

2010

PROJECT
ANTI
BULLY

CHALK FOR CHANGE CAMPAIGN

Raise Awareness, Not Anger

Chalk for Change 2010

Project Anti Bully

Every day, all over the world, children are bullied. Words and actions that would be illegal in most corporate workplaces are directed daily at our society's most vulnerable members—and nobody stands up to help. Recent news stories tell about children who are literally being “bullied to death.”

HARD DATA

Project Anti Bully has found that 86% of students are bullied DAILY at their school.

Project Anti Bully is a social network to raise awareness about the prevalence of bullying in our nation's middle schools. We encourage parents, children, teachers, administrators, and other adults to find out more about what is going on and the devastating consequences bullying can have. Project Anti Bully helps children communicate with adults in authority to put an end to bullying.

Project Anti Bully has also been collecting and publishing data on bullying for the past several years. We will continue with this mission of assessing, measuring, and raising public awareness about bullying.

DEFINITION

Bullying is the harassment or discrimination against one person or a group of persons that can manifest as mental, physical, and emotional abuse. Bullying can be done face-to-face, but it can also occur using online tools or cell phone technology.

Chalk for Change is a new program by Project Anti Bully intended to

- Raise awareness about how common bullying is
- Encourage children, especially victims of bullies, to speak out and be heard
- Open up channels of communication between children and adults in authority
 - Create a “safe space” for kids to talk about their experiences with bullies
 - Raise money to promote more research in bullying
- Gives children a positive way to express their opinions about bullies without risk of harm
 - Allows the dialog about bullying to begin

HARD DATA

Project Anti Bully found that in 2007, 14% of students were cyberbullied. It is likely that this number has increased substantially with the proliferation of technology.

Chalk for Change 2010

Project Anti Bully

Here's How Chalk for Change Works

Brightly colored sidewalk chalk will be sold in participating schools for \$1 per piece. The school will designate a special zone for students to use their purchased chalk to express themselves. Children will be allowed creative freedom and be encouraged to express their thoughts about bullies but all art and slogans must be appropriate. Chalk is easy to wash off and remove and will not damage property.

All money raised will go to Project Anti Bully to fund further research and publications.

Open the Conversation

First and foremost, Chalk for Change is an opportunity to start the conversation about bullying at your school. Teachers and other leaders at school can initiate in-class discussions about what bullying is and what to do about it when it happens. Many children who get bullied literally do not know how to handle it. In these discussions, teachers should tell children to talk to adults about being bullied ... and to keep talking, even if some of the adults are unable or unwilling to take action to help them.

- Explain to children what bullying is
- If some children are guilty of being bullies, help point out what they are doing and why it is hurtful (and may get them in real trouble)
 - Get the children to share their ideas about bullying—who does it and why
- Set up a victim's safety net so that children who are being bullied know how to contact adults in authority and what to tell them. Be sure to offer children a "chain of adults" so that if one or more adults is not helpful that the child has other people to turn to. This system should provide maximum confidentiality, because children may be reticent to talk otherwise.
- Discuss programs like Project Anti Bully and get creative input on other initiatives your school could sponsor to raise awareness about bullying
- Encourage children to reach out to individuals who are being bullied—the more isolated an individual is, the more likely he or she is to be a target for bullies
- Share the Project Anti Bully website and other initiatives for students so they can get information and help online

Teachers and other leaders in this program should also be mindful of opportunities to *listen* as children share their thoughts and ideas about bullying.

Chalk for Change 2010

Project Anti Bully

Getting Started with Chalk for Change

Project Anti Bully team members will work with your school. Either team members or teachers will sell chalk and collect the money. Project Anti Bully will make sure that schools have sufficient chalk on hand so that all children who want to participate will be able to buy chalk.

At each participating school, the leader (team member or teacher) will be asked to make sure that the following is drawn in the designated area:

- Project Anti Bully
- "Raise Awareness, Not Anger"
- Name of the school

Schools may also decide to dedicate their activities to bullying victims or to add more to the slogan. Project Anti Bully encourages local initiatives so if a school would like to form its own Anti Bully group, their name can be added as well.

When the Project is Completed

Chalk for Change can be conducted on one day or over a period of days, but when the project is over, Project Anti Bully asks that the team leader or teacher or a school official take some pictures of the event, including the finished "art work." Pictures should be forwarded to Project Anti Bully and may be used on its website or other publicity efforts.



Chalk for Change 2010

Project Anti Bully

Spreading the Word

Chalk for Change is more than just a fund-raising, feel-good project. You can use it to get the local media and local businesses involved in the program. Project Anti Bully will send you sample news releases that you can forward to your local newspapers to describe the event. You can also take out local ads or just “spread the word” in advance about the Chalk for Change event. You may want to invite city officials or other VIPs to view the final masterpiece or be photographed at the event.

Chalk for Change

All funds donated to Chalk for Change will go to Project Anti Bully and will be used to fund our research, publications, website, and other outreach efforts.

Want to Know More?

Please contact us at Project Anti Bully to be a part of this outstanding fundraising and mind-changing effort. You can apply online at:

<http://projectantibully.com/chalkforchange>

You can also apply by email. Just put “Chalk for Change Participant” in the subject line of your email for expedited response.

ProjectAntiBully@aim.com

Can You Change the World?

Maybe that’s not the right question. The question should be this: Can you change your school? Can you change your neighborhood? Can you change your town? You won’t know the answer unless you get involved. Chalk for Change is a great, easy, safe way to get kids talking about bullying ... and the more children open up about what’s really going on with bullies, the fewer places bullies have to hide!

