

STOP BULLYING BEFORE IT STARTS: GIVING KIDS A VOICE

A CARTOON NETWORK SURVEY

Conducted By VJR Consulting

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METHODOLOGY

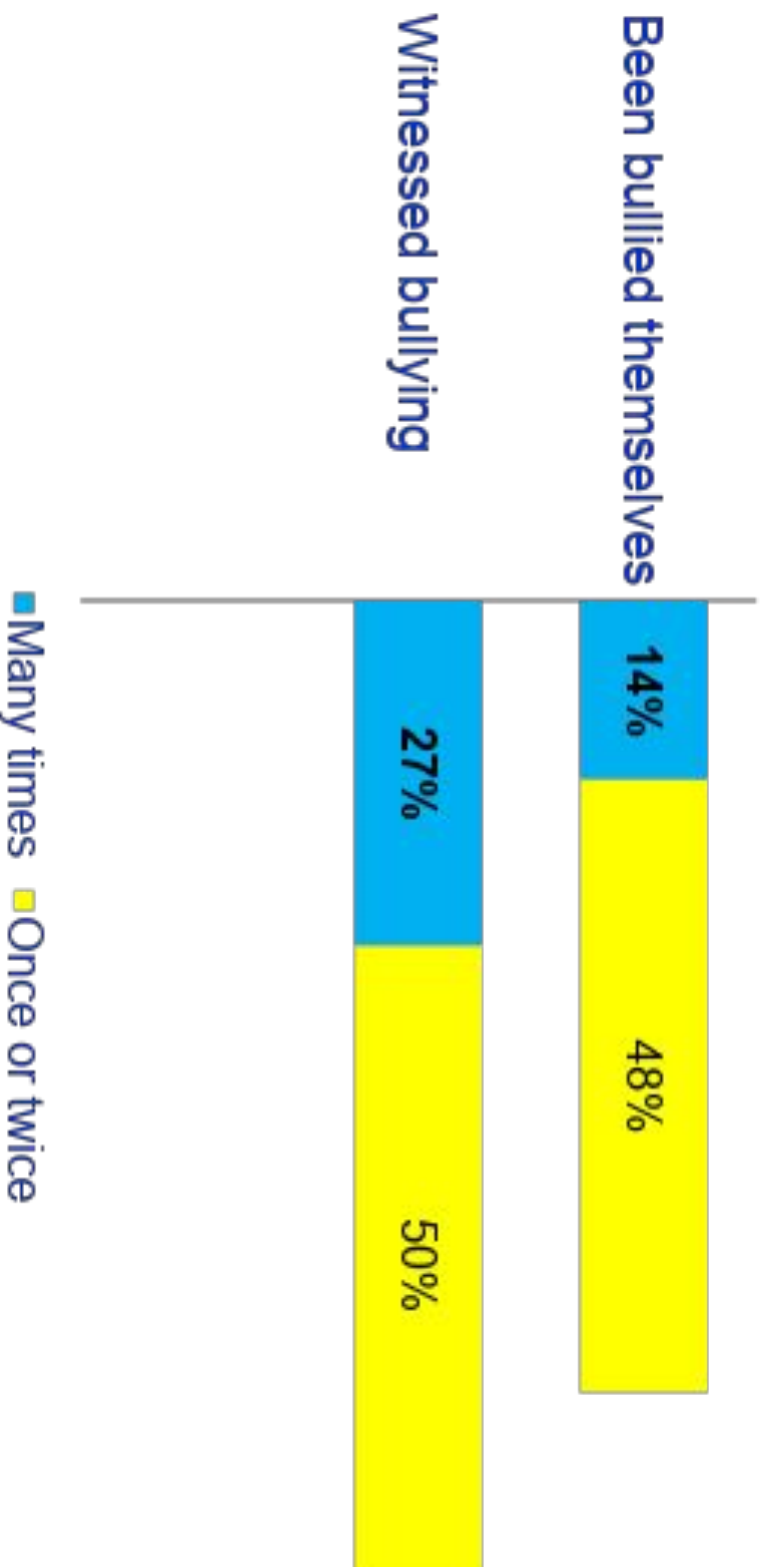
- Nationally representative, probability-based survey (GfK Knowledge Panel)
- Conducted online with 1,054 9- to 11-year-olds
- Parental permission obtained for all participants
- Offered in English or Spanish
- Survey instrument developed in collaboration with Harvard University's Making Caring Common project
- Questionnaire was field-tested in focus groups with 9-year-olds

DEFINITION OF BULLYING

“Bullying is when someone **repeatedly** hurts someone else **on purpose**, such as pushing, hitting, kicking, or holding them down. It can also be when someone calls people mean names, spreads rumors about them, takes or breaks something that belongs to them, or leaves them out of activities **on purpose, over and over again**. Bullies are usually **stronger**, or have more friends or more money, or some other power over the person being bullied. Bullying can happen in person or can happen online, **including cyberbullying**.”

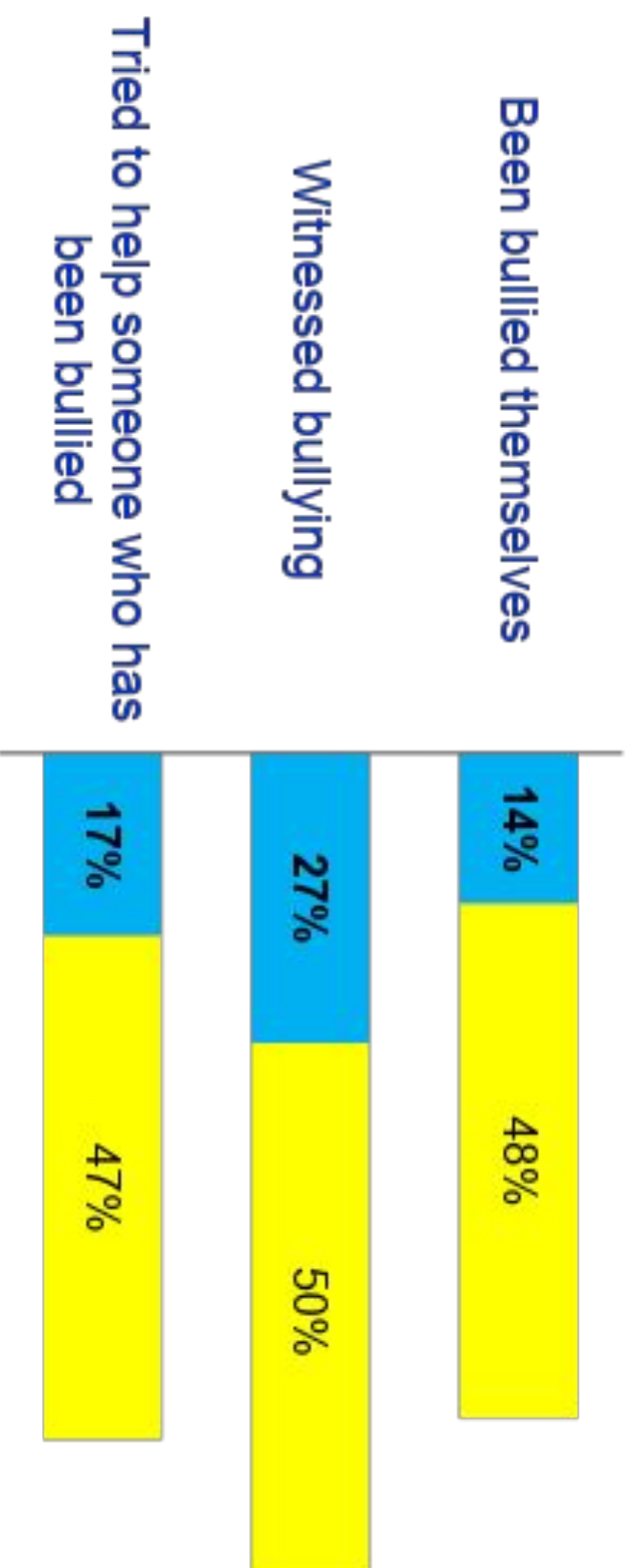
EXPOSURE TO BULLYING

The majority of 9- to 11-year-olds have experienced bullying



EXPOSURE TO BULLYING

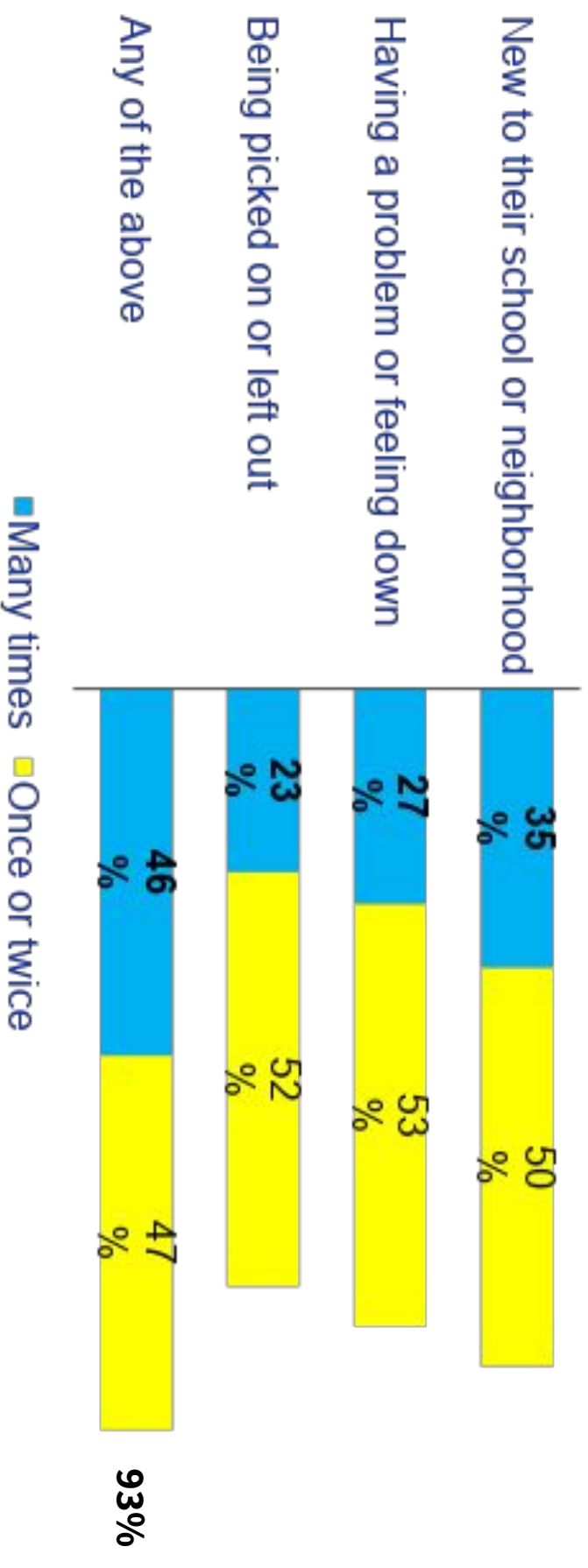
The majority of 9- to 11-year-olds have tried to *help* someone being bullied



■ Many times ■ Once or twice

ACTS OF KINDNESS

The majority of 9- to 11-year-olds have gone out of their way to do something kind for another kid who was:



KINDNESS AND CARING

“Once a kid dropped his lunch. Everyone was laughing. I walked up and asked him if he would like to share my lunch. I have been friends with him ever since.”

- 11 year old boy from Pennsylvania

KINDNESS AND CARING

“Last year there was a kid in my class that was in a wheelchair. He hated reading time but I love reading. None of the kids in our class ever wanted to be his reading partner, so I would always ask if I could be his partner. He started not hating reading time so much.”

KINDNESS AND CARING

“There is a kid who has ADHD and can be a little overwhelming. I try to be patient and listen to him because a lot of people tell him he’s annoying and to be quiet. He’s pretty cool to know once you get past all the chatter.”

- 11 year-old boy from Texas

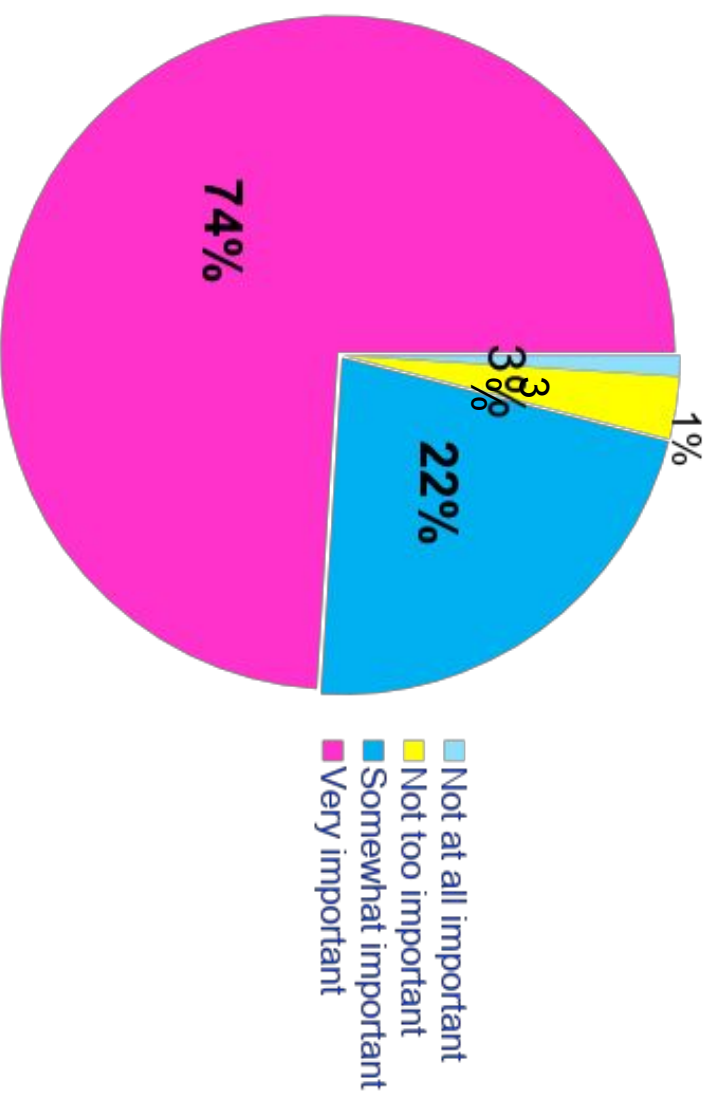
KINDNESS AND CARING

“There was a girl in my class who had on dirty clothes. The other kids laughed at her but I played with her during recess.”

- 10 year-old boy from Texas

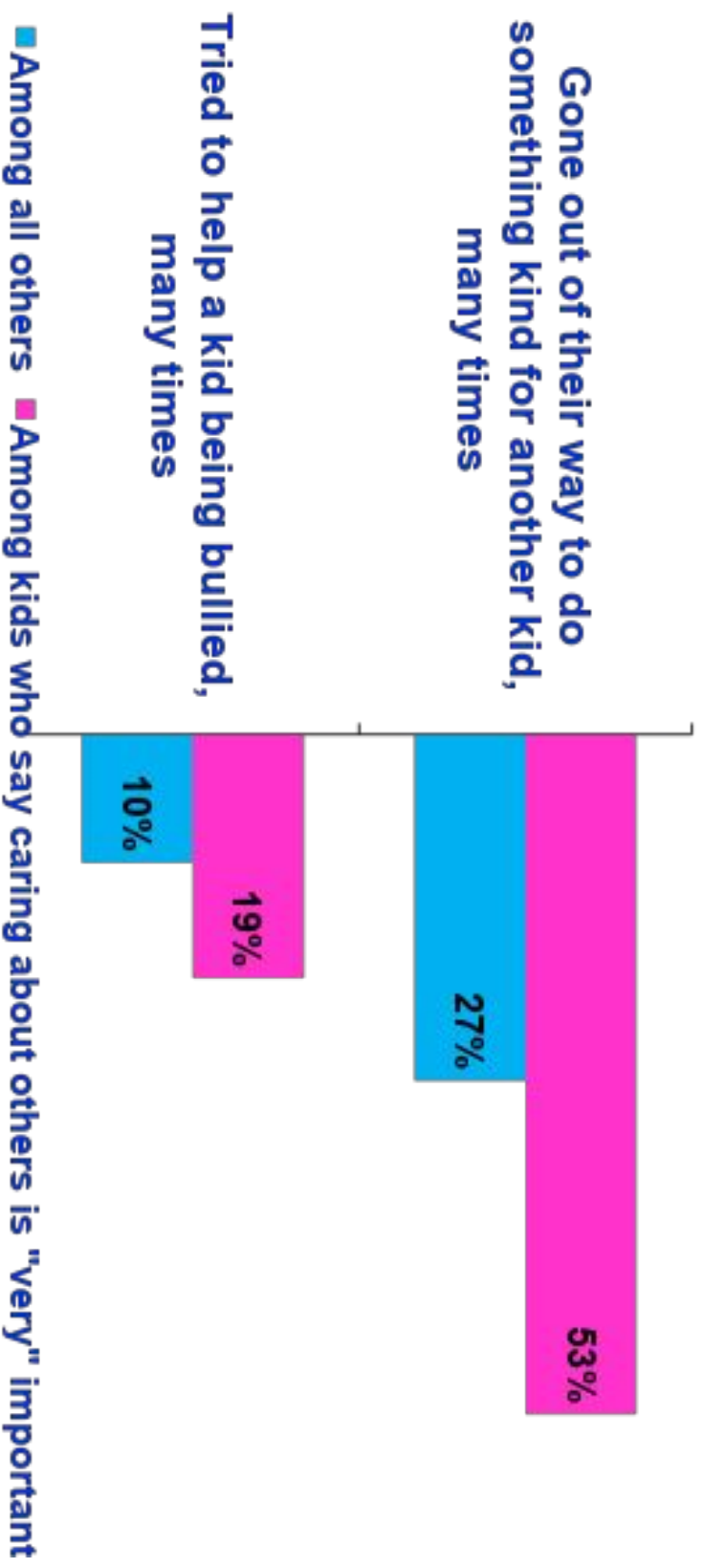
CARING ABOUT OTHERS

The vast majority of 9- to 11-year-olds say caring about others is “very” important to them, but one in four do not.

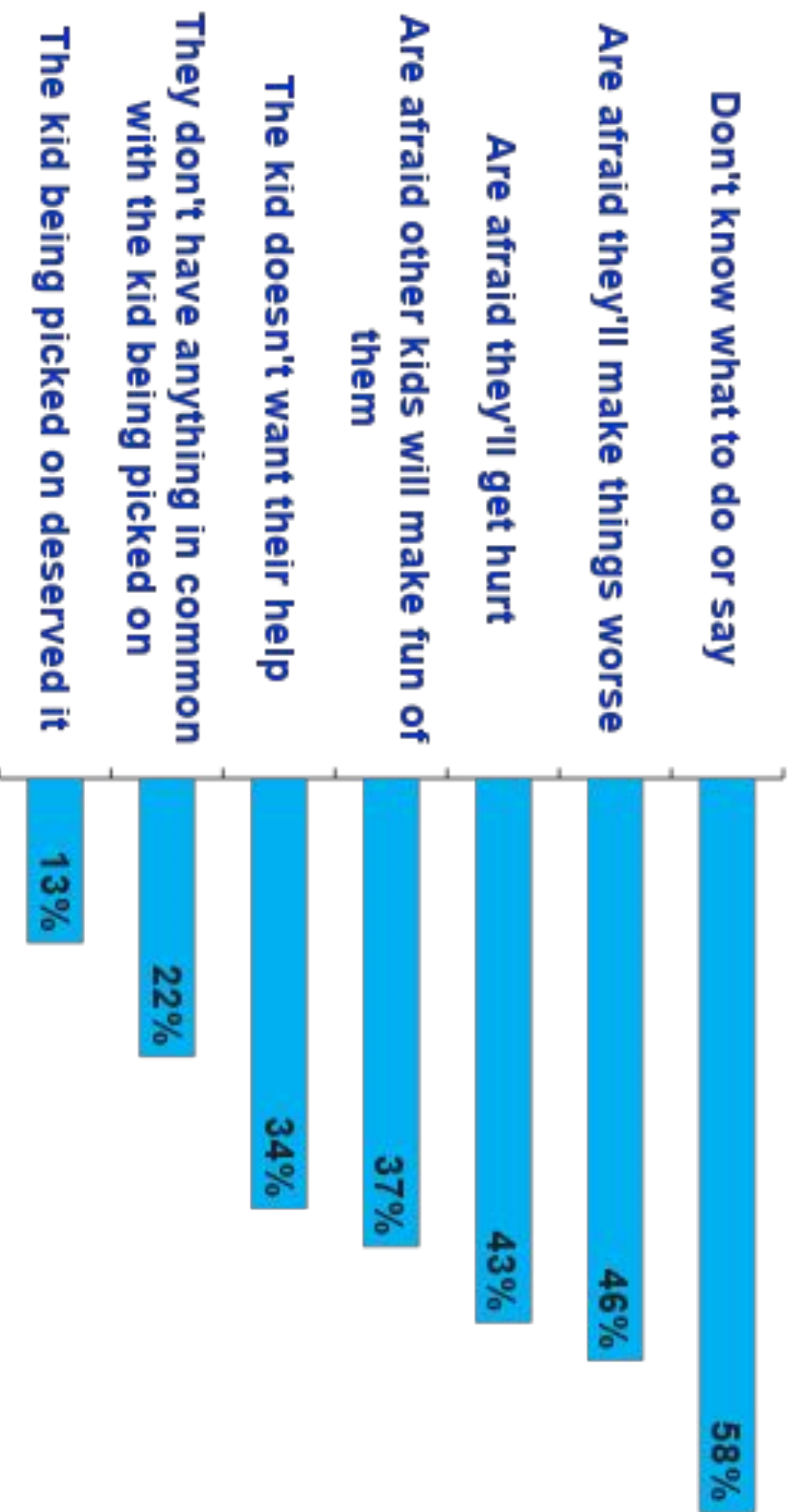


CARING ABOUT OTHERS

Percent of 9- to 11-year-olds who say they have....

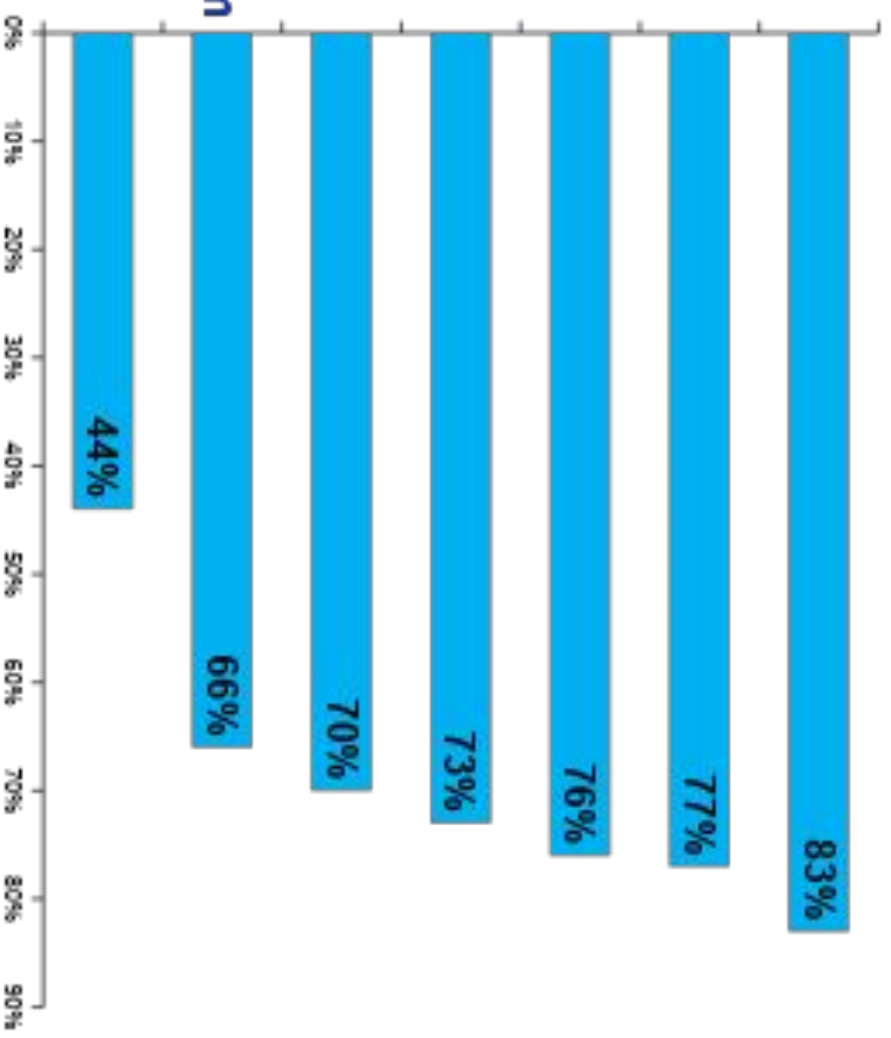


WHY KIDS SOMETIMES DON'T HELP OTHERS



WHAT KIDS SAY WOULD HELP

- Someone who really cared
- What to do or say
- Time to talk with kids
- How kids deal with anger
- How our country set a better example
- More time with kids who are different from them
- Behavior at school



WHY KIDS SOMETIMES DON'T HELP OTHERS

“

“I'm not sure
of myself
sometimes.”

“I'm not sure
what to do.”

“I feel shy
sometimes.”

”

CONCLUSION

- **The vast majority of children are exposed to bullying, whether through being bullied, witnessing bullying, or trying to help someone who has been bullied.**
- **Many children are engaging in brave acts of kindness and caring.**
- **Promoting kindness and caring among children will help stop bullying before it starts.**
- **We can give kids ideas of what to do or say, and help them not be afraid they'll make things worse**

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