

CITY OF BIRMINGHAM MAYOR'S OFFICE DIVISION OF YOUTH SERVICES

# KNOW BULL

TAKE "U" OUT OF BULLYING



## FILM

## TOOLKIT



**BIRMINGHAM**  
— FORWARD —  
MAYOR WILLIAM A. BELL, SR.

**YouthFirst**  
CITY OF BIRMINGHAM MAYOR'S OFFICE  
DIVISION OF YOUTH SERVICES



# WHAT IS

# KNOWBULL

Preventing bullying is a collaborative effort involving students, parents, teachers and the community. In an effort to combat bullying in Birmingham and beyond, the City of Birmingham Mayor's Office Division of Youth Services (DYS) presents **KNOWBULL**.

In 2012 *The 411 Crew*, DYS' traveling performance troupe launched the **KNOWBULL TOUR**. The 411 Crew uses a "dramatic" approach to show youth how to apply positive choices to difficult situations. At each stop on the tour, attendees are entertained, educated and empowered on how to take "u" out of bullying. The **KNOWBULL FILM** is a tool that extends the reach of this dynamic program by chronicling a mini-drama taking place within the halls of Everyday High School.

What is **KNOWBULL**?

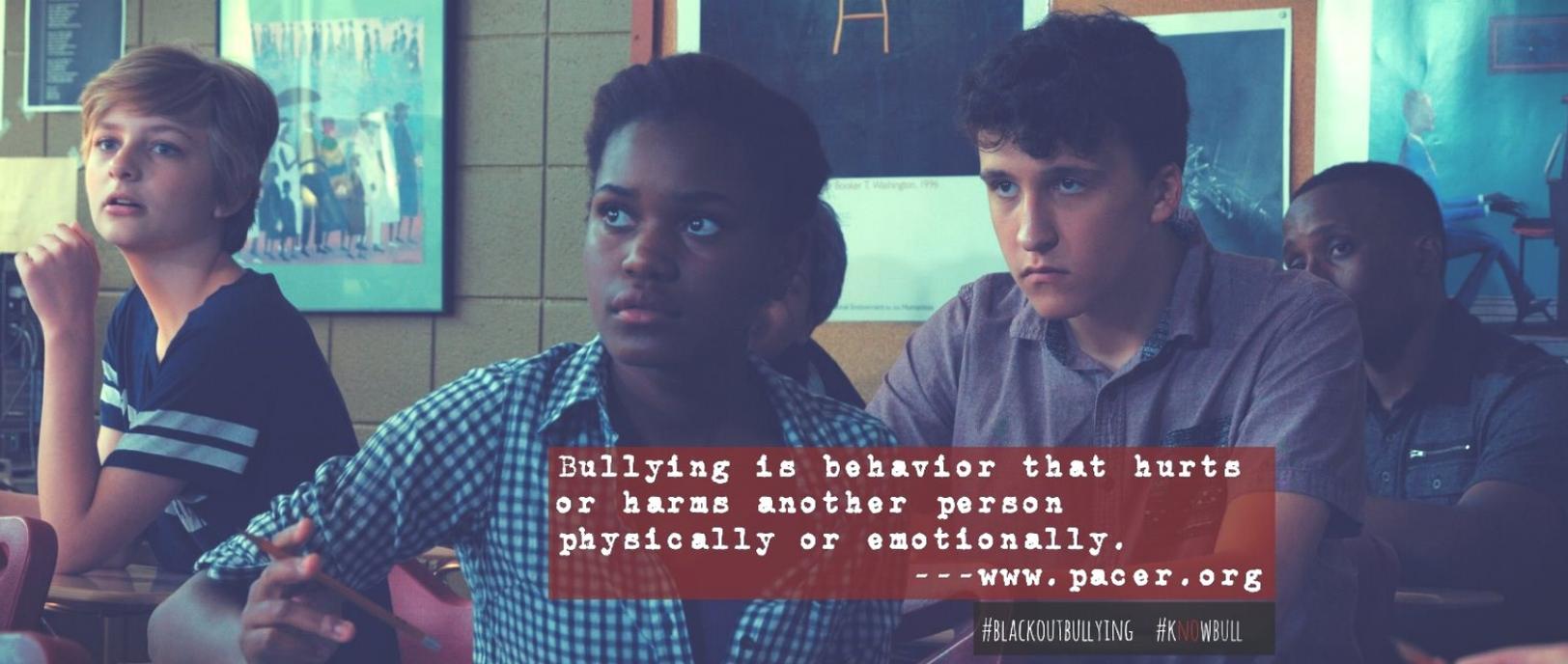
**INTERACTIVE.** The KNOWBULL Tour brings the 411 Crew to your classroom, assembly, etc. to present a collaboration of mini-dramas demonstrating the effects of bullying from multiple perspectives. The KNOWBULL FILM allows for small or large gatherings to follow the interactions of high school teens during an average school day.

**INFORMATIVE.** Whether it's the KNOWBULL Film or Tour, each audience member has access to local, regional and national resources to equip them to combat bullying in their environment. Viewers will also receive information about initiating the bullying discussion.

**IMPORTANT.** The effects of bullying touches everyone. KNOWBULL provides the bully, the bully's victim and bystanders tools to remove themselves from those situations. DYS' overall goal is to end bullying in Birmingham and beyond.

For more information about KNOWBULL, contact DYS at (205) 320-0879 or visit us online at [www.bhamyouthfirst.org](http://www.bhamyouthfirst.org)





Bullying is behavior that hurts or harms another person physically or emotionally.

---www.pacer.org

#BLACKOUTBULLYING #KNOWBULL

# HOW TO USE THIS TOOLKIT

The interactive KNOWBULL FILM toolkit provides teachers and parents with information, discussion questions, and resources to help start an insightful dialogue with young people about the seriousness of bullying.

**KNOWBULL**

KNOWBULL provides **the bully, the bully's victim** and **bystanders** tools to remove themselves from those situations

**KNOWBULL**

KNOW what bullying is and recognize it quickly

**KNOWBULL**

Say NO to bullying in your school and community whenever you witness it

## This toolkit includes:

### **KNOWBULL FILM**

The full length theatrical version of KNOWBULL runs approximately 38 minutes. Extras include behind the scene footage and a message from the sponsor

### **Bullying 101: KNOWBULL**

Program overview and insight in to the world of bullying

#### **Who is involved?**

- The Bully**
- The Bullied**
- The Bystander**

**Become an UPSTANDER**

### **Parental/Guardian Involvement**

This section provides parents/guardians with tips on how to identify and deal with bullying.

### **Reactions to Avoid**

Read this section before you react to bullying!

### **Film Discussion Questions**

This section contains suggested questions to help facilitate a group discussion after watching the film.

### **Other Resources**

Additional information on resources available nationally.

## What is BULLYING?

Bullying can be defined as unwanted aggressive behavior that hurts, humiliates, or harms another person physically or emotionally. While the definition of bullying will vary by school, city and state, most definitions include the following traits:

Those targeted by the behavior have difficulty stopping the action directed at them, and struggle to defend themselves.

- There is also a real or perceived “imbalance of power,” which is described as when the student with the bullying behavior has more “power,” either physically, socially, or emotionally, such as a higher social status, or is physically larger or emotionally intimidating.
- Repetitive behavior; however, bullying can occur in a single incident if that incident is either very severe or arises from a
- Pattern of behavior.

“Pacer’s National Bullying Prevention Center “

### the **BULLY**

Children who are bullied at home by their parents or older siblings; will often become bullies at school. When bullying behaviors are taught by parents or siblings, young children automatically begin to accept them as normal behavior. <http://nobullying.com/parents-who-bully-their-children/>

**BULLYS** are not defined by their stature or one given person because bullying is a behavior. Any individual can be considered a bully regardless of their size, age, or gender. Any person or group that exhibits the following behaviors can be considered a **BULLY**:

- A person making harsh and belittling comments (verbally or online) to make a person feel less than
- A person making threats towards a person
- Anyone who causes any type of physical harm to others
- Someone spreading rumors or gossiping about another person
- Socially isolating a person by excluding them from conversations, activities, etc.

Although no federal law directly addresses bullying, in some cases, bullying overlaps with discriminatory harassment when it is based on race, national origin, color, sex, age, disability, or religion.

<http://www.pacer.org/bullying/resources/parents/laws-and-policy.asp>

### the **BULLIED**

The **BULLIED** is often the intended target for bullying. Those individuals who are **BULLIED** are often left to endure the daily abuse of the **BULLY**. The **BULLIED** will often feel hurt emotionally and/or physically. In most cases, the **BULLIED** wants the behavior to stop but they do not feel empowered to make the behavior stop on their own. Individuals who are being **BULLIED** can identify with the following:

- Poor academic performance
- Being socially withdrawn
- Health issues including depression and anxiety
- Constant state of fear
- Ideas of self-harm to stop the situation
- A buildup of frustration and aggression

According to the Suicide Awareness Voices for Education suicides among 15-24 years olds is the third leading cause of death for youth. One of 65,000 children ages 10 to 14 commit suicide every year. Over 16% of students seriously consider suicide, 13% create a plan, and 8% have made a serious attempt.

An average teen often sends 60 text messages a day. Teen texting is double of what adults do. Over 81% of teens admit that bullying is easier to get away with online. About 20% of kids that are cyber bullied think about suicide.

<http://nobullying.com/bullying-suicide-statistics/>

### the **BYSTANDER**

According to Pacer’s National Bullying Prevention Center, nearly 60% of bullying situations will end when a peer intervenes. The **BYSTANDER** is any individual who witnesses bullying taking place around them. This person has an extremely vital role in a bullying situation. They have a very important decision to make which could change the outcome of the bullying. They could become a part of the bullying causing the situation to become worse for the **BULLIED** or they can become an **UPSTANDER**.

#### BE AN UPSTANDER

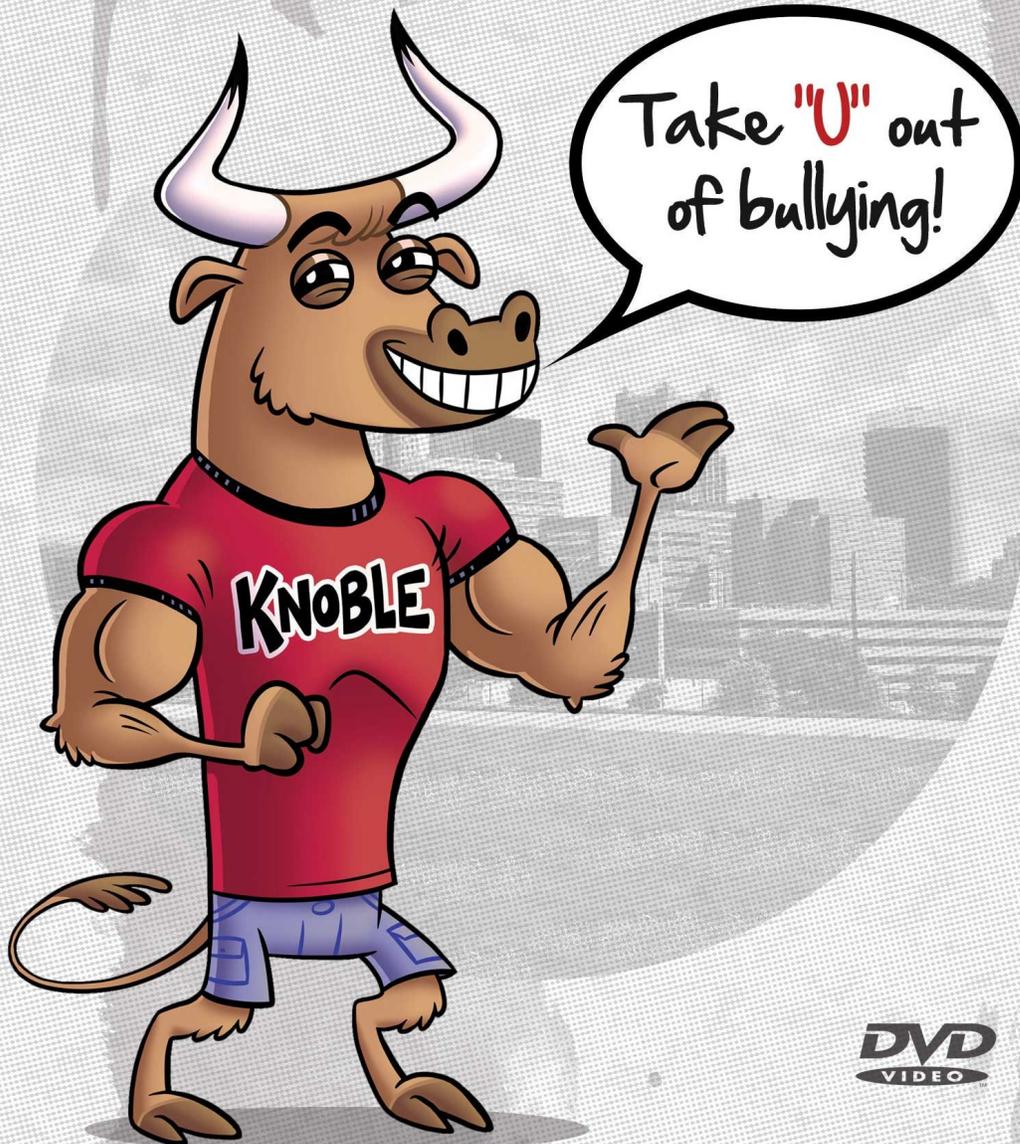
An **UPSTANDER** is someone who stands up for those individuals being **BULLIED** and takes action to stop the bullying behavior. When a bystander decides to get involved to discourage bullying and stand up for the **BULLIED**, they can make a powerful impact on the lives of every person involved.

**KNOWBULL**



**BULLY 101**

According to the National Center for Educational Statistics, 1 out of every 4 students report being bullied during the school year.



**KNOWBULL**



## NEXT STEPS

**Brian:** I just came to apologize.

**Alex:** It's a little too late for that.

**Brian:** What do you mean it's too late?

---Dialogue from KNOWBULL FILM

### the BULLY

Some individuals do not recognize themselves as a bully. Individuals should ask their friends if they consider them to be a bully and if their behavior is hurtful towards others.

The BULLY should reflect on why they engage in the bullying behavior. In some instances, the behavior is carried out due to jealousy, a desire for attention, or other issues the individual may be facing emotionally.

Be honest with yourself understanding that bullying is wrong and should be corrected. If you engage in any bullying behavior, ask a teacher, counselor, or trusted adult for help to stop the behavior.

### the BULLIED

First, understand the situation is not your fault because no one deserves to be hurt.

Never fight back verbally or physically with a bully.

Become a self-advocate. Report the situation to a teacher, counselor, or trusted adult for help.

Create a support system surrounding yourself with positive people who care about you.

### the BYSTANDER

Become an UPSTANDER. Always seek to stand up for individuals who are being bullied.

Report the bullying to a teacher, counselor, or trusted adult.

Create an UPSTANDER community, a group of individuals who are committed to supporting those who are targeted with bullying.

# NEXT STEPS



**Ms. Hawthorne:** It's okay! Mr. and Mrs. McCorvey, your son has been bullying Mrs. Morgan's daughter.

**Mr. McCorvey:** Sound like he's just being a kid to me. He might just like her or something.

---Dialogue from KNOWBULL FILM

## REACTIONS TO AVOID

When children choose to tell their parents about bullying, parents may mistakenly present negative responses. While these reactions express genuine concern, and good intentions, they are likely to be ineffective. Parents may feel better for having taken action, but these reactions can have harmful consequences.

### Telling your child to stand up to the bully

This can imply that it is your child's responsibility to handle the situation. While there is a ring of truth to this statement (being assertive is often a good response) sending your child back into the situation without further information will probably cause more harm. A more effective response is to brainstorm options with your child about what you can do as a team to respond to the situation.

### Telling your child to ignore and avoid the bully

This is easier said than done. Your child has probably tried ignoring the situation, which is a typical response for children. If that method had been effective, however, there wouldn't be a need for the child to seek your help. It is difficult to ignore someone who is sitting behind you on the bus or next to you in class.

In addition, if the student who is bullying realizes that their target is purposefully "ignoring" them, it can actually ignite further bullying, since that response provides the sense of power and control the student seeks.

### Taking matters into your own hands

A normal gut response from a parent is to try to fix the situation and remove their child from harm. For example, a parent might call the parents of the student who is bullying, or directly confront the bully. Remember, when children tell a parent about bullying, they are looking for the parent to guide them to a solution that makes them feel empowered. Involve them in the process of determining next steps. Typically, calling the other parent or directly confronting the bullying student is ineffective. It is best to work through the school and implement steps to respond.

## PARENTAL/GUARDIAN ROLE AND INVOLVEMENT

The role of a parent in bully prevention is vital. Below you will find a list of ways parents can **approach dealing with a bullying** :

### Role of the Parents:

- ⇒ Recognize the warning signs that their child is involved in bullying. They could be being bullied, bullying others, or witnessing bullying.
- ⇒ Learn what bullying is and what it is not.
- ⇒ Parents should learn how to work with their children to prevent cyberbullying and how to respond when it occurs.
- ⇒ Opening lines of communication before their child is involved in bullying makes it easier for them to tell when something happens. It is also important to work with a school to help prevent bullying before it starts.
- ⇒ If bullying has occurred, parents should learn how to work with school or community officials to support their child, whether they were bullied, bullied others, or witnessed bullying.
- ⇒ If bullying is occurring at school, learn about what the respective state requires schools to do in the state's anti-bullying law. Learn also about federal laws that require schools to address harassment.



### Parents should be ready to:

- **Listen.** It is the child's story; let him or her tell it. They may be in emotional pain about the way they are being treated.
- **Believe.** The knowledge that a child is being bullied can raise many emotions. To be an effective advocate, parents need to react in a way that encourages the child to trust.
- **Be supportive.** Tell the child it is not his fault and that he does not deserve to be bullied. Empower the child by telling her how terrific she is. Avoid judgmental comments about the child or the child who bullies. The child may already be feeling isolated. Hearing negative statements from parents may only further isolate him or her.
- **Be patient.** Children may not be ready to open up right away. Talking about the bullying can be difficult because children may fear retaliation from the bully or think that, even if they tell an adult, nothing will change. The child might be feeling insecure, withdrawn, frightened, or ashamed.
- **Provide information.** Parents should educate their child about bullying by providing information at a level that the child can understand.
- **Explore options for intervention strategies.** Parents can discuss options with their child to deal with bullying behavior.

After viewing the KNOWBULL FILM uses the discussion questions below to recap the video.

- 1) In the video, Brian and Travis were constantly bullying others yet they did not recognize their behavior as bullying. How do you and your friends view bullying?
- 2) What do you do when you see someone being bullied?
- 3) Camille found the courage to let Ms. Hawthorne know what happened between Brian and Abigail. Define what it means to you to be an upstander. In what ways, can you become an upstander?
- 4) Brian thought he was just teasing Alex, but the constant behavior was too much for Alex. What is the difference between teasing and bullying?
- 5) Being bullied can place you under a lot of pressure like Alex, what are some other positive ways to handle dealing with being bullied?
- 6) What role should teachers, counselors, and trusted adults play in stopping bullying?
- 7) In the video, cyberbullying become too much for Abigail to handle. What are some ways you can help decrease cyberbullying?
- 8) What can we do to end bullying in our community?

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# DISCUSSION QUESTIONS

According to the Suicide Awareness Voices for Education, suicides among 15-24 years olds is the 3rd leading cause of death for youth. 1/65,000 children ages 10 to 14 commit suicide every year.

Over 16% of students seriously consider suicide, 13% create a plan, and 8% have made a serious attempt.

---<http://nobullying.com>

#31DAYSOFKNOWBULL #BLACKOUTBULLYING #DYSBHAM

## ANTI-BULLYING HOTLINES/CRISIS CENTERS

**National Suicide Prevention Lifeline**  
800-273-TALK (8255)

**24-Hour National Crisis Hotline**  
800-448-3000

**National Depression Association**  
800-826-3632

**Self Harm**  
800-DONT-CUT

**1-800-399-PEER**  
Peer listening line for those under 25 years old.

**1-800-442-HOPE**  
National Youth Crisis Hotline for crisis intervention and school tip line for reporting weapons or homicidal remarks

**1-800-999-9999**  
Covenant House NineLine assists youth dealing with crisis intervention and angry feelings

**1-800-784-2433**  
National Hopeline connects caller to a 24-hour crisis center in their area

**Kid's Help Hotline**  
205-328-5437(KIDS)

**Teen Link Hotline**  
205-328-5465 (LINK)

**Pacer's Tools and Activities for Educators**  
<http://www.pacer.org/bullying/resources/toolkits/>

**Tips for Kids and Teens**  
<http://www.pacer.org/bullying/resources/sites-for-kids-and-teens.asp>

**National Association of School Psychologists Bullying Prevention Resources**  
<http://www.nasponline.org/resources/bullying/>

**Understanding Bullying and Cyberbullying with Safekids.com**  
<http://www.safekids.com/bullying-cyberbullying-resources/>

**Violence Prevention Works Key Resources to Bullying Prevention**

[www.violencepreventionworks.org/public/bullying\\_prevention\\_resources.page](http://www.violencepreventionworks.org/public/bullying_prevention_resources.page)

**Center for Parent Information and Resources**  
<http://www.parentcenterhub.org/repository/bullying/>

**The Bully Project**  
<http://www.thebullyproject.com>

**Pacer's Letter to the School Template for Parents**  
<http://www.pacer.org/publications/bullypdf/BP-19.pdf>

**Not In Our School**  
<https://www.niot.org/nios>

**Cyberbullying Research Center**  
<http://Cyberbullying.Org>

**Pacer's Center Teens against Bullying**  
<http://www.pacerteensagainstbullying.org/tab/>

**Pacer's Center Kids against Bullying**  
<http://www.pacerkidsagainstbullying.org/kab/>

# RESOURCES

**KNOWBULL** is an anti-bullying campaign focused on helping Birmingham youth recognize the immediate and long term impact bullying can have on their lives. If you or someone you know is being bullied, please utilize these resources to help.

## OTHER RESOURCES

**PACER'S Book Club:** This book club features books for student K-12. The majority of these book feature discussion guides or supplementary activities for students. A few of the books are listed below. For a complete listing, visit <http://www.pacer.org/bullying/resources/book-club.asp>

**Heart Eyes: Beth and the Bullies**  
By Vicki Chandler  
Suggested Audiences: Kindergarten – 4th Grade

**I Am Jack**  
By Susanne Gervay and Illustrated by Cathy Wilcox  
Suggested Audiences: 5th – 7th grade

**Confessions of a Former Bully**  
By Trudy Ludwig  
Suggested Audience: Middle School

**The Survival Guide to Bullying**  
Written by Aija Mayrock  
Suggested Audiences: Middle and High School Students

**Words Wound**  
By Justin W. Patchin, Ph.D., and Sameer Hinduja, Ph.D.  
Suggested Audiences: 9th – 12th grade



# LET'S BE FRIENDS



@BHAMDYS



@DYS\_BHM



@DYSBHM



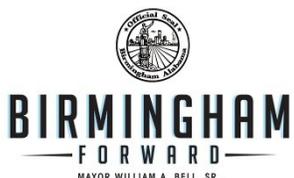
@DYSBHM

## ABOUT US

Birmingham is one of the few municipalities in the country with a division or department that specifically addresses issues directly impacting its youth population. The Mayor's Office Division of Youth Services (DYS) strives to ensure that youth in the City of Birmingham are provided with quality, efficient and effective programs and services in eight key areas: Athletics & Recreation, Cultural Arts, Education, Faith-Based Initiatives, Family Services, Health & Wellness, Mentoring and Workforce Development.

Birmingham and its Division of Youth Services achieved national recognition being honored as second-time winners of both Playful City USA and the America's Promise Alliance 100 Best Communities for Young People.

[www.bhamyouthfirst.org](http://www.bhamyouthfirst.org)  
[www.birminghamal.gov](http://www.birminghamal.gov)



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