

# Play Nice! Newsletter

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## School Talk

64% of

Principals

Reported a

Decrease in

Bullying as

a Result of

Implementing

the Peaceful

Playgrounds

Program!

Beiswenger,  
Webster,  
Hogan & Vega  
2003

## HHS Launches Campaign to Prevent Youth Bullying

HHS Secretary Tommy G. Thompson today announced a new campaign to educate more Americans about how to prevent bullying and youth violence -- behaviors that can have tremendous negative impact on children's success in school and overall well-being.

"Bullying is something that we cannot ignore," Secretary Thompson said. "From the schoolrooms to the schoolyards we must nurture a healthy environment for our children. By engaging the entire community in preventing bullying we can promote a more peaceful and safe place for children to grow."

The campaign -- "Take A Stand. Lend A Hand. Stop Bullying Now!" -- is designed to stop bullying, including verbal or physical harassment that occurs repeatedly over time, that is intended to cause harm, and that involves an imbalance of power between the child who bullies and the child who is bullied. Among boys, bullying typically involves pushing, shoving, and other forms of physical intimidation. Girls tend to bully through gossiping, social exclusion, and verbal teasing, but boys frequently engage in these forms of bullying as well.

"We know we need to change the culture that allows bullying to occur, particularly in school settings," Dr. Duke said. "This campaign tells educators and parents that bullying is a serious issue and provides resources that will help them put a stop to it."

In addition to the animated "webisodes," which will be updated every two weeks at [www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov), the campaign will feature television and radio public service announcements distributed through the National Association of Broadcasters (NAB) member stations. The campaign Web site also offers camera-ready print PSAs and a Resource Kit about bullying prevention programs and activities that can be implemented at the school or community level. The Web site and Resource Kit also provide tools to help in handling individual bullying problems and for creating bullying prevention programs. For more information on "Take A Stand. Lend A Hand. Stop Bullying Now!" go to [www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov), or call 1-888-ASK-HRSA.

### **Fight Back with Love Bullying Materials: Every Adult Has a Responsibility to Prevent Bullying**

The Maricopa County Juvenile Probation Department in Phoenix, AZ has developed a set of videos and Curriculum Materials to target the adult understanding of that age-old school yard activity: BULLYING. In today's society, bullying is no longer just "part of growing up" and it doesn't "make a kid stronger." Today, bullying is a seed behavior of serious violence.

**A grant from OJJDP has made these materials possible for FREE!**

A set includes all the following materials in English and Spanish: Title: FIGHT BACK WITH LOVE: Every Adult Has a Responsibility to Prevent Bullying includes: VHS video tape focusing on behaviors in Grades K-6; VHS video tape focusing on behaviors in Grades 6-12; Curriculum Materials with suggested applications; Viewing Guide, Reproducible Master; and Website support for current research. To order a set: [elvdav@juvenile.maricopa.gov](mailto:elvdav@juvenile.maricopa.gov) or call: 602-506-4011 (MST)