

## **Bullying.org Presentations:**

***"It's Cool to Care"*** for elementary age children (kindergarten–grade 3) 30 - 45 minutes approx.

This engaging multimedia presentation helps younger children understand the nature and causes of bullying behaviours by addressing the questions most-asked about bullying such as What is Bullying? Why do people bully? What did I do wrong (What did I do to deserve being bullied)? What can I do if I am being bullied? What should I do if I am bullying others? What should I do if I see others being bullied? Why should I care about bullying? What can I/we do to help?

This presentation helps children develop empathy and understanding about the issue of bullying and its affects through the sharing of age-appropriate personal stories, poetry, drawings, music and video from children around the world.

The presentation asks students and teachers to take the Bullying.org and Family Channel anti-bullying pledge.

***"BE the Change"*** for middle school students grades 4- 9, 90 minutes approx.

This dynamic multimedia presentation challenges students to “BE the change” and play a part in changing attitudes and actions towards bullying by changing the culture in their schools. The presentation explores this issue as seen by contemporary pop/rock stars who share their own personal stories and feelings about how bullying has negatively affected their lives and others.

The presentation will share facts about the nature, extent and effects of bullying on individuals and groups based upon current world-class research. The presentation explores the consequences of the actions (or lack of action) on the part of bullies, victims, bystanders and school-community adult leaders. The presentation will share examples of how others across Canada and around the world are “Being the Change” in their own schools and communities.

This presentation helps young people develop empathy and understanding about the issue of bullying and its affects through the sharing of age-appropriate personal stories, poetry, drawings, music and video from their peers around the world.

***"Bullying.org, A Learning Journey"*** –one version of this presentation is for educators and another is intended for parents and community groups, each 90 minutes approx.

This gripping 90-minute multimedia presentation by [www.bullying.org's](http://www.bullying.org) creator, Bill Belsey, will share a personal and professional learning journey about bullying that has lead to the creation of [www.bullying.org](http://www.bullying.org), the multiple award-winning, number one bullying-related Website in the world. Peter Mansbridge, anchor of the CBC National News, referred to [www.bullying.org](http://www.bullying.org) as “One of the best Web sites in the world for children.”

This presentation will challenge traditional attitudes about bullying held by many adults as Mr. Belsey shares his own personal and professional experiences and mistakes in dealing with bullying. He will share some of the world's best research about the issue of bullying and will discuss the implications that this research has upon the creation of anti-bullying policies and the implementation of effective anti-bullying programs.

Mr. Belsey will also offer concrete suggestions as to how schools and communities can work together to address bullying as a community issue that is based upon the work he has initiated in his home town of Cochrane, Alberta, the world's first community to officially proclaim itself “Striving to be bully-free.”

## ***“Cyberbullying, An Emerging Threat to the ‘Always On’ Generation”***

“Cyber-bullying is a rapidly emerging form of immoral, antisocial behaviour that presents new and sometimes frightening challenges to parents, teachers, and others committed to the education and well-being of our children and youth. Bill Belsey’s [www.cyberbullying.ca](http://www.cyberbullying.ca) project brings the nature and scope of this behaviour into sharp focus. I will use this site as the primary cyber-bullying reference site for my work with teachers. It is a much needed child of its widely used parent site, [www.bullying.org](http://www.bullying.org),” said Dr. William Egnatoff, Professor, Computers in Education, at the Faculty of Education of Queen’s University.

The project, initiated by noted Canadian educator Bill Belsey, was created because he observed that cyber-bullying has become a huge problem in other parts of the world, where mobile phones and other telecommunications tools are more deeply embedded in youth culture. [www.cyberbullying.ca](http://www.cyberbullying.ca) is the very first Web site in the world to address the issue of cyberbullying specifically.

“I think that we have a window of opportunity to try and be more proactive and raise awareness about this issue through education. Unfortunately, cyberbullying is already becoming a larger issue in the lives of young people every day”, observes Belsey.

“Cyber-bullying involves the use of information and communication technologies such as e-mail, cell phone and pager text messages, instant messaging, defamatory personal Web sites, and defamatory online personal polling Web sites, to support deliberate, repeated, and hostile behaviour by an individual or group, that is intended to harm others.” -Bill Belsey

This multimedia presentation offers a formal definition of cyber-bullying, information about how cyber-bullying might be prevented, strategies and resources for those who are currently dealing with cyber-bullying in their lives, facts and related news about today’s “Always On” society. It also offers an introduction to what Belsey calls “cyberslang”. “This ‘Always On’ generation has something akin to their own language that they use to communicate with each other. This includes the use of many acronyms, abbreviations and emoticons. Adults who see such messages on a child’s cell phone, might not even know that they are being cyber-bullied”, advises Belsey.

### **Bullying.org:**

[www.bullying.org](http://www.bullying.org) is the multiple award-winning, number one Web site about bullying in the world that was created to help people with the issues of bullying within a safe, positive international community. [www.bullying.org](http://www.bullying.org) is a supportive international community where people can learn that they are NOT alone in being bullied and teased, that being bullied and teased is NOT their fault and that they CAN do something positive about it. People can contribute their personal stories, poems, images, oral stories (audio files), music and even animations and movies. [www.bullying.org](http://www.bullying.org) also has a “Helpful Resources” section that features a huge listing of articles, books, legislation and policies, research and multimedia resources. [www.bullying.org](http://www.bullying.org) also has the world’s first and largest online-moderated support groups for adults and youth.

[www.bullying.org](http://www.bullying.org) is a winner of the Childnet International Award that goes to projects that make the Internet a better place for children. [www.bullying.org](http://www.bullying.org) was also a finalist in the Stockholm Challenge awards that has been called “A Nobel Prize for the IT Society”. [www.bullying.org](http://www.bullying.org) typically has approximately one million visitors per month. [www.bullying.org](http://www.bullying.org) has a partnership with Canada’s family Channel that is seen in over five million Canadian homes via cable television. Bullying.org works with Family Channel to raise awareness about bullying across Canada and in so doing created and launched the world’s first ever Bullying Awareness and Prevention Week on November 17-22<sup>nd</sup>, 2003.

Media around the world have featured [www.bullying.org](http://www.bullying.org).