HRSA’s *Stop Bullying Now!* Campaign

CAPT Stephanie Bryn, MPH
U.S. Department of Health and Human Services
Health Resources and Services Administration

September 2011
Today’s Discussion

• Campaign Resources

• The Role of the Health Professional: What You Can Do

QUESTION – Have you have used the *Stop Bullying Now* materials?

• Yes

• No
HRSA’s *Stop Bullying Now!*
Campaign Resources
Stop Bullying Now! Basics

Who: The U.S. Department of Health and Human Services’ (HHS) Health Resources and Services Administration (HRSA)

What: Stop Bullying Now! Campaign

When: Launched in 2004

Why: Raise awareness about bullying, advocate for prevention & intervention, and maximize partnerships.
Who Makes Up the SBN! Campaign Team?

- Public Health
- Practitioners
- Educators
- Researchers
- Communications
- Youth
Audience-Specific Tip Sheets

All Adults
- Warning Signs that a Child is Being Bullied
- *Bullying Among Children and Youth on Perceptions and Differences in Sexual Orientation*

Parents
- How to Talk with Educators at Your Child's School About Bullying: Tips for Parents of Bullied Children

Educators and School Staff
- Providing Support to Children Who Are Bullied: Tips for School Personnel And Other Adults
- Documenting Bullying at Your School: Tips for School Administrators
Audience-Specific Tip Sheets

Health & Safety Professionals
- Roles for Health and Safety Professionals in Bullying Prevention and Intervention

Mental Health Professionals
- Bullying Among Children and Youth with Disabilities and Special Needs
- Working with Young People Who are Bullied: Tips for Mental Health Professionals

Law Enforcement
- Involvement of Law Enforcement Officers in Bullying Prevention
- Intervention Tips for Law Enforcement Officers

Youth Advisors
- Bullying in Out-of-School Time Programs: Tips for Youth-Serving Professionals and Volunteers
Recommendation: Use Tip Sheets to Provide Staff Training

• Include all staff in bullying prevention training. Staff should be able to recognize bullying and know how to intervene.

• Training for all staff
  – Health Care Providers
  – Teachers
  – School Counselors
  – School Resource Officers
  – School Nurses
DVD Video Toolkit

- Produced in partnership with U.S. Department of Education
- Webisodes
- PSAs
- Video Workshops
Recommendations for Use

- Play Webisodes and PSAs during:
  - Staff trainings
  - In the waiting room
  - Health education classes
Activities Guide

- Suggestions for planning activities to raise awareness
- Model programs
Posters for Youth

What is bullying?
Bullying happens when someone hurts or scares another person on purpose. The person being bullied has a hard time defending himself or herself. Usually, bullying happens over and over.

What should I do if I'm bullied?
If you are bullied at school, tell your trusted school counselor or principal. Talking is not bullying. Little things happen, where and when it happened, and who did it.

Tell your parents. Your parents can help stop the bullying.

Talk to a friend or a person you trust. They will help you.

Don't fight back. It only makes things worse.

Can't talk to a friend? Try a trusted adult at school, a parent, or a counselor. 

www.StopBullyingNow.hrsa.gov

www.StopBullyingNow.hrsa.gov
The Role of the Health Professional: What You Can Do
Tips for Health Professionals

Early detection and effective intervention

• **Routinely monitor for and intervene quickly** when risk factors are evident for children who bully and those who are bullied; ask screening questions during wellness exams and patient visits.

• **Convene multidisciplinary, community-based coalitions** to improve coordination in the assessment, intake, and referral of children for treatment, counseling, and other community services (see Commission for Prevention of Youth Violence 2000 report).

• **Assist parents and caregivers in responding to signs of bullying** and in accessing a network of support and resources with attention given to “at-risk” youth.
What You Can Do

• Ideas to Engage Parents and Families
  – Provide materials on bullying and bullying prevention. Distribute appropriate research-based information during office visits and any other parent/family-related events.
  – Include an article on bullying prevention in the next edition of your practice newsletter or include a series of bullying prevention tips over multiple editions.
  – Link to StopBullying.gov from your website

• Be a Resource to your Local Schools and for the Media
  – Health professionals are respected and knowledgeable resources trusted by the community.
  – Lead or be part of a community response such as Task Forces or Town Hall Meetings.
What You Can Do

Have you participated in Town Hall meetings about Bullying in your community?

Yes
No
Commitments by Professional Associations and Alliances

Professional associations advocate for change when the safety and well-being of children is imminently at risk. Persuaded by bullying research, associations have issued policy directives that:

- **Instruct primary care providers to be vigilant in detecting signs of bullying** (see the American Medical Association 2002 Policy Resolution, the National Association of School Nurses 2003 Issue Brief, and the Medscape Nurses, 2003)

- **Describe screening strategies to identify risk factors for violence among youth** (e.g., family history and stresses, care and support networks, and reported exposure to or instigation of malicious behavior)

- **Recommend appropriate treatment, referral, and management protocols** for children exhibiting antisocial and deviant behaviors, (see American Academy of Pediatrics 1999 Policy Statement)
For More Information...

• Visit www.StopBullying.gov

• To order DVDs and Activities Guides:
  – 1.888.ASK.HRSA

• Contact:
  – CAPT Stephanie Bryn, MPH
    – Director, Injury and Violence Prevention
      Health Resources and Services Administration
    – sbrynn@hrsa.gov
    – @StopBullyingNow on Twitter
Thank You!

Discussion

Presentations and additional resources will be available on the National Health Collaborative on Violence and Abuse Website:

www.nhcva.org