

**KANSAS STATE DEPARTMENT
OF EDUCATION
TUESDAY, OCTOBER 21, 2014**

Kansas Bullying Hotline Project

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WHO IS KCSL?

- Founded in 1893; this is our 121st Anniversary
- Prevent Child Abuse Kansas Chapter
 - Bullying Prevention is a New Priority of PCAA chapters
 - Kansas was the first PCAA chapter in 1976
- Have Managed a 24/7 Helpline since 1993
- Have Implemented a Community Resource Library of Prevention Materials since 1993
- Have Implemented Online Training since 2003
- Have Implemented BullySafe since 2009

COUNCIL ON ACCREDITATION

- ⦿ All KCSL Programs and Services are Accredited through the Council On Accreditation (COA)
- ⦿ KCSL went through our last review in July, 2012
- ⦿ Our Hotline Services had to meet Counseling, Support and Education Standards as an Information and Referral Line

FUNDING STREAM

- US Dept. of Education through KS State Dept. of Education Safe and Supportive Schools (S3)
- 10 States Received Funding
- This is the Final Year

ELEMENTS OF THIS PROJECT

- ◉ Kansas Bullying Assistance and Support Hotline (1-800-332-6378 or 1-800-CHILDREN)
- ◉ Bullying Prevention Information on Website www.kcsl.org
- ◉ Bullying Prevention Materials (Years 2 and 3)
- ◉ Self-Paced Online Bullying Prevention Course (Years 2 and 3)
- ◉ Instructor-Led Online Bullying Prevention Course (Years 2 and 3)
- ◉ Statewide Advisory Council for Bullying Prevention (Bullying Prevention Week/Month)
- ◉ Marketing Campaign brings awareness of Bullying Prevention Resources

STAFF TO THE PROJECT

- Kansas Children's Service League:
 - 1.8 FTEs
 - Marketing Campaign
 - Bullying Hotline
 - Community Resource Library
 - Online Training
 - Advisory Council
- eBiz Solutions:
 - Website
 - Database
- BullySafe USA:
 - Subject Matter Expert for Online Training, Website, Volunteer Training

THE SPECTRUM OF PREVENTION

Influencing Policy and Legislation

Changing Organizational Practices

Fostering Coalitions and Networks

Educating Providers

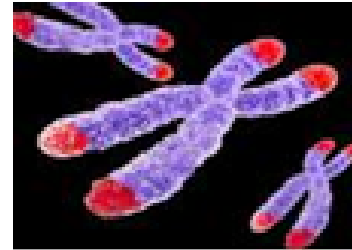
Promoting Community Education

Strengthening Individual Knowledge and Skills

SPECTRUM OF PREVENTION

- ◉ 6. Influencing Policy and Legislation
- ◉ 5. Changing Organizational Practices
- ◉ 4. Fostering Coalitions and Networks (Advisory Council)
- ◉ 3. Educating Providers (Online Training, Community Resource Materials)
- ◉ 2. Promoting Community Education (Public Awareness Campaign)
- ◉ 1. Strengthening Individual Knowledge and Skills (Bullying Hotline, Website)

TELOMERES



- Telomeres are the ends of DNA strands which are shortened with each cellular division.
- With each replication, telomeres shorten until the “Hayflick limit” is reached and the cell enters senescence.
- Telomeres are thought to be a sign of cellular aging (and perhaps overall aging of the organism).

EXPOSURE TO VIOLENCE DURING CHILDHOOD IS ASSOCIATED WITH TELOMERE EROSION FROM 5 TO 10 YEARS OF AGE: A LONGITUDINAL STUDY

Shalev I, Moffitt TE, Sugden K, Williams B, Houts RM, Danese A, Mill J, Arseneault I, Caspi A. *Molecular Psychiatry* 2012.
doi:10.1038/mp.2012.32.

- ◉ Same children examined for telomere erosion between 5 and 10 years of age
- ◉ Physical abuse caused more erosion
- ◉ Combination of physical abuse, exposure to domestic violence, or bullying caused the most erosion
- ◉ Children will have decreased life span, earlier diseases

KANSAS BULLYING ASSISTANCE & SUPPORT HOTLINE

- 2 Phone Numbers
 - 1-800-332-6378
 - 1-800-CHILDREN
- 24/7/365
- Language Line
- Texting
- eMails
- Staff and Volunteers
- Manual: 5,000 community resources
 - DCF Resources
 - United Way 2-1-1

BULLYING HOTLINE STRATEGIES

- ⦿ First and foremost, the caller is always made to feel comfortable.
- ⦿ Ask powerful questions.
- ⦿ Help the caller to reach conclusions.
- ⦿ Gather as much information as the caller is comfortable giving.
- ⦿ Provide resources and referrals.

CALLERS

- ◉ Students
- ◉ Parents
- ◉ Educators
- ◉ Stakeholders/Partners

3 CALLER STORIES

- Parent
- Principal
- Student

DATA TRACKING

- ◉ All calls are tracked via an Information and Referral Form.
- ◉ If the call needs to be elevated (Law Enforcement, School Safety Line, DCF) this is also noted with a copy of the report.
- ◉ The line is anonymous.
- ◉ We ask each caller if they have received the information and support they were seeking at the end of each call.
- ◉ We get aggregated data to schools.

KANSAS HIGHWAY PATROL SCHOOL SAFETY HOTLINE

- Refer calls where there is imminent harm
 - Threats to caller or others

BULLYING PREVENTION INFORMATION ON WEBSITE

- ◉ <https://www.kcsl.org/BullyingPrevention.asp>
[X](#)
- ◉ List of other web resources
- ◉ Online options utilizing Facebook
- ◉ eMail question Forum through
1800children@kcsl.org
- ◉ Radio and Television PSAs
- ◉ Use Language Line - 200 languages

ACCOMPLISHMENTS 2012-2014

- ◉ Distribution of 336,299 pieces of Bullying Prevention materials to 2,345 customers; 100% of those reporting saying that the materials were helpful to extremely helpful
- ◉ Presentations and workshops for 1,067 students, parents and professionals on bullying prevention
- ◉ Creation of a Bullying Prevention Facebook Page, Twitter account and Pinterest Board which have posted 939 bullying posts/tweets

ACCOMPLISHMENTS CONTINUED

- ⦿ Creation of a Bullying Prevention section on the KCSL website which has had 16,047 hits
- ⦿ Implementation of a Bullying Hotline which served 226 customers through calls, emails, and texts, 100% of those reporting saying that they received the support and/or information they sought.
- ⦿ Creation and implementation of Bullying Prevention online courses which have served 174 customers, 1005 of whom reported increased knowledge as related to specific course topic, as a result.
- ⦿ Creation of 3 new Bullying Prevention tip Cards: Is Your Child Bullying Others, is My Child Being Bullied, and Cyberbullying

POSITIVE SOCIAL NORMS

- ◉ The Science of the Positive - Dr. Jeff Linkenbach, Montana State University
- ◉ Spirit is the importance of hope; research finds that fear based change models such as negative campaigns produce negative actions
- ◉ Science-busy vs. effective; clarify intentions to measure outcomes
- ◉ Action - not just change but transformation

CONNECT.EMPOWER.TRANSFORM.

- ◉ Promote the behaviors we want to see
- ◉ Connect callers to resources
- ◉ Empower callers to find solutions
- ◉ Transform the culture of our communities, schools, families
- ◉ Believe in helping people find their own solutions.
- ◉ Lead by doing what is right.

BULLYING PREVENTION MATERIALS

- Free information and educational materials
- Focus groups of students and parents review materials
- Tip Cards available today:
 - Handling Aggressive and Violent Children (English and Spanish)
 - Saying No to Peer Pressure (English)
 - Keeping Your Child Safe Online (English)
 - Is Your Child Bullying Others? (English)
- Posters are downloadable now



Anonymous Resources for Bullying Prevention

24 Hour Parent & Youth Resource Hotline

1-800-332-6378

or

1 800 CHILDREN

MARKETING CAMPAIGN POSTER



MARKETING CAMPAIGN MAGNET

ONLINE BULLYING PREVENTION COURSES

○ Instructor Led Course

- \$25 for 15 hours of inservice
- Available for 1 hour college credit at several Kansas colleges (additional fees apply)
- Offered 4 times per year
- Available on the KCSL Bullying Prevention webpage
- Designed for professionals

○ Self Paced Course

- FREE
- 1 hour of inservice credit
- Designed for parents and general public
- Available on the KCSL Bullying Prevention webpage

BULLYING PREVENTION RESOURCES AWARENESS CAMPAIGN

- ◉ Magnets to every high school and middle school student in an accredited school across the state
- ◉ Posters to all high schools and middle schools with suggestions as to where to place them
- ◉ Facebook advertisements
- ◉ Social media-facebook, twitter, pinterest postings
- ◉ PSAs and community channel advertisements
- ◉ Other advertising- Hummer Sports Park, High School Newspapers, Student Agendas
- ◉ Press Releases
- ◉ Press Conference to kick-off the project

TRAINING OPPORTUNITIES

- ◉ SuEllen Fried, our Subject Matter Expert
- ◉ 2013: 952 trained
 - Conferences (i.e. Governor's Conference on Prevention of Child Abuse and Neglect)
 - Parent Groups (i.e. Families Together groups)
 - Agency Staff (i.e. YMCA)
 - Student Groups (i.e. classrooms in SE KS)

STATEWIDE ADVISORY COUNCIL FOR BULLYING PREVENTION

- ◉ Have established a statewide advisory council.
- ◉ Plan events around bullying prevention.
- ◉ Speak at parent meetings, community events.
- ◉ Extend the reach of the project.
- ◉ Help to ensure sustainability of project.

BULLYING PREVENTION MONTH

- ◉ The Governor signed a proclamation declaring October 2014 as Bullying Prevention Month in Kansas
- ◉ Davis-Moore Auto group will feature Bullying Prevention in the Sunday Spotlight of the Wichita Eagle
- ◉ Tool Kit online at kcs1.org
- ◉ Wear Orange, Kindness, October 22nd
- ◉ Promotional Items

BULLYING PREVENTION MONTH, 2014

- ⦿ PSAs will be sent to radio stations statewide
- ⦿ Letters to the Editor will be sent to newspapers statewide including high school publications
- ⦿ Proclamations will be signed by counties, cities, and school boards
- ⦿ Social media messages on facebook, twitter pinterest featuring stories about youth who work to decrease bullying or promote bullying prevention messages

SOCIAL MEDIA

- ◉ Facebook- Like Opportunity for Kindness: Making Kansas Bully Free
- ◉ www.facebook.com/MakingKansasBullyFree

- ◉ Twitter- Follow @BullyFreeKS
- ◉ www.twitter.com/BullyFreeKS

- ◉ Pinterest- Follow Kansas Children's Service League
- ◉ www.pinterest.com/mykcsl

FOR MORE INFORMATION, CONTACT:

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