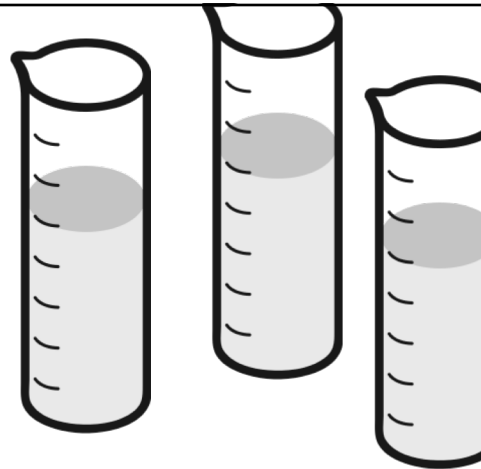


HOW TO ACCELERATE BULLYING PREVENTION: PUT YOUR IDEAS INTO ACTION



Jennifer Tang Cole, M.S.W., Ph.D.

Volunteer, Martin Luther King Elementary, Ann Arbor, MI
Volunteer, Sandy Hook Promise, Newtown, CT
Research Investigator, Injury Prevention Center,
University of Michigan

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AGENDA

1. Collaboration
2. Creating your message of change
3. How to get funding
4. Marketing
5. Evaluation

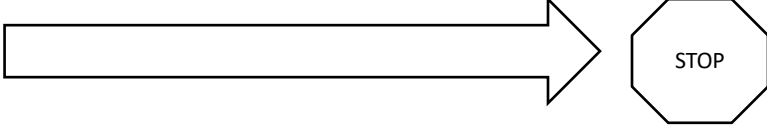
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| 1 | COLLABORATE

- On-going process

Life Course of a Program

Start of School Yr End of School Yr

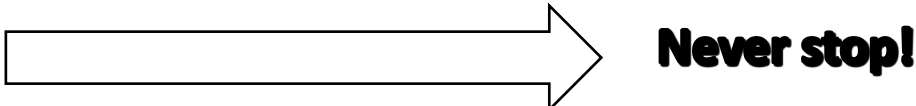


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| 1 | COLLABORATE

- Think outside the box
- Leveraging networks

Opportunities to collaborate



4

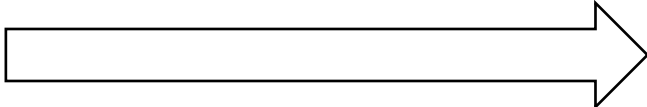
| 1 | COLLABORATE

- Think outside the box
- Leveraging networks

Opportunities to collaborate

Organized/Management
savy

Parents or other community members



Manage

5

| 1 | COLLABORATE

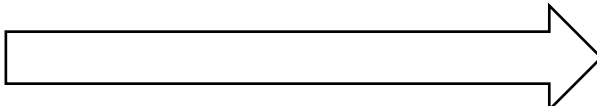
- Think outside the box
- Leveraging networks

Opportunities to collaborate

Students
Grad
Students
(MSW, MPH,
MEd, MBA)

Marketing professionals
Development
professionals

Parents
Web-designers /
tech savy



**Active and
passive
forms of
income**

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| 1 | COLLABORATE

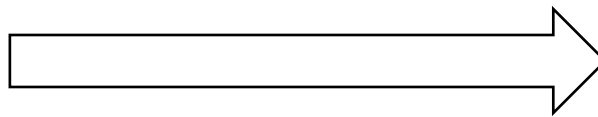
- Think outside the box
- Leveraging networks

Opportunities to collaborate

Grad
Students
(MSW, MPH,
MEd, MBA)

Students

Evaluation/Stats
professionals



Evaluation

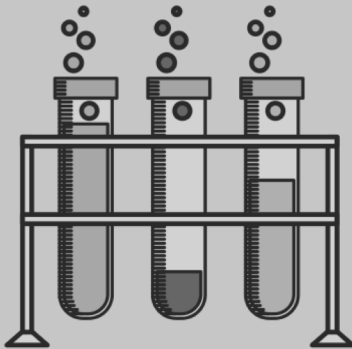
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Who can I collaborate with?



1. Management:
 - Organized/Management savvy
 - parents/community members
2. Active/Passive Forms of Income:
 - Students or grad students
 - Development or marketing professionals
 - Web/tech savvy
3. Evaluation
 - Grad students/students
 - Evaluation professionals

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| 2 |
secret recipe for change

1

cause

What social or health issues are you trying to address?

2

action

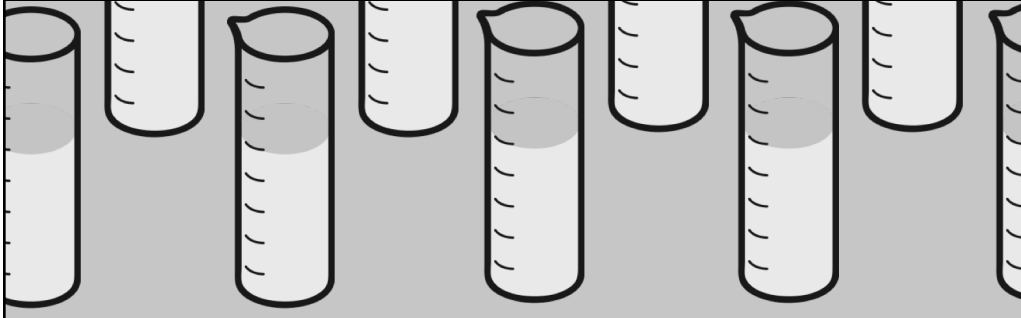
What does your organization DO?

3

impact

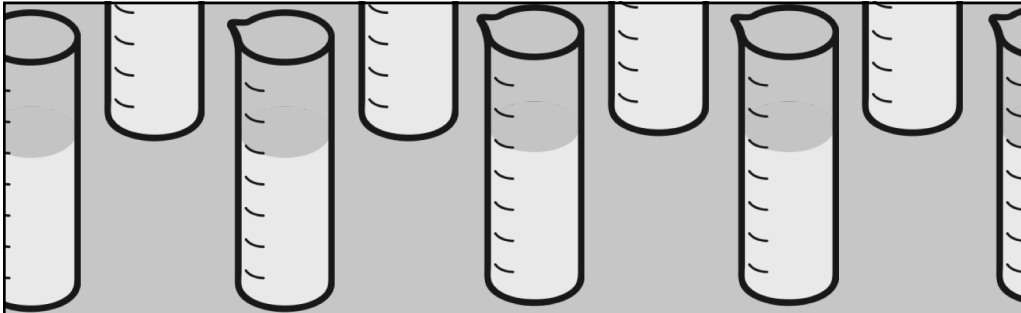
HOW will your organization change these issues for the better?

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EyeCU's mission is to provide a safe, supportive, and inclusive online global space for kids that have endured bullying. Our team of mental health professionals provides 24/7 online-support groups, chat, and hotline advice.

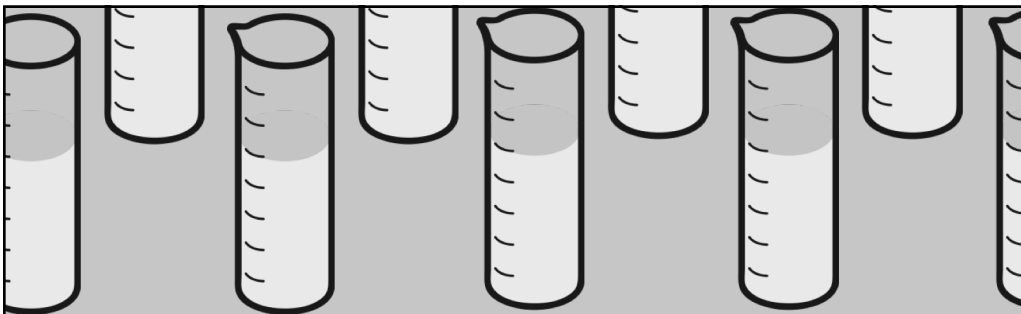
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1 cause

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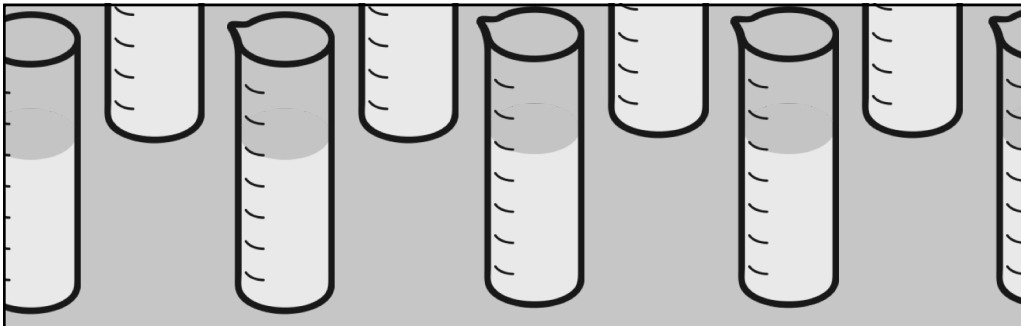
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EyeCU's mission is to provide a safe, supportive, and inclusive online global space for kids that have endured bullying. Our team of mental health professionals provides 24/7 online-support groups, chat, and hotline advice.

2 action

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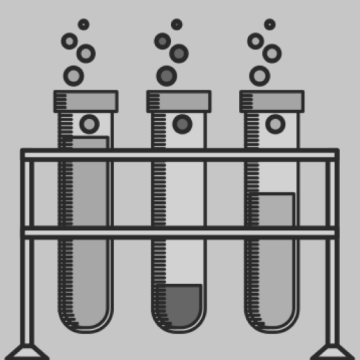


3 impact

EyeCU's mission is to provide a safe, supportive, and inclusive online global space for kids that have endured bullying. Our team of mental health professionals provides 24/7 online-support groups, chat, and hotline advice.

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BRAINSTORM: Your secret recipe for change



- 1**
cause
What social or health issues are you trying to address?
- 2**
action
What does your organization DO?
- 3**
impact
HOW will your organization change these issues for the better?

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| 3 | PROGRAM FUNDING & SUPPORT

1. Grants
2. Fundraisers – contests or challenges
3. Kickstart Campaigns
 - Sponsorships
 - Adopt our program
4. Passive Forms of Income/Program Support
 - Donations/Fees for use of material
 - Soliciting support through social media channels

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Brainstorm Time



What do I need
TO DO to get
financial and staff
support now?

3

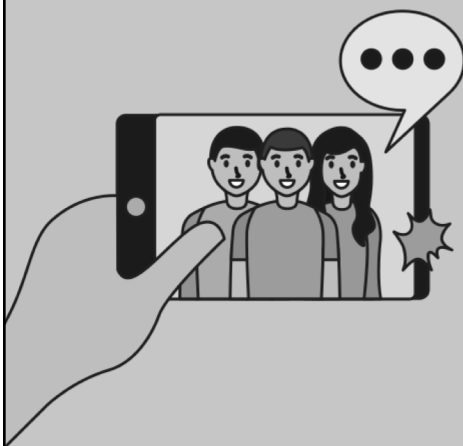
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PROGRAM FUNDING & SUPPORT

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| 4 | MARKETING CAN'T WAIT



- Valuable & visual content
- Story telling
- Fundraising and calls to action

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| 5 | EVALUATION

- Your first step not last step
- Numbers are not the entire picture



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SUMMARY

1. Different ways to collaborate
2. Secret recipe for change
3. Program support and funding
4. Rethink marketing
5. Use evaluation as an advocacy tool

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Acknowledgements

Martin Luther King Jr. Elementary
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1. Mary Cooper, Principal
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4. Sarah Hong, LCSW, Social Worker
5. Jennifer Tang Cole, MSW, PhD, Social Worker



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THANK YOU!

Questions?

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