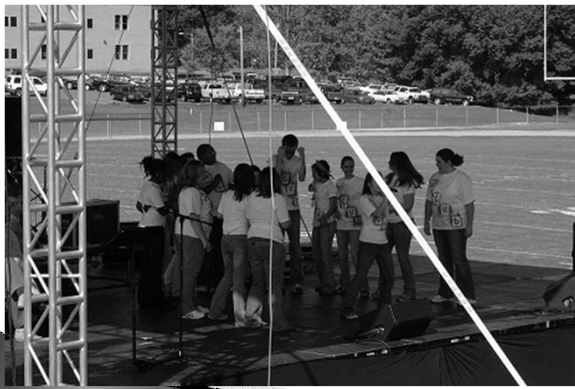
Local businesses provided support for the event and bought all the t-shirts!



Miss Tennessee topped it off!



Henry County Community Kickoff
September 2007



A student points at the "G" shirt after HCHS
students perform at Harrelson assembly.



I've Been Bullied Campaign
The **Nashville Predators**, and the **Nashville Film Institute** led the Tennessee **Move2Stand** against bullying campaign.

There is help.
There is hope.
There is a solution.



NewsChannel5.com SKY5 HD YOUR NEWS AND INFORMATION LEADER

Meteorologist Lelan Statam spearheaded the Statewide **Move2Stand "I've Been Bullied Campaign."**

NFI produced 4 public service announcements encouraging Tennesseans to believe ...

NASHVILLE FILM INSTITUTE


There is help.
There is hope.
There is a solution.

Priyanka and Eric shared their stories

The **Nashville Predators** produced a heartfelt PSA supporting the campaign.

The **Predators** were recognized for their community efforts to stop bullying by the National Hockey League







EVENTS & ACTIVITIES – NATIONAL NO NAME CALLING WEEK

January 24th California Pizza Kitchen
 January 25th Nashville Film Institute Opening
 January 26th Dine Out at Amerigo's (A Predators' favorite!)

Visit our website each day as we debut bullying prevention videos.

NASHVILLE FILM INSTITUTE



**A New Kind of Perfect Storm:
 Communities Can Join Schools to Stop Bullying**

Penny Bisignano
 Educational Program Consultant,
 Olweus Bullying Prevention Program for the
 State Olweus Coordinator and Olweus Trainer
 Iowa Department of Education
penny.bisignano@iowa.gov

Ellen Reilly reillye@davenport.k12.ia.us
 Learning Supports Specialist &
 Olweus Bullying Prevention Program Trainer
 Davenport Community Schools, Iowa

It's February 2011 and I am sitting in a state-wide Safe Schools meeting in Ames, Iowa

We drove up in a blizzard....

On our way to Ames On our way home



As part of the Safe and Supportive Schools grant...

Iowa Department of Education invited participating districts to bring a small contingent of school and community members to Iowa State University in Ames for a conference on the grant, and to hear Kevin Jennings, Assistant Deputy Secretary for the Office of Safe and Drug Free Schools **speak on bullying and safe schools...**

So I am listening to Kevin Jennings and I start to brainstorm...you know how that goes....And I am thinking about that statement, the world is your bystander, and I start to scribble a note the YMCA community partner who has come to Ames with us...

I write..... "I think I should train a "community" Olweus Team....more notes and possible team members followed!

Remember the book and disaster movie...with Clooney and Walberg? Isn't that what you think of with "Perfect Storm"?

A **perfect storm** is an expression that describes an event where a rare combination of circumstances will aggravate a situation drastically.

And that idea of a perfect storm started the idea for a "new" perfect storm....

At that meeting in Ames, that small contingent from Davenport decided to seek out a local marketing company and train a community anti bullying committee and have an anti bullying community campaign at the beginning of the school year.

An new kind of perfect storm

Although bullying and its effects are a disastrous situation, we saw what was happening in the State of Iowa and particularly in Davenport Schools, a new kind of perfect storm for a good cause, not a disaster.

- ### What Davenport Schools Did
- Looked at current community organizations serving youth
 - Sent out an invitation to participate in two days of training to a key member of each of those organizations
 - Chose a marketing company who "got it".
 - Planned the training for the community committee.
 - Worked with the marketing company to come up with a concept and a logo.

- 
- Developed a creative brief for the project...
 - Helped us understand what would work best in a community campaign.
 - Guided us through the process of the development and selection of a logo
 - Conducted a community survey to find out what logo was least polarizing and most appealing.
 - Designed commercials to air on local cable on MTV, ESPN, CNN, and others and PR campaign with newspaper articles, TV spots, and more
 - Designed posters, yard signs, and window clings

- ### What Davenport Schools Did
- Purchased Olweus training materials for the community partners
 - Because of the State Grant...we got some "rollover" funds to use for our initiative.
 - Don't let this deter you...you don't have to have money to do this...but it helps. The community members LOVED getting the materials.



Davenport Community Anti-Bullying Initiative Staff Training

Thank you to our partners... the heart of this project



The Center/Skate Church



A moment in training



What the Committee Did

In order to get to their organizations trained quickly before the start of the school year **the committee planned:**

- hold four trainings in August, 2011
- various days and various times.
- would provide multiple opportunities for as many staff as possible to attend a two hour training.

What the Committee Did

They decided:

- What their staff needed to know
- How they would get the information
- Where the training would be held
- Training dates and times and length
- The content of the training

What the Committee Did

They agreed their organizations will:

- Train their staff
- Have anti-bullying rules and community logo posted around their buildings.
- Be looking at how to incorporate anti-bullying messages into programming.
- Be working with other community organizations and Davenport Schools to address bullying behavior.

Community Engagement Matrix

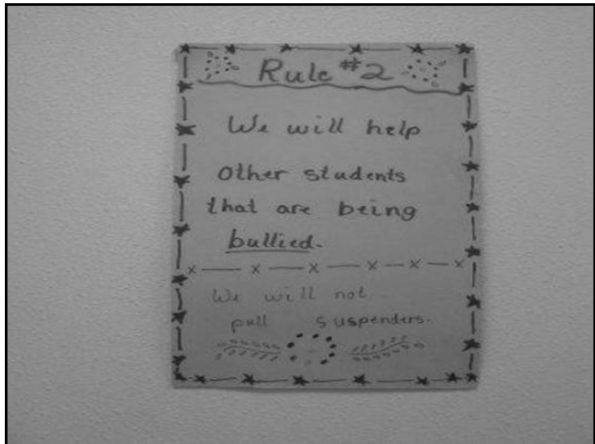
	High Level of Community Involvement	Low Level of Community Involvement
High Level of School Involvement	<p>A</p> <ul style="list-style-type: none"> • Community partners have been trained in school anti-bullying program • Consistent anti-bullying messages are sent in the community and the school • School and community partnerships are strong and open • Anti-bullying programs are visible throughout community and schools • Students report feeling safe in school and in community programs • Parents are highly engaged in the anti-bullying program at the school and community level 	<p>B</p> <ul style="list-style-type: none"> • School has active, research based anti-bullying program • Students report feeling safe in school • Parents minimally to moderately involved in anti-bullying efforts • Average daily attendance is comparable to rest of schools in state.
Low Level of School Involvement	<p>C</p> <ul style="list-style-type: none"> • Community based organizations speak out against bullying and have a policy against bullying for their programs • Schools have minimal knowledge of community anti-bullying efforts • Community organizations have anti-bullying resources that schools do not access • Students report feeling safer in the community than they do in their school. 	<p>D</p> <ul style="list-style-type: none"> • Lack of or poor anti-bullying program exists • High rates of reported or unreported bullying • Weak or no collaboration/partnerships between school & community organizations to address bullying <p>© Davenport Iowa Community Schools</p>

Be Bully Smart

See it Stop it Report it!

More Community Engagement

- Kickoff events with Governor
- Signs on Exterior of Schools
- Community Brochures
- Student Created PSA on cable Station
- Community Theater- The Ugly Duckling
- The most unique: bullying rules
 - No Snapping Suspenders



Key Points

- ◆ We know how to prevent school bullying.
- ◆ Coordinated efforts to prevent bullying are more effective.
- ◆ By reinforcing school-based efforts, we can extend school successes into the community.
- ◆ We need strong leadership and partnerships that are committed to addressing bullying and violence.

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Discussion: Q & A

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Additional Resources

www.preventioninstitute.org/unity
Resources for preventing violence

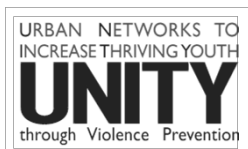
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www.preventioninstitute.org
- ◆ Sign up for the Olweus Funding Alerts
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