



"BE the Change!" News

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First Ever Bullying Awareness and Prevention Week Launched by Bullying.org and Family Channel

November 16-22nd, 2003

Born from an idea by Canadian parent and educator Bill Belsey, Bullying.org Canada Incorporated and Family Channel are pleased and proud to announce the launch of **"Bullying Awareness and Prevention Week"** from November 16th until November 22nd, 2003.



Mayor Judy Stewart (middle) unveils Cochrane's "Bully-free community" sign

The purpose of this week is to raise awareness about the serious impact that bullying behaviors have on society and to explore and share solutions as to how bullying can be prevented.

"Our focus for this week is to challenge many incor-

rect assumptions that people have held about bullying, among these myths are such notions as 'Bullying is a just a normal part of life, a rite of passage' or 'There always have been bullies, so people just have to put up with

this behaviour.' These old attitudes are not only wrong, they help to give bullies their power by supporting a culture of acceptance of bullying behaviours", notes Bill Belsey, father, educator, and President of Bullying.org

Canada Incorporated, a Canadian non-profit organization that maintains www.bullying.org, the world's number one Web site about bullying, that typically hosts nearly one million visitors and contributors each month.

Anti-bullying Pledge To Air on Family Channel

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Anti-bullying Pledge

This is for me,
my friends today,
And my friends tomorrow.

I think being mean stinks!

I won't watch someone get
picked on

Because I am a do some-
thing person,
not a do nothing person.

I care
I can help change things
I can be a leader

In my world there are no
bullies allowed.

Bullying is bad
Bullying bites
Bullying bothers me.
I know sticking up for
someone is the right thing
to do

My name is (your name)
And I won't stand by
I will stand up.

Community Solutions: Cochrane, Alberta

November 12, 2003

The Town of Cochrane announced its support for **“Bullying Awareness and Prevention Week”** by officially proclaiming itself to be a “Community striving to be bully-free”

“Cochrane has no more bullying problems than any other community, but what does make us different is that we want to send a strong message to the world that Cochrane, Alberta is a caring community and that we will not tolerate bullying as an acceptable way of behaving towards one another”, says Mayor Judy

Stewart of Cochrane, Alberta, a rapidly-growing community of 12,000 northwest of Calgary, Alberta.

“Some communities are thinking of passing by-laws against bullying, we have decided that education and prevention is the way to go. Bullying is learned. What can be learned, and we have to begin by addressing those old attitudes that have allowed bullying to

“Cochrane, Alberta Canada has officially proclaimed itself a community striving to be bully-free”

continue”, says Mayor Stewart.

The Town was challenged to address this issue during a Town Council meeting by local Cochrane resident and parent Bill Belsey.

“We don’t pretend for an instant that we (in Cochrane) have all of the answers with regards to addressing the issue of bullying, but we do want to begin a larger set of conversations that sees citizens begin to address bullying as a community issue and not as an issue that has traditionally been treated as a “school issue”, says Belsey.

Community Solutions: A Bully-Free Community Proclamation

PROCLAMATION: BULLY FREE COMMUNITY

WHEREAS, there are many people in Alberta who have lived or are living with bullying, and

WHEREAS, bullying is a learned behaviour and occurs in more environments that just the school yard, and

WHEREAS, bullying is not confined to

children only, and

WHEREAS, individuals and communities have the power to prevent bullying before it becomes a problem

NOW THEREFORE, I Judy Stewart

hereby proclaim Cochrane, Alberta a community striving to be Bully Free

I call upon citizens to recognize bully-

ing for the societal problem that it is. I call upon you to make a difference by taking the time to get involved. I call upon you to encourage all Canadians to help make our country bully free.

In witness whereof, I have here unto set my hand this 25th Day of November, 2002
Mayor Judy Stewart,
Town of Cochrane

Community Solutions: Walking the Walk of Change...

Cochrane Community Anti-bullying Initiatives:

- The announcement of an official proclamation by the Town of Cochrane, Alberta that has officially declared itself as a “Community Striving to be Bully-Free”.
- The unveiling of a sign on Wednesday November 19th @ 10:00 AM at the community welcome sign on highway # 2, declaring itself as a “Community Striving to be Bully-Free” that motorists will see coming into Cochrane.
- A challenge to all communities across

Canada to address bullying as a community issue and also make a similar proclamation from Judy Stewart, the Mayor of Cochrane, Alberta.

- The creation and circulation of a community-wide survey about bullying that will assess local attitudes and knowledge about the issue of bullying.
- The creation of a community-based anti-bullying committee comprised of local adult community leaders.
- The creation of a community-based anti-bullying youth advisory committee comprised of local youth leaders to raise awareness and to find solutions about bullying.

- Presentations made in local schools and for the community in general on the issue of bullying and cyber-bullying
- The dissemination of educational materials that address the issue of bullying.
- Participation in the **“Community Solutions”** network of communities who are addressing bullying as a community issue. They will be able to share their local ideas, resources and community solutions through the Community Solutions section of the www.bullying.org Web site.

For more info. contact: help@bullying.org