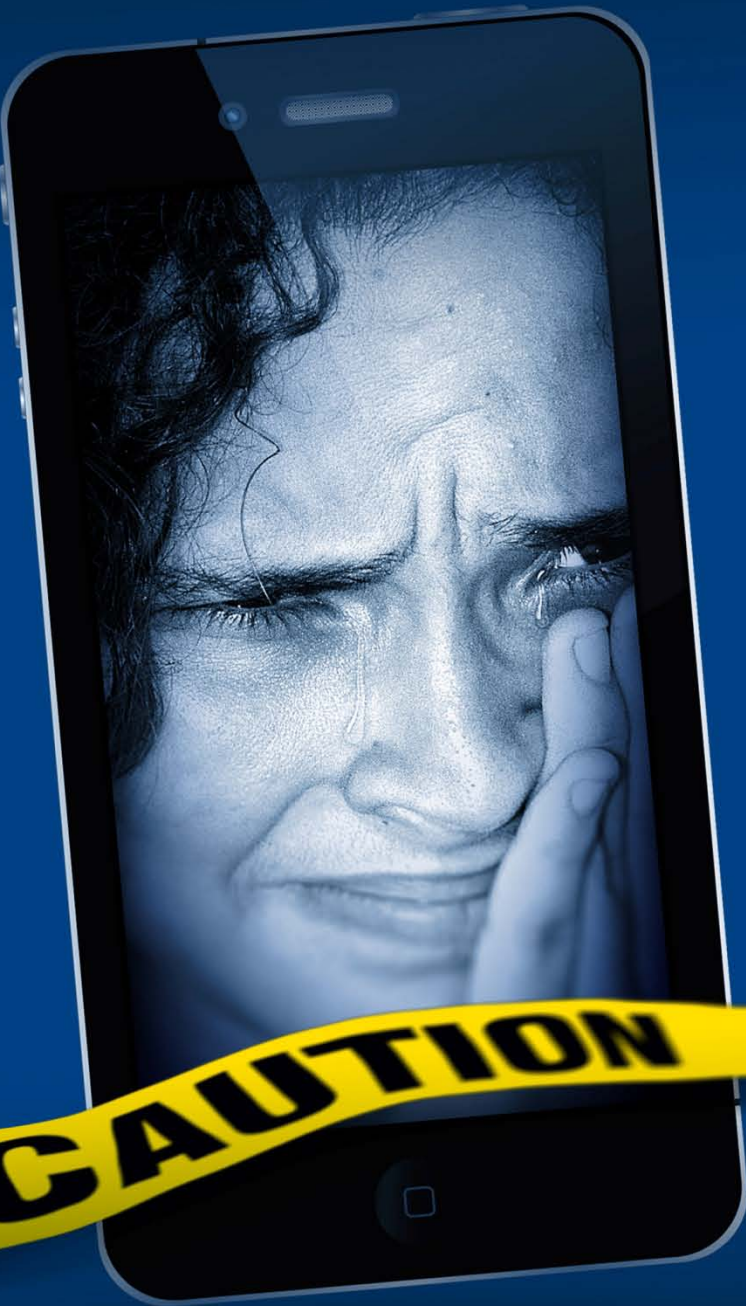


An initiative from the Rotary Club of Barbados

Rotary



CYBER BULLYING

LET'S

SHUT IT DOWN!

CAUTION

www.shutdowncyberbullying.com

FLOW

 Scotiabank®

Cyberbullying is the use of technology to repeatedly harass, threaten or embarrass someone.



1. What's the big deal about cyberbullying?
2. Why should we care?
3. What should we do?
4. Next steps – Let's create a movement
5. Thank you sponsors and collaborators
6. Questions? Suggestions? Help!



FLOW

www.shutdowncyberbullying.com



1 What's the big deal?



Cyberbullying is “nastier” than bullying...

1. Never stops (24/7)
 - The victim cannot escape at any time
2. Crosses walls/parishes/countries
 - Cannot escape by changing the environment
3. Reaches wider social audience
 - No secret harassment
4. Remains in cyberspace forever
 - Images can be seen 10yrs later
5. Increases vulnerability as IT evolves
 - Adolescents are thirsty for attention
 - Adolescent’s brain is underdeveloped – easy to influence

“Before the Internet, bullying ended when you withdrew from whatever environment you were in. But now, the bullying dynamic is harder to contain and harder to ignore”

-The New Yorker, Oct.21, 2015

2 Why should we care?

Cyberbullying affects both bullies and their victims.
It can kill.



- It is one of the most severe youth stressors causing mental illness and too often, death.
- It is considered a crime in Barbados if
 - threats of violence;
 - extortion;
 - child pornography, sending unsolicited sexually explicit messages or photos to others.
- It instills fear and guilt and disrupts the learning environment in schools.
- Bullies are at greater risks of depression, substance abuse, and law-breaking behavior in adulthood.

Anyone from any family can bully to build self-esteem

- Often appear to have the highest level of self-esteem or social status
- Symptom of something deeper – vulnerability, insecurity, anger, loneliness, etc.
- Do not realize the extent of damage to the victim

3 *What' should we do?*

Prevent it - Teenagers have exceptional need for self-esteem. Help them build it using other ways than gaining popularity at the expense of others.



- Discuss cyberbullying with children
- Monitor your child's social interactions
 - Get passwords (emails, social media, cell phones)
 - Read trash folders
- Check privacy settings
 - Posts / photos hidden from the general public
 - Enforce minimum age requirement (13 years old)
- Be a role model at home:
 - Do not ridicule your children - don't be condescending!
 - Ensure respect among family members
 - Embrace tolerance and respect for differences
- Ask schools for an anti-bullying policy to ensure that staff knows how to intervene

3 What' should we do?



Stop it!

- Do not try to solve problems publically or try to patch up relations (e.g. forced apologies).
 - Bullying is not a conflict between people of equal power. Facing bullies may further upset children who have been bullied.
- Do not ignore the problem and think that children can work it out without adult help because bullies will continue to abuse their power
 - Get the facts from several people separately and listen without blaming
 - Encourage “bystanders”
 - Interventions must be adapted to each situation
- Comfort and support the victim immediately

3 *What' should we do?*



Help your child to **Shut it down!**

- Do not reply – Cyberbullies are looking for a reaction
 - by deciding not to reply, you are making an active choice not to give power to the bully
- Block the bullies
 - Built-in tools on social networks and mobile services to block cyberbullies.
 - E.g. remove from a “friends” list or block their calls or messages.
- Keep the evidence
 - Record dates, times and descriptions
 - Save texts, print emails, and screenshots of messages

4 Next steps

Get involved!

Read,
Watch,
Mobilize



- Distribute brochure in your work place
 - Ask people if they read it
- Distribute online brochure and video link to your network of friends and family
- Mobilize the PTA, Principal and students at the secondary school in your community
 - Speaker event, movie nights, video contest, etc.

Research found that the problem can be solved if both children and adults are aware and get involved.

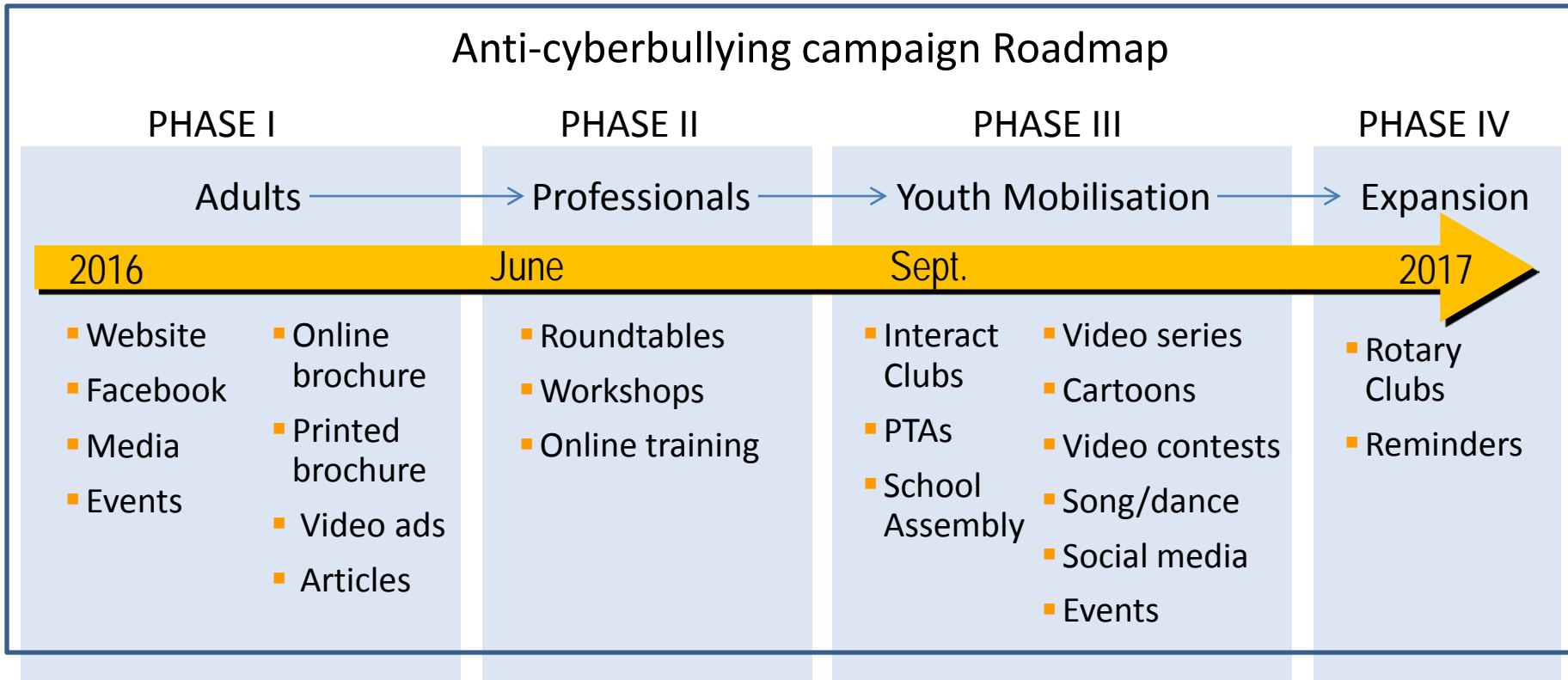
4 Next steps



Let's create a movement.

Each segment must be reached strategically over time, and constantly reminded.

Anti-cyberbullying campaign Roadmap



5 Thank you!



Our dear sponsors, team members and collaborators



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- PAREDOS

1 Questions? Suggestions? Help?



Plenty of resources available

- www.shutdowncyberbullying.com
- www.facebook.com/shutdowncyberbullying
- Supreme Counseling for Personal Development 828-5575
- Parent Education for Development in Barbados PAREDOS 427-2777
- School counselors
- Mental health services at local polyclinic or Pediatrician
- Local police
- Juvenile Liaison Scheme from the Royal Barbados Police Force which provides individual support 430-7159
- The Teen Clinic at QEH 436-6450