

Local ▶ Cyberbullying



Rise above cyberbullying.

Elementary, Middle, Secondary, Community Groups

SKILLS:  INFORMATION LITERACY  REFLECTION  ORGANIZATION

CURRICULUM: Exploring Digital Citizenship

IMPACT: Local

AN INITIATIVE OF

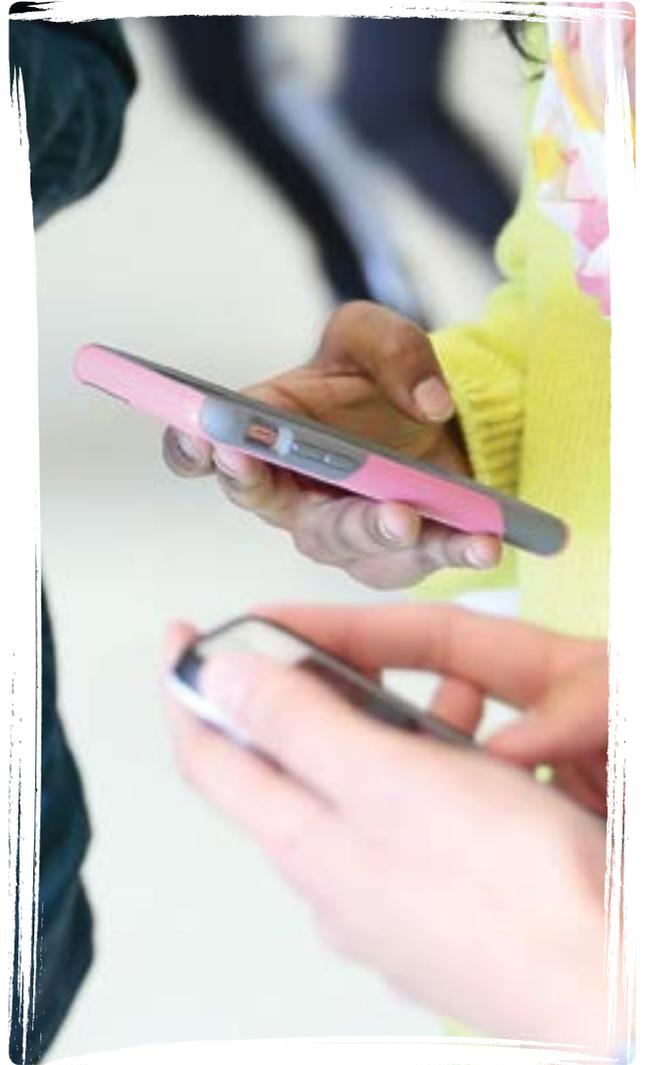


MADE POSSIBLE BY



Cyberbullying + Advocacy = CHANGE

With more and more people using technology every day, bullying is something that no longer needs a playground. Those who use chat sites and social networks are three times more likely than non-users to be bullied online. In some instances, the person being bullied may have never even met the person bullying them. Be an advocate for online safety by coming together with your classmates, friends and family to raise awareness about the damaging effects of cyberbullying. When we help inform others, together, we gain the confidence to intervene and stand up for those who can't stand up on their own.



Fact:

Researchers say that bullying ends within **10 seconds** of an intervention by peers.

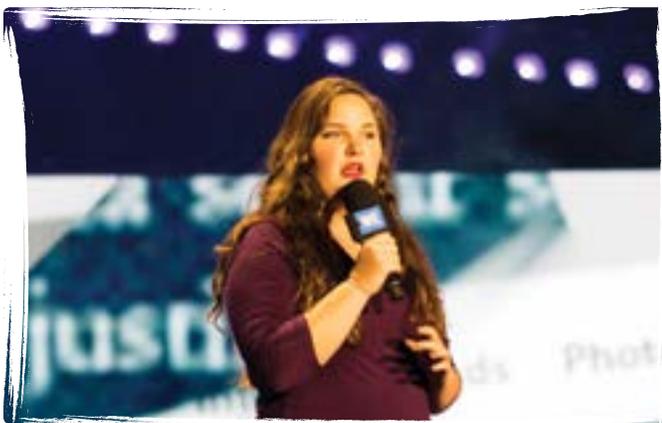


A special thank you to TELUS for standing up to cyberbullying.

TELUS believes it has a responsibility to ensure digital spaces are safe for everyone, while improving lives through the power of technology. As a proud supporter of WE Day and WE Schools, TELUS is helping youth find ways to rise above cyberbullying and create positive change in their communities. Through TELUS WISE, a free educational program, TELUS engages Canadians of all ages in the important discussion of Internet safety.

Ways to Take Action

Check out the social media toolkit for facts you can share about cyberbullying and tips for spreading kindness.



Campaign in Action:

See the Impact!

At WE Day, TELUS promotes acts of kindness and encourages youth to put an end to cyberbullying. Lynelle shared her story of how she was bullied and overcame her situation by taking a stand through social media. Read her story at WE.org/weriseabove.



At School:

- Rally your school to spread kindness and take a stand against cyberbullying.
- Raise awareness about cyberbullying by doing a callout on social media and encouraging your friends to do the same.



At Home:

- Share with your family why taking action against cyberbullying is important to you and create social media hashtags to raise awareness ([#WEriseAbove](https://twitter.com/WEriseAbove)).



As a Community:

- Host an anti-cyberbullying rally at your local community centre. Encourage everyone to wear purple in support.

Learning Outcomes

Curriculum Name: Exploring Digital Citizenship

A classroom resource to examine the issue of cyberbullying and to promote kindness and respect.

Grade Level	Subject Connection	Skill Developed	Learning Goals
Elementary/ Middle	Language Science and Technology Social Studies	Action planning Research and writing Argument formation Organization Reflection	Students will: <ul style="list-style-type: none"> Understand the social, academic and emotional effects of cyberbullying. Explore ways to create a culture of kindness, respect and inclusivity.
Secondary	English Computer Studies	Information literacy Critical thinking Leadership skills	Students will: <ul style="list-style-type: none"> Understand the social, academic and emotional effects of cyberbullying. Explore ways to create a culture of kindness, respect and inclusivity.

Checklist

- Investigate and learn with the Cyberbullying Issue Card
- Assign Club Cards to all members
- Action plan with your Local Yearbook
- Put up campaign posters
- Watch and share the WE Rise Above campaign video
- Spread kindness using the Cards of Kudos creative resource
- Share on Facebook and Instagram with [#WERiseAbove](#)
- Complete your Campaign Impact Survey
- Plan your WE DayX

WE Day App Challenge!

Rally your community members and have them spread kindness and raise awareness about the effects of cyberbullying. Rise above and show support for each other IRL and online! [#WERiseAbove](#)



Check out other resources for this campaign on your USB!



WE Rise Above

Rise above cyberbullying.

Nearly 43%
of kids have been
bullied online.

1 in 4

had it happen

more than once.



Learn more about the issues at [WE.org/exploringissues](https://www.weriseabove.org/exploringissues)

Learn how to take action at [WE.org/weriseabove](https://www.weriseabove.org/weriseabove)

#WERiseAbove

Step 1: Investigate and Learn

Below, write down any anti-cyberbullying initiatives that exist in your school or in the local community.

Talk to your friends, siblings or educators for suggestions. If you need help, go online for more research!



Now, go through the Exploring Issues activity with your group to learn more about cyberbullying.

When you are done, discuss with your peers their experiences with cyberbullying. Have they ever been bullied online? Have they ever found themselves cyberbullying somebody else?

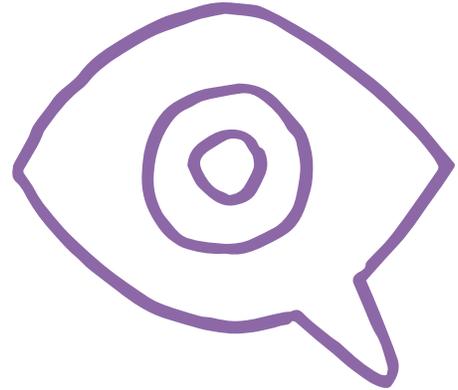
What are some safety tips for socializing online? How can you and your peers choose kindness when interacting with each other online? Draw or write your ideas below!

Set Your Goal

Now that you're armed with more information, you're ready to set your goal!

Raise awareness about the anti-cyberbullying initiatives that you have discovered in your community.

Have your friends, peers and school community join the cause by sharing cyberbullying facts on social media. Consider advocating against cyberbullying by sharing your research in a presentation to your school so students know where to turn for help.



How many people do you want to get involved with this campaign?

How many social media posts do you want to share during the campaign?

When will you hold your WE Rise Above campaign?

In addition to rallying your school together to rise up against cyberbullying, encourage students to spread kindness through their everyday actions and words!

Challenge students to compliment someone on the day of the event or reach out to someone on social media with words of kindness and encouragement!

Step 2: Action Plan

You've set your goal—now you need to make it happen!

To make sure you have a successful campaign, you need to let people know when and why you are raising awareness about cyberbullying. Use the space below to assign tasks to group members for spreading awareness about your campaign.

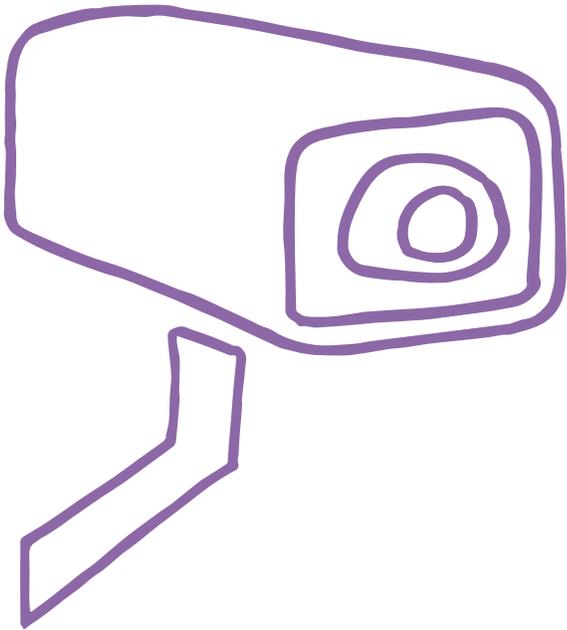
Task	Group Member Responsible
<ul style="list-style-type: none"> • School announcements • Social media posts • Campaign posters 	

Use this weekly planner to organize when you will post your cyberbullying facts on social media!

Remember to try to post at times when people are most likely to be online so that you can create greater impact.

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
Morning							
Afternoon							
Evening							

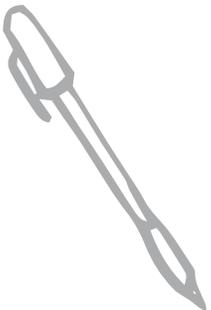
Step 3: Take Action



Reflect

What were some things you learned about advocating against cyberbullying in your school community that you did not know before?

Tell us some ways you learned to stand up for yourself and others online!



Step 4: Report and Celebrate

Report

- ▶ How many people did you reach through awareness-raising?

- ▶ What tips did you come up with as a group to prevent cyberbullying among your peers?

- ▶ How many people were involved in your campaign?

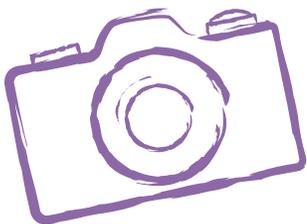
- ▶ What challenges did you face in carrying out your plans?

- ▶ Has your educator contacted your WE Schools Partnership Manager about filling out an Impact Survey? Yes / No



Celebrate!

It's important to celebrate and share the success and impact of your campaign, and to reward yourselves for all your hard work.



- ▶ Share photos of your actions with your school, community and WE Schools Partnership Manager.
- ▶ Record the highlights of your event day and create a video.
- ▶ Celebrate impacts through a class party, assembly or WE DayX.



Share your success with WE Rise Above by posting photos to social media using [#WERiseAbove](https://www.instagram.com/explore/tags/weriseabove/).