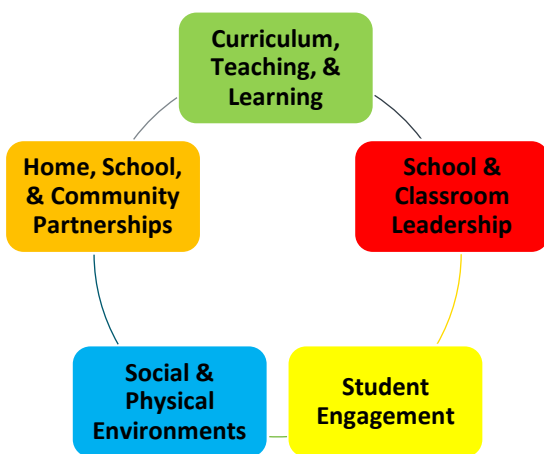


BULLYING AWARENESS TOOLKIT

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 2021 Ontario Student Drug Use and Health Survey (OSDUHS), approximately 1 in 5 Ontario students (21%) reported being bullied at school (CAMH, 2022). The COMPASS reported local data for Windsor and Essex County showing 20% of students were bullied by other students in the previous month, which represents an increase of 11% from last year (COMPASS, 2022). We know that stress and anxiety caused by bullying and 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 remember things 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 (Hemphill, Tollit and Herrenkohl, 2014).



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 substance use.

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

To find more resources about bullying visit our [Resources for Educators](#).

EVALUATION

We ask educators to provide feedback on this toolkit to assist us in making improvements for future editions. A survey for it can be found at this [link](#) or by scanning the QR code below:

BULLYING AWARENESS TOOLKIT



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. The resources are guidelines and suggestions and educators can choose which ones work best for their classroom.

Resources for Educators

- [Bullying prevention in schools](#) from Public Safety Canada.
- [Bullying Awareness and Prevention](#) from the Ministry of Education.
- [Bullying Prevention: Facts & Tools for Schools](#) from PREVNet: Fact sheets and tools to support your ongoing bullying prevention and safe and accepting school efforts at your school.
- [Safe@School](#): Offers teachers and the educational community a repertoire of relevant resources, as well as three different professional learning modules.
- [Beyond the Hurt](#) is a bullying and harassment prevention program from the Canadian Red Cross teaches youth and adults how to recognize, respond to and prevent bullying situations.
- Red Cross also offers [E-learning for adults](#) regarding bullying and abuse to learn ways to create safety for yourself and others.

Lessons and Activities

- [Media Smarts.ca](#) is a bilingual, Canadian website with a wide range of media and web literacy resources for teachers and parents/guardians. It is evidence-based and user-friendly. Just narrow down your grade and topic. A major component of online safety is digital and media literacy. A variety of lesson plans are also available in English and [French](#).
- Red Cross has [E-learning for youth](#): Students can take the short, free online Healthy Youth Relationships course for ideas on how they and their friends can stay safe from violence and have respectful dating relationships.
- [Beyond Bullying](#) is an e-presentation and supplementary curriculum activities by Youth Diversion Essex for ages 10-15 and 15+. Beyond Bullying explores the difference between bullying and normal peer conflict. Different forms of bullying (physical, verbal, social, and cyberbullying) are explored as well as legal consequences and the far-reaching impact that bullying can have.
- [Safe@School](#) –The Safe@School website offers lesson plans for all grades and additional relevant resources.
- Bullying and cyberbullying (RCMP) Ready-to-use lesson plans include engaging activities. Also, available in French. These lesson plans cover the topic of bullying and cyberbullying:

BULLYING AWARENESS TOOLKIT

- Cyberbullying – Types, Consequences, Supports (Grades 4-6)
- Cyberbullying – Impact, Prevention, Resolution (Grades 7-8)
- Cyberbullying – Conflict, Appropriate Behaviour, Support (Grades 9-10)
- Cyberbullying and Digital Harassment – Conflict, Consequences, Citizenship (Grades 11-12)

For Students

- Students can discuss ground rules for the classroom and how these rules show respect for everyone ([Creating collaborative classroom norms - SMHO](#)).
- Students can map out where and when bullying happens at their school ([see mapping activity on page 33 from PREVNet](#)).
- Make a class pledge against bullying (have students work together on the pledge and what it includes).
- [Zoe & Molly Online](#) An interactive series gives kids an opportunity to have some fun exploring what it means to be safe while playing games online using comics, quizzes, and more. Also available in [French](#).

Videos

Some short videos that can be incorporated into lessons, shared on school monitors, or on social media.

- [Delete Cyberbullying](#) (RCMP)
- [Words Hurt](#) (PREVNet)
- [Being Safe on the Internet](#) (Amaze.org)
- [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 Certification \(French Version\)](#): Ophea's Healthy Schools Certification gives a school the tools to promote and enhance the health and well-being of students, school staff, and the broader school community. Contact your school's nurse for more information on how they can support your school in achieving a Healthy Schools Certification.
- [Policy/Program Memorandum 144](#) (PPM 144) from the 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](#).

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- This team is responsible for fostering a safe, inclusive, and accepting school climate that must be chaired by a staff member and include the principal, at least one parent, teacher, non-teaching staff member, or community partner. It should also include at least one student.
- The requirement for the Safe and Accepting Schools Team can be fulfilled by an existing school committee like the Healthy Schools Committee.

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 in the topic of bullying:

Student Representation on Safe and Accepting School Teams. Can have students work on a class, or school-wide, position statement on bullying.

Awareness Days – These days are important to promote awareness of issues. These days are only a component of a whole school approach.

- [Pink Shirt Day](#) (last Wednesday of February)
- [Bullying Awareness and Prevention Week](#) (3rd week in November)
- [World Kindness Day](#) (November 13th)
 - Have a “Kindness Bulletin Board” in the class where students can add sticky notes of kind acts they have seen other students do / things that made them happy ([Kindness Wall - SMHO](#)).

School Campaigns and Social Media

- Students to create anti-bullying /healthy relationship/kindness messaging for morning announcements, bulletin boards, social media, and classrooms (click here for examples of morning announcements to use).
- [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 are important for student learning. 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 necessary.

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

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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.

- Include anti-bullying /healthy relationship/kindness morning announcements each day of the week (during a campaign) or once a week.
- Conduct an Environmental scan of the school to determine where bullying happens at school. Increase supervision in bullying hot spots.

HOME, SCHOOL, & COMMUNITY PARTNERSHIPS

Home, school, and community partnerships involve connecting parents, school staff, family programs, and the community to support and promote opportunities for well-being. The following resources and supports will help to create this connectedness related to bullying:

- Information for parents about bullying and its effects:
 - [What Parents Need to Know](#) (PREVNet)
 - [Get the Facts on Bullying](#) (Canadian Red Cross)
 - [Be Informed about Cyberbullying](#) (Canadian Red Cross)
 - [What is bullying? \(scroll to bottom of page\)](#) (BullyingCanada)
- Share messaging with parents/guardians using school social media accounts that align with student messaging. Click [here](#) for examples of social media posts in this toolkit.
- [#parentingunplugged](#) is a series of webinars and podcasts hosted by Essex County Youth Diversion that is using the beauty of technology to provide parents with access to expert advice on benefits, risks, and impact on social media on youth, including cyberbullying.

Support

- [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](#): Has services for youth 12 to 24 years of age that is open Monday to Friday with set hours. Call 519-253-8481 to book an appointment and learn more about services and support systems.

Tag the health unit on social media when posting about activities your students are taking part in
Facebook: @TheWECHU
Twitter: @TheWECHU
Instagram: @thewechu

BULLYING AWARENESS TOOLKIT

SCHOOL ANNOUNCEMENTS

Below are a series of announcements that can be used as is or adapted for use during Bullying Awareness and Prevention Week, for Pink Shirt Day, for Kindness Day or anytime 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 is important to be kind – not only when face to face, but online too. 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

Below are a series of social media messaging that can be used as is or adapted for use during Bullying Awareness and Prevention Week, for Pink Shirt Day, for Kindness Day or anytime throughout the school year. Use the images we have provided you with alongside the messaging or you can get creative as a school community with the images you choose to share alongside the messaging. You may also encourage students or classes to develop their own social media posts. *Please use the hashtag: #WEReachOut when sharing messaging.*

Social Media Message	Target Audience	Social Media Image
<p>It only takes one - one text, one post, one like, one share.</p> <p>Cyberbullying can spread quickly, and everyone who has seen, shared, or liked the message is a participant.</p> <p>Put a stop to bullying and spread kindness!</p>	<ul style="list-style-type: none"> • Community • Parents/guardians • Secondary students • Elementary Students 	<p>https://www.pexels.com/photo/bullying-inside-a-classroom-6936132/</p> 
<p>Social media is a way to stay connected when we can't get together. It can also be an easy way to bully.</p> <p>Spreading rumors, sending threatening messages, or posting private information online are all forms of cyberbullying.</p> <p>Let's keep our social media activity positive and fun!</p>	<ul style="list-style-type: none"> • Community • Parents/guardians • Secondary students • Elementary Students 	<p>https://pixabay.com/illustrations/computer-cyberbullying-guy-boy-5777377/</p>  

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Social Media Message	Target Audience	Social Media Image
<p>Take the Say No to Bullying Pledge!</p> <p>To support others</p> <p>Treat others with kindness</p> <p>Be accepting of people's differences</p> <p>And include others</p> <p>I won't give the Bully any attention or power.</p>	<ul style="list-style-type: none"> • Community • Parents/guardians • Secondary students • Elementary Students 	<p>https://www.pexels.com/photo/child-showing-a-message-written-in-a-notebook-6936477/</p> 
<p>[SCHOOL NAME], let's all treat others as we would like to be treated.</p> <p>Gossiping, spreading rumors, or threatening others should never happen! We are urging our community to be kind and supportive.</p>	<ul style="list-style-type: none"> • Secondary students • Elementary Students 	<p>Get creative here with your social media images!</p> 

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Social Media Message	Target Audience	Social Media Image
<p>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.</p>	<ul style="list-style-type: none"> • Community • Parents/guardians • Secondary students • Elementary Students 	<p>Get creative here with your social media images!</p> 