

BULLYING AWARENESS TOOLKIT

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GIVE US YOUR FEEDBACK!

We ask you to please provide feedback on this toolkit to help us improve future editions. A brief survey can be found [HERE](#) or by scanning this QR code:



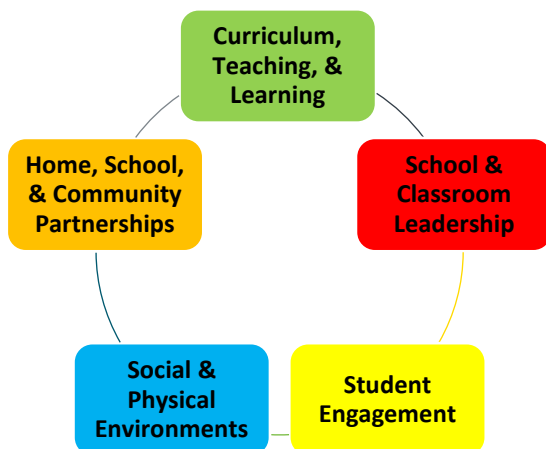
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BACKGROUND

Schools are a key setting to promote the health and well-being of children. Educating youth about bullying is important to help them develop skills and knowledge to make healthier choices. This toolkit was developed to provide educators with knowledge and resources to prepare them to talk with their students about bullying behaviour in the classroom and school community.

According to the 2025 Ontario Student Drug Use and Health Survey (OSDUHS), 27% of students reported being bullied at school and 26% of students report being bullied online in the past year (CAMH, 2025). In Windsor-Essex, 23% of students in grades 7-12 report being bullied once per week (COMPASS, 2025). We know that stress and anxiety caused by bullying can make it difficult for kids to learn. It can affect concentration and decrease the student's ability to focus, and all of this affects their ability to retain information they have learned ([BullyingCanada](#)).

Bullying prevention promotes the development of healthy relationships that involve respectful interactions between people, face-to-face and online. The goal is to help ensure that all students have healthy, safe, respectful and caring relationships with everyone in their lives. Supports and interventions should be provided to both the victims and the bully to address the problem of violence and bullying in schools ([Public Safety Canada, 2022](#)).



The Foundations for a Healthy School resource from the Ontario Ministry of Education promotes and supports student well-being.

Taking all of these five areas into account will help schools, school boards, parents, and community partners work together to develop a comprehensive approach to healthy schools' policies, programs and initiatives related to violence and bullying.

Visit the [Foundations for a Healthy School](#) web page to learn more about this framework.

For more resources about bullying visit our [Violence and Bullying](#) webpage

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RESOURCES FOR EDUCATORS, STUDENTS, AND CAREGIVERS

Curriculum, Teaching, and Learning

The resources in this section are to support educators in understanding the issues related to bullying and creating comprehensive lesson plans to cover curriculum-based bullying content in the classroom.

BACKGROUND RESOURCES

- [Bullying](#) (PREVNet) – Resources and tools to support your ongoing bullying prevention and safe and accepting school efforts at your school.

LESSONS AND ACTIVITIES

- [Media Smarts.ca](#) – Media and web literacy resources for teachers and parents/guardians. Includes a variety of lesson plans. Available in English and [French](#).
- [\(Cyber\) Bullying - A two-part podcast](#) – Hosted by Youth Diversion and WECDSB. These podcasts discuss bullying, risks for children who bully, those who are bullied and the school's role. Also discusses coping strategies for those affected by bullying.
- [Bullying and Cyberbullying](#) (RCMP) – Ready-to-use lesson plans including engaging activities. Available in [French](#). Lesson plan topics cover bullying and cyberbullying for [Grades 4-12](#).
- [Zoe & Molly Online](#) – Fun, interactive activity series for kids to explore what it means to be safe while playing games online using comics, quizzes, and more. Also available in [French](#).
- [Videos](#) – Can be incorporated into lessons, shared on school monitors or on social media:
 - [Delete Cyberbullying](#) (RCMP), [Being Safe on the Internet](#) (Amaze.org), and [Walk Away](#) (CCA Canada)

School & Classroom Leadership

Improving school and classroom leadership involves all members of the school community working together to create a positive classroom and school environment.

- [OPHEA Healthy Schools Recognition](#) ([French](#)) – Ophea's Healthy Schools Recognition gives schools the tools to promote and enhance the health and well-being of students, school staff, and the broader school community. Contact your school health nurse for more information and support for your school in achieving Healthy Schools Recognition.
- [PALS](#) – Playground Activity Leaders in Schools (PALS) is an elementary school playground student leadership program. It provides opportunities to help foster a sense of belonging and inclusion among students, while engaging in physical activity in the school yard. The motto for PALS is "There's always room for one more". Available in French.

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Student Engagement

When students feel empowered and value their learning, they become more engaged and have better learning outcomes. Below are resources and support to improve student engagement:

CLASSROOM OR SCHOOL-WIDE ACTIVITIES

- **Classroom Ground Rules:** Have students discuss ground rules for the classroom and how these rules show respect for everyone ([Creating collaborative classroom norms - SMHO](#)).
- **Class Pledge:** Students can work together on class pledge against bullying and what it includes.
- **Student Representation on [Safe and Accepting School Teams](#):** Students can work on a class or school-wide position statement on bullying.
- **Have a Classroom “Kindness Bulletin Board”:** Students can add sticky notes of kind acts they have seen other students do / things that made them happy ([Kindness Wall - SMHO](#)).
- **Participate in Awareness Days:** These days are important to promote awareness of issues. They are only one component of a whole school approach:
 - [Orange Shirt Day](#) (September 30th)
 - [Bullying Awareness and Prevention Week](#) (3rd week in November)
 - [World Kindness Day](#) (November 13th)
 - [Pink Shirt Day](#) (last Wednesday of February)

SCHOOL CAMPAIGNS AND SOCIAL MEDIA

- [Morning Announcements and Social Media Posts](#) – Students can create anti-bullying/kindness messaging for morning announcements, bulletin boards, social media, and classrooms.
- [My Voice is Louder Than Hate](#) (Media Smarts) – A multimedia lesson resource designed to empower students in Grades 9 to 12 to push back against hate and prejudice in their online communities. Also available in [French](#).

Social & Physical Environments

Social and physical environments that feel safe, caring, and healthy contribute to better learning, and social, emotional and physical development. When dealing with bullying issues in a school environment, both education and progressive enforcement may be needed.

SCHOOL AND SCHOOL BOARD POLICIES

- School boards can set policies that influence the social & environmental norms that student’s experience. Please refer to your specific school board and/or school’s policies and code of conduct on bullying, code of conduct, equity and inclusion, and reporting violent incidents for further information. Individual schools should speak to their school boards about whether they can develop individual school policies.

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- [Policy/Program Memorandum 144](#) (PPM 144, Ministry of Education) requires that every school board must establish a plan for schools that integrates all the board's requirements and guidelines regarding bullying prevention and intervention into *a comprehensive and achievable plan*.
- PPM 144 also requires that boards must ensure that schools have in place a [Safe and Accepting School teams](#).

OTHER ACTIVITIES

- **Change Attitudes and Perceptions:** Have anti-bullying/kindness [morning announcements](#) each weekday (during a campaign) or once per week, or share messages on [social media](#).
- **Assess and Address bullying:** Conduct an Environmental Scan of the school to determine where bullying happens at school. Increase supervision in bullying hot spots.
- **Complete the checklist “Does Your School Make the Grade?”:** Use this tool to understand what your school is doing well to promote health youth relationships, and what more can be done (available in French).

Home, School, & Community Partnerships

Home, school, and community partnerships involve connecting parents, school staff, and the community to support and promote opportunities for well-being.

INFORMATION FOR CAREGIVERS

- [What Parents Need to Know](#) (PREVNet) - Practical strategies parents can use to help their children build healthy relationships and prevent violence.
- [#parentingunplugged](#) (Essex County Youth Diversion) – Webinars and podcasts to give caregivers expert advice on the benefits and risks of youth social media use, including cyberbullying.
- [Social Media Messaging](#) – Share messaging with caregivers using school social media accounts that align with student messaging. Click [here](#) for examples of social media posts in this toolkit.

SUPPORT IN THE COMMUNITY

- [Kids Help Phone](#) – Canada's only 24/7 e-mental health service offering free, confidential support to young people in English and French.
- [Youth Wellness Hub](#) – A one-stop-shop for youth mental health and wellness by youth for youth.
- [Windsor Essex Community Health Centre Teen Health](#) – Services for youth 12 to 24 years of age. Call 519-253-8481 to book an appointment and learn more about services and supports.

Follow @theWECHU on social media and tag us when posting about student activities for bullying prevention!

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SCHOOL ANNOUNCEMENTS

Below are a series of announcements that can be used as-is or adapted for use during Bullying Awareness and Prevention Week, Pink Shirt Day, World Kindness Day or throughout the school year. You may also encourage students or classes to develop their own.

Do you know what bullying is?

Bullying happens when someone hurts, frightens, threatens, or leaves someone out on purpose. Bullying is done on purpose, repeated over and over, and is when one person has more power than the other. Bullying can be physical, but it also can be done with words.

Here at {SCHOOL NAME} we are against bullying. We want everyone in our school to feel safe and happy to be here. If you see or hear it – don't join in. Find a teacher and let them know.

Have you been bullied or seen someone else being bullied and don't know who to talk to, you can always come to a teacher or any staff member here at school. You can also tell an adult you trust – maybe a parent or an older sibling or family member.

The staff here at {SCHOOL NAME} will always take you seriously. Remember, telling an adult is stopping someone from getting hurt.

Anyone can be a bully. It is never okay to be mean to others because they may be different from you. Think about how good you feel when people are kind to you and care about your feelings. Treat others the way that you would want to be treated.

If you think you might sometimes bully others, talk to an adult you feel safe with. They can help support you to stop. Bullying is a choice and remember that it is wrong to say or do things that hurt others.

Sometimes people who are bullied may feel like no one cares. Kindness shows that we care and that they are not alone.

If you are being bullied – don't bully back or bully others. It's not your fault. Tell an adult, stick with friends you feel safe with, and continue to do things you love.

Our school is against cyberbullying of any kind.

Spreading rumors in texts, sending threatening messages, or posting private information about someone are all forms of cyberbullying. If this is happening to you, try to stay cool and calm and talk to an adult.

Let's use our social media to spread kindness and positive messages instead. Thank you for helping us to keep our school a safe place for everyone!

It's important to be kind – not only when face to face, but online. There are no take-backs when you text, share, or post something online. Before you say it or do it, think about it because it will be there forever.

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SOCIAL MEDIA MESSAGES

These social media messages can be used as-is or adapted for Bullying Awareness and Prevention Week, Pink Shirt Day, World Kindness Day or throughout the school year. Pair the messages with the provided images, or feel free to get creative as a school community by selecting your own images. You may also encourage students or classes to create and share their own social media content.

****Please tag @theWECHU and use the hashtag: #WEReachOut when sharing messaging****

Social Media Message	Target Audience	Image
It only takes one - one text, one post, one like, one share. Cyberbullying can spread quickly, and everyone who has seen, shared, or liked the message is a participant. Put a stop to bullying and spread kindness!	• Community • Parents/guardians • Secondary students • Elementary Students	
Social media is a way to stay connected when we can't get together, but it can also be an easy way to bully. Spreading rumors, sending threatening messages, or posting private information online are all forms of cyberbullying. Let's keep our social media activity positive and fun!	• Community • Parents/guardians • Secondary students • Elementary Students	 

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Social Media Message	Target Audience	Image
Take the “Say No to Bullying” Pledge! I will support others, Treat others with kindness, Be accepting of people's differences, And include others. I won't give the Bully any attention or power.	• Community • Parents/guardians • Secondary students • Elementary Students	
[SCHOOL NAME], let us all treat others as we would like to be treated. Gossiping, spreading rumors, or threatening others isn't okay. We are urging our community to be kind and supportive.	• Secondary students • Elementary Students	
Bullying can get worse and last longer the more people are watching or laughing. Don't be a part of it! If you take away the audience, you take away the power from someone who bullies.	• Community • Parents/guardians • Secondary students • Elementary Students	