Bullying
A Change in Perspective
Founded in 2000, notMYkid is a 501(c)(3) nonprofit that educates and assists youth, parents, guardians, grandparents, educators, those who work with youth, and other community members on a variety of topics:

- Substance Use
- Body Image
- Relationships
- Bullying
- Digital Behavior
- Depression
- Self-Injury
- Suicide
- Self Esteem
- Rx Misuse
- Alcohol
- Marijuana/THC
- Vaping
- Stress/Anxiety
Full Continuum of Care:

Prevention – notMYkid / amplif[i]

Early Intervention – Project REWIND

Peer Support – [i]nspired Program

Outpatient Treatment for Youth and Families
Guiding Questions

What constitutes bullying behavior?
What does bullying look like?
What are common myths about bullying?
How can I effectively respond to bullying?
What are the best strategies for preventing, addressing, and reporting bullying?
Primary Sources

StopBullying.gov

U.S. Department of Education

U.S. Department of Health and Human Services

Centers for Disease Control and Prevention

School Psychology Review (Journal of the National Assoc. of School Psychologists)
A Change in Perspective

Old Perspective: Bullying is a normal part of growing up. Kids just need to learn how to live with it.

New Perspective: Bullying is peer abuse and needs to be prevented and addressed.

Old Perspective: Bullying is a permanent role. A “bully” is a “bully” and a “victim” is a “victim.”

New Perspective: Bullying is a behavior. It is a behavior that can be prevented, modified, or intervened upon.
Bullying is unwanted, intentionally aggressive behavior among school aged children that:

- Involves an imbalance of power or strength
- Involves physical violence, threats, harassment, lies, rumors, theft, purposeful exclusion, etc.
- Continues or is very likely to continue over time
Types of Bullying
## Types of Bullying

<table>
<thead>
<tr>
<th>Physical</th>
<th>Social/Emotional</th>
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<tbody>
<tr>
<td><em>Involves hurting/damaging a person’s body or possessions</em></td>
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<td><strong>Including:</strong></td>
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<tr>
<td>Hitting, kicking, or pinching</td>
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<tr>
<td>Spitting</td>
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<td>Pushing</td>
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<td>Taking or breaking personal items</td>
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<td>Mean or rude hand gestures</td>
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<td><em>Also known as, relational bullying, involves intentionally hurting a person’s reputation or social relationships</em></td>
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<tr>
<td><strong>Including:</strong></td>
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<tr>
<td>Purposeful exclusion</td>
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<tr>
<td>Spreading rumors</td>
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<td>Public humiliation</td>
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<tr>
<td>Telling others not to be friends with the individual</td>
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Types of Bullying

**Verbal**

Saying or writing mean things that are intended to be hurtful or damaging

Including:
- Teasing
- Name calling
- Sexual comments
- Threatening
- Insulting others
- Hate speech

**Cyberbullying**

Use of technology to harm a peer

Cyber-Bullying can:
- Occur 24 hours a day / 7 days a week
- Be posted/sent anonymously
- Go “viral”
- Create an information trail that is difficult to delete
Cyberbullying

The Four A’s of Cyberbullying

**Audience** - Online harassment can take place in front of an audience of millions

**Access** - An aggressor can harass the targeted child 24/7

**Anonymity** - An aggressor can remain anonymous while cyberbullying

**Awareness** - Cyberbullying can occur on apps/sites that parents aren’t aware of
Risk Factors for Being Bullied

Perceived as different
(Clothing, weight, grades, family income)

Perceived as weak or as having low self-esteem

Suffer from behavioral health issues

Have fewer friends

Anything that makes a child different
Can make them a target for bullying
Signs & Symptoms

FEELINGS
- Feelings of exclusion or isolation
- Frequently feeling sick or fatigued
- Feelings of depression or anxiety
- Feelings of hopelessness

BEHAVIORS
- Change in academic and/or athletic performance
- Social isolation; Withdrawal from family and/or friends
- Substance abuse, self injury, or eating disorders
- Threatening violence against self or others; Mood swings
- Change in posture, body language, eye contact, tone of voice
Students More Likely to Bully Others

- Overly aggressive
- Less support from parents and family
- Have friends that bully others
- Difficulty adhering to rules
- Gang affiliations
- Positive view of violence
- Violent or abusive home environment
- Struggle with substance use
- Lack a sense of belonging to a healthy or positive community
Bullying Myths

Bullying is a normal part of growing up

All children who bully are loners

All children who bully have low self-esteem

Children only bully for attention
Why Kids Bully

Rewarded in some way through material, social, or psychological means

Power and Control

Satisfaction in injury and suffering of others
Understanding the Dynamic

Aggressor

Followers

Supporter

Passive Supporter

Defender

Possible Defender

Disengaged Onlooker

Targeted Student

Onlooker

Possible Defender

notMYkid

INSPIRING POSITIVE LIFE CHOICES
Understanding the Dynamic

School Culture

Family Dynamic

Social Context

Targeted Student

Defender

Possible Defender

Disengaged Onlooker

Defender

Aggressor

Followers

Supporter

Passive Supporter

Onlooker

Defender
Youth targeted by long-term bullying behavior can show higher rates of:

ANXIETY
DEPRESSION
SELF-HARM
Youth acting out in long-term bullying behavior can show higher rates of:

INCARCERATION
ABUSIVE RELATIONSHIPS
Both groups can show higher rates of:

SUBSTANCE USE
SUICIDE
A student took video of Matthew, 14, in a bathroom stall and then posted it on Snapchat, Vine, and other sites for the entire school to see.

Matthew reportedly used phrases like:

- “I have no friends”
- “I can't do school anymore”
- “I don't want to kill myself but I have no friends”

The school knew about the video but did not inform Matthew’s parents.
Role of the Bystander
Role of the Bystander

“When bystanders intervene, they can stop bullying within 10 seconds over half of the time.”

-Craig & Pepler
Role of the Bystander

1. Reduce the size of the audience
2. Encourage the support of other bystanders to step in and stop the bullying
3. Support the victim and reduce trauma
4. Encourage other students to support a healthy and positive school culture and social context
Empower Kids to Intervene

Youth-Led Bullying Intervention Options:

• Tell the child bullying to stop (avoid name calling, threats, etc.)

• Distract the child who is doing the bullying

• Remove the target from the situation (“Mr. Smith is looking for you. You need to get to his classroom right now!”)

• Communicate with school staff or other adults (reporting is not “snitching”)
Effective Interventions by Adults

- **SEPARATE**
  - the involved kids

- **ALLOW**
  - time to elapse
  - emotions to subside

- **LISTEN**
  - actively to both sides

- **MEET**
  - with third party observers
When is it Beyond Bullying?

- Weapons involved
- Physical threats against self or others
- Sexual abuse
- Accusations of illegal activity
- Indicators of gang violence
Is it Bullying?

Is there an imbalance of power?

What is the relationship between the individuals involved?

Was there intent behind the action?

Was the action provoked?

Is this a first time incident?
Provide Support
Provide Support

• Listen and show empathy – believe them
• Explain to the targeted child that it is not their fault
• Provide resources on dealing with bullying (books, videos)
• Ensure the child doing the bullying understands why it is unacceptable – they need support too
• Find out what is going on in their life to lead to the behavior
• Work with the child to resolve the situation

Continue to follow up with both kids
Things to Avoid

**Telling** the targeted child that simply ignoring the bullying behavior will end it

**Blaming** the targeted child for being different or assuming they must have somehow caused the bullying

**Advocating** violence as a solution
LISTEN

Show empathy – believe them

Do not lose your composure

Assure your child you will support them
STEPS FOR PARENTS

DOCUMENT

Keep screencaps, recordings, etc.

Do not delete potential evidence

Keep records of reports you have filed
REPORT

To your child’s school and district
To law enforcement (if warranted)
To admins on apps/social media

STEPS FOR PARENTS
Win This Year Podcast

Informative – Interesting – Inspiring

WinThisYear.Buzzsprout.com

Also available on Apple Podcasts, Google Podcasts, Spotify, Amazon Music, Amazon Alexa, etc.

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