

# HRSA's *Stop Bullying Now!* Campaign

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# 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**  
TAKE A STAND. **NOW!** LEND A HAND.



## *Stop Bullying Now! Basics*

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

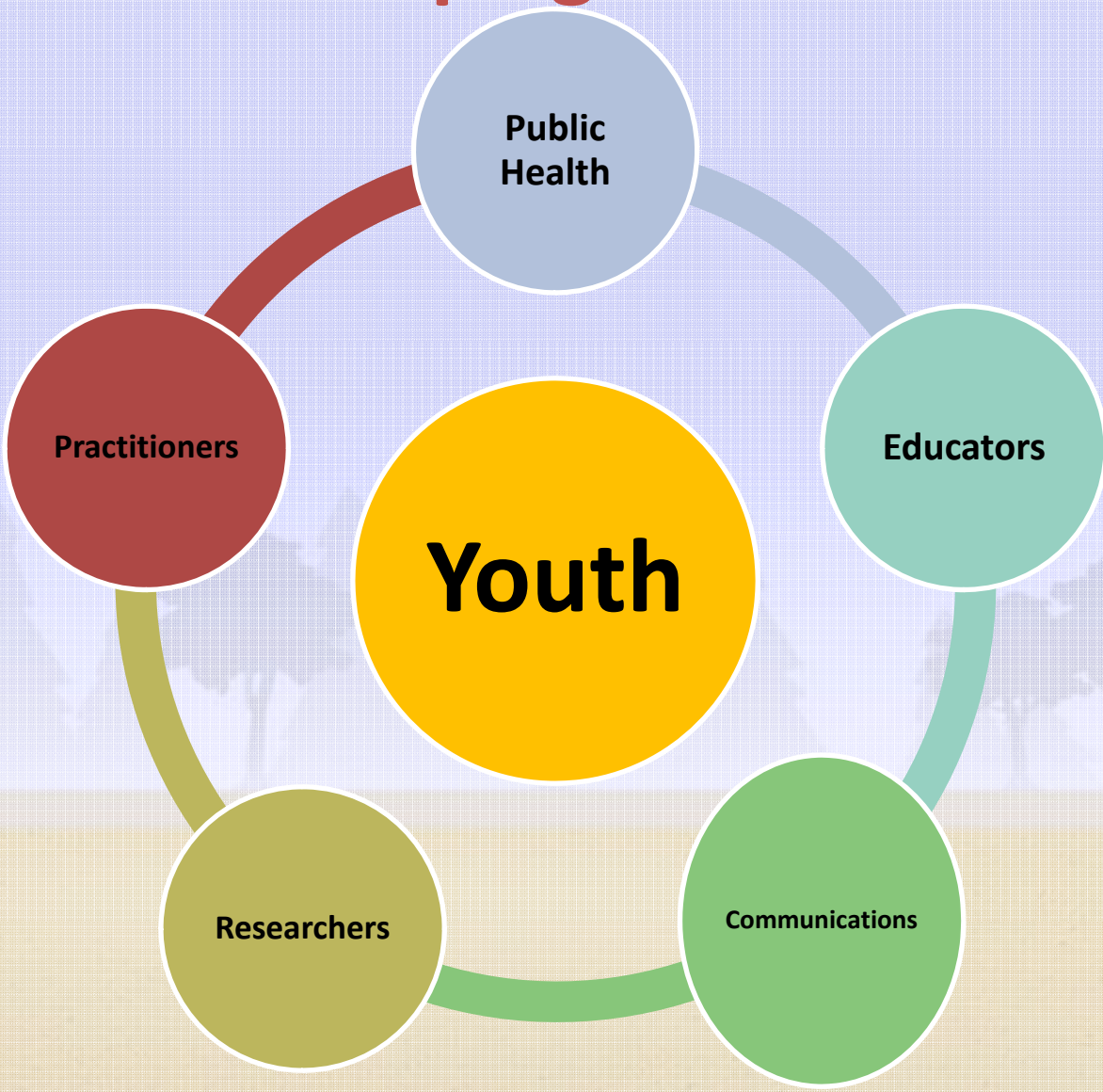
**What:** *Stop Bullying Now!* Campaign

**When:** Launched in 2004

**Why:** Raise awareness about bullying, advocate for prevention & intervention, and maximize partnerships.



# Who Makes Up the SBN! Campaign Team?



# 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

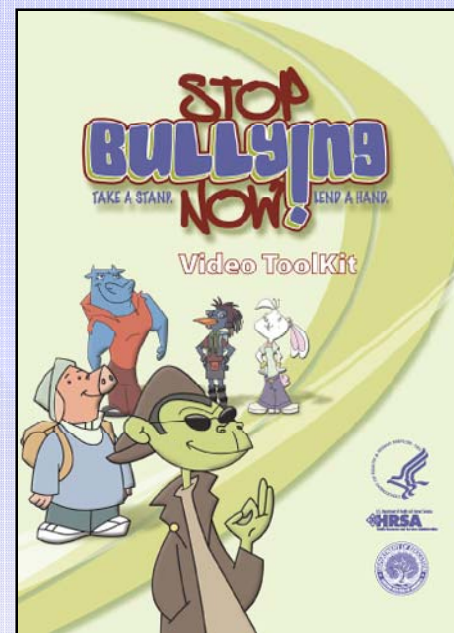
## Recommendation: Use Tip Sheets to Provide Staff Training

- 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

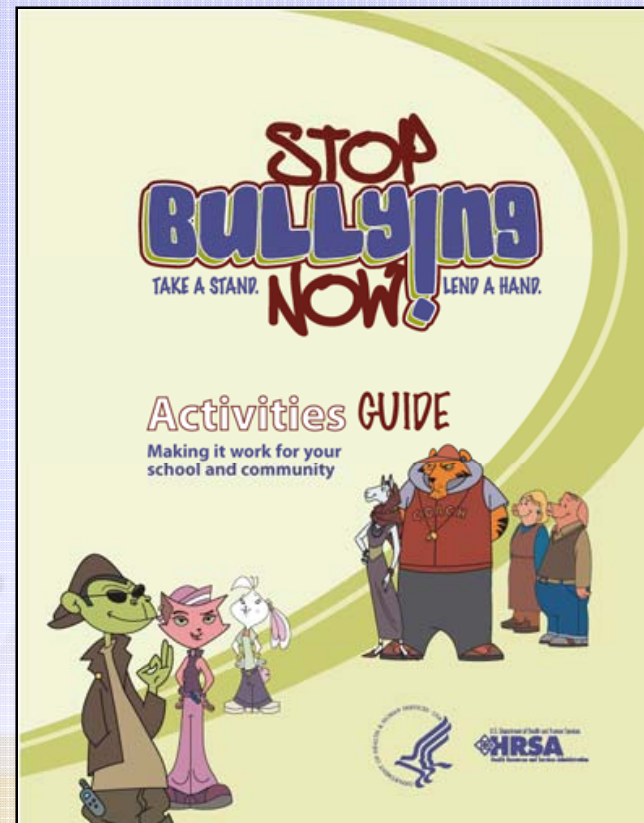


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# Activities Guide

- 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.

- Hitting, kicking, shoving, and other physical kinds of bullying
- Taunting, teasing, name-calling
- Spreading rumors about others
- Excluding or ignoring others in a mean way
- Taking money or other belongings
- Sending mean e-mails or notes




**STOP BULLYING NOW!**  
TAKE A STAND. SAY A NAME.

[www.StopBullyingNow.hrsa.gov](http://www.StopBullyingNow.hrsa.gov)

## What should I do if I'm bullied?

- Tell your parents. Your parents can help stop the bullying.
- If you are bullied at school, tell your teacher, school counselor, or principal. Telling is not tattling. Write down what happened, where and when it happened, and who bullied you.
- If you are nervous about talking with an adult at school, ask a friend or a parent to go with you.
- Try not to show anger or fear. Students who bully like to see that they can upset you.
- Don't fight back.
- Calmly tell the student to stop...or say nothing and then walk away.



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

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# 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](http://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](http://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
  - [sbryn@hrsa.gov](mailto:sbryn@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](http://www.nhcva.org)

