

# How to Accelerate Bullying Prevention: Put Your Ideas Into Action

JENNIFER TANG COLE, MSW, PH.D.

Research Investigator, Injury Prevention Center, University of Michigan, Ann Arbor, MI

Volunteer, Anti-bullying Club, Martin Luther King Elementary, Ann Arbor, MI

Promise Leader Volunteer, Sandy Hook Promise, Newtown, CT

Contact: jennifertangcole@gmail.com

## 1 COLLABORATE

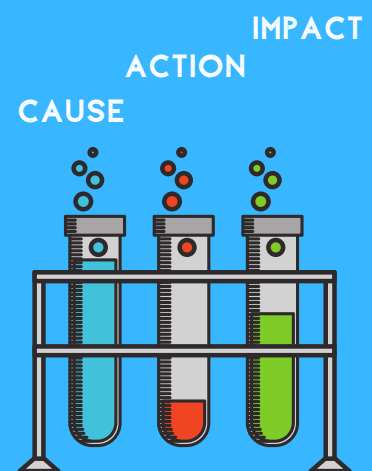
- REACH OUT: Be open to new partnerships these networks can lead to new creative solutions.
- STAY IN MOTION: Keep the momentum going by facilitating conference calls, video conferences, or local/regional meetings.
- OUTSIDE YOUR BOX: Volunteers can help with all aspects of your program. Some great overlooked volunteers are web-designers, graduate students (social work, public health, education, psychology), marketing students, fundraisers, and product developers.



## 2 WHAT'S YOUR SECRET RECIPE FOR CHANGE?

**AN EFFECTIVE MISSION STATEMENT has 3 main ingredients....**

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?



*Example: 👁️ CU'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.*

### 3

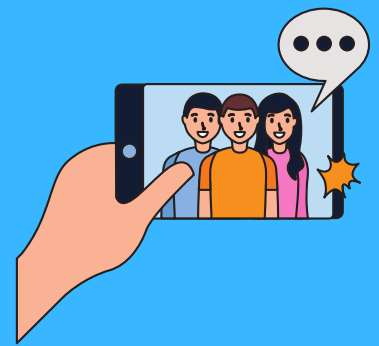
## WHAT STRATEGIES WILL YOU USE?

- **BREVITY IS THE ORDER OF THE DAY!** Keep lecturing brief and use multiple strategies to engage all types of learners. Try using movement breaks, small group learning, and other interactive activities.
- **MEET ME IN THE MIDDLE:** Devote time and space so students can create their own solutions and methods to prevent bullying.
- **BE SILLY:** Social-emotional learning can sometimes be awkward. The next time you demonstrate a role play, trying drafting a script and use costumes and props.

### 4

## MARKETING CAN'T WAIT

- **STORYTELLING:** Attract new audiences with great storytelling. Whether you're in the development stage or sharing a student's story your organization is doing important work - share it!
- **VALUABLE & VISUAL:** Post content that gets people thinking and provides easy to follow steps to fight bullying (e.g., Calming anger with mindfulness).
- **FUNDRAISING & CALLS TO ACTION:** Never lose an opportunity to bring attention to what you are doing and your organization's needs.



### 5

## EVALUATION

- **IT'S BREAKFAST NOT DESSERT:** Reach out to people with expertise in evaluation in the beginning, not after the program is over.
- **NUMBERS ARE NOT THE ENTIRE PICTURE:** Your data is one of your best advocacy tools. Don't just tell us how many people you served - tell us HOW and in what ways did you make change happen? For example, how did you change knowledge, skills, and behavior?

