

# the National Bullying Prevention

## Campaign A Multi-Year Public Awareness and Prevention Campaign for Tweens

- 55 percent of 8 to 11-year-olds and 68 percent of 12 to 15-year-olds say that bullying is a big problem (*Kaiser Family Foundation and Nickelodeon*)

**big problem**

- Nearly 30 percent of all youth aged 11 to 15 have been a victim or perpetrator of bullying (*Journal of the American Medical Association*)

- One in four children who bully will have a criminal record by the age of 30 (U.S. Dept. of Ed.)

- Youth who bully others frequently behave badly in school. Youth who are bullied are often insecure, depressed and lonely. Bullies are also more apt to smoke, drink alcohol and perform poorly in school (*Journal of the American Medical Association*)

**Please help**

Maternal and Child Health Bureau

U.S. Department of Health and  
Human Services

At a time when the fear of being “bullied” may keep as many as 160,000 U.S. students out of school on any given day\*, a new campaign is being developed by the Health Resources and Services Administration’s (HRSA) Maternal and Child Health Bureau to offer public and private sector, education, health, and community partners an opportunity to make a real difference in the lives of children nationwide.

### largest campaign ever

This multi-year effort will be the largest campaign ever designed to reach 9 to 13-year-old youths – and those who shape their world – to help prevent bullying.

Designed for national launch in September 2003, the effort will be guided by sound research about the causes and impacts of the aggressive behaviors that characterize bullying. It will actively engage “tweens,” teens and other audiences who can change the environment in which bullying occurs. The campaign will combine a variety of communications messages and activities.

The building blocks for the campaign will be developed throughout 2002 and 2003. Strategic planning and a review of all existing data about bullying will lead to culturally sensitive messages that are personally relevant to all target audiences. Outreach to a variety of potential partners – from education to media to community-based organizations – will strengthen and define the campaign. Campaign components include advice from tween and teens, online materials, and a major launch event. Together, these activities will create a dynamic, integrated effort that can be sustained for years to come.

HRSA’s Maternal and Child Health Bureau is an agency of the U.S. Department of Health and Human Services. This project is part of the congressionally funded Centers for Disease Control and Prevention National Youth Media Campaign.

### contact

To learn more about how you and your organization can join us in this effort, please contact Stephanie Bryn at [sbryn@hrsa.gov](mailto:sbryn@hrsa.gov) or Jason Smith at [jason.smith@widmeyer.com](mailto:jason.smith@widmeyer.com).

Health Resources and Services  
Administration



\*According to the National Association of School Psychologists