

What Communities Can Do to Address and Prevent Bullying

Community members can lead social change to address bullying by encouraging actions that promote kindness toward others, acceptance of differences, and inclusion of all, building up a social environment that discourages bullying behaviours.

Together, we can create a world without bullying.

1. Encourage and promote the bullying prevention conversation

Speak out!

Silence gives implied permission for bullying to continue without consequences. Speaking out shows an investment in keeping all young people safe from hurt, harm, and humiliation. Help prevent bullying by promoting and modelling kindness, acceptance, and inclusion.

Talk to the youth in your community: Whether it's meeting with a group or one-on-one, spending time with youth can help you better understand their experiences and what issues they're facing as young people. Bullying directly impacts them. Their opinions are important and can be used as a guide when thinking through community strategies.

Community Leadership Clubs: Organisations that focus on community outreach can raise awareness by inviting students and educators to speak about their experiences with bullying and share ideas about what everyone can do to help.

Decision Makers: Community leaders are in a unique position to raise awareness about bullying prevention. Encourage education and policy leaders, as well as other influential individuals in your community, to think through how the community can better protect youth.

Libraries: Invite local libraries to create special sections or tables featuring books and resources that highlight the impact of bullying and what to do when confronted with bullying. The free resources available through the National Bullying Prevention Centre are a great place to start.

Draft a proclamation: Contact your local (such as city, county, or state) official's office and ask how to submit a proclamation for National Bullying Prevention Month in October. Schools, students, parents, organisations, and other community members can submit requests. With this proclamation, your community will be making a unified stand against bullying and its harmful effects.

Download PACER's sample proclamation at:

[PACER.org/bullying/nbpm/spreadtheword/governorsproclamation.asp](https://www.pacer.org/bullying/nbpm/spreadtheword/governorsproclamation.asp) fill in the sample text, and submit.

2. Hold a bullying prevention event

Events are an effective way to raise awareness about bullying prevention and encourage the qualities of kindness, acceptance, and inclusion. The event can be a community petition signing, a run or walk against bullying, a fundraiser, or anything that shows your community cares about this important issue. Reach out to local businesses for sponsorship or donations. Invite guest speakers, give out bullying prevention literature, and hold an activity that features ways to be kind. The event can include music, giveaways, education, and more. **Bullying prevention is a community issue and it takes all of us to create change!**

PACER's National Bullying Prevention Centre offers event resources on our website at [PACER.org/Bullying](https://www.pacer.org/Bullying), including:

- **Create a World Without Bullying Resource Kit:** Printed resources for up to 50 participants that encourage kindness, acceptance, and inclusion

[PACER.org/bullying/take-action/create-a-world.asp](https://www.pacer.org/bullying/take-action/create-a-world.asp)

- **Book Club:** Featuring titles for K-12 that are age and content appropriate, and are great for story circles or as giveaways

[PACER.org/bullying/take-action/book-club.asp](https://www.pacer.org/bullying/take-action/book-club.asp)

- **Informational Handouts:** Free downloads for students, parents, and adults

[PACER.org/bullying/info/publications](https://www.pacer.org/bullying/info/publications)

- **Bookmarks and Flyers:** Informational resources for all ages

[PACER.org/bullying/shop/bookmarks.asp](https://www.pacer.org/bullying/shop/bookmarks.asp)

[PACER.org/bullying/take-action](https://www.pacer.org/bullying/take-action)

- **Videos:** A range of titles from inspirational to educational

[PACER.org/bullying/video](https://www.pacer.org/bullying/video)

Looking for helpful resources and accurate information?

Visit PACER's National Bullying Prevention Centre website at [PACER.org/Bullying](https://www.pacer.org/Bullying), which provides a comprehensive list of opportunities for everyone to get involved in addressing and preventing bullying.

3. Celebrate National Bullying Prevention Month and Unity Day

Every October, individuals across USA take action at the local level to create safe and supportive schools, online environments, and communities. Any community, including local businesses, restaurants, law enforcement, government offices, and leadership groups, can do their part by:

- Offering information and education about how everyone can help prevent bullying
 - Idea: Visit [PACER.org/Bullying](https://www.pacer.org/Bullying) to download informational handouts, and the SHOP section to order free or low-cost resources
- Encouraging local youth to participate in an activity that calls attention to bullying and its effects
 - Idea: Hold a contest for kids to create posters about bullying prevention or promoting kindness and have them displayed at local businesses
- Sharing information about the issue through news media, social media, videos, and print publications
 - Idea: Invite local media to cover your National Bullying Prevention Month events and use hashtags to join the global conversation on social media
- Speaking with education and public policy leaders about their role in bullying prevention
 - Idea: Add an agenda item to city council meetings to discuss how best to address bullying in the community
- Inspiring everyone to unite for kindness, acceptance, and inclusion
 - Idea: Create incentives for individuals to carry out intentional acts of kindness, acceptance, and inclusion. These can be simple, but meaningful, like handing out orange cookies to anyone who donates to the food shelf, or it can be carried out on a larger scale, such as a financial donation made by a local company based on the number of bullying prevention actions taken by the community.

National Bullying Prevention Month

A campaign founded in 2006 by PACER’s National Bullying Prevention Centre that is held during the month of October to unite communities nationwide to educate and raise awareness of bullying prevention.

The National Bullying Prevention Centre laid the groundwork so that National Bullying Prevention Month is now a nationwide call to action around educating communities as to their roles in bullying prevention. This initiative has helped shift thinking away from bullying as “rite of passage” and toward the knowledge that bullying can be prevented and stopped through education and awareness.

“ORANGE provides a powerful, visually compelling expression of solidarity,” said Paula Goldberg, Executive Director of PACER Centre. “Whether it’s hundreds of individuals at a school wearing ORANGE, store owners offering ORANGE products, or a community decorating a landmark in ORANGE, the vibrant statement becomes a conversation starter, sending the supportive, universal message that bullying is never acceptable behaviour.”

Unity Day

Unity Day is the signature event of National Bullying Prevention Month. Typically held the 3rd (sometimes the 4th) Wednesday of October. On Unity Day, PACER's National Bullying Prevention Centre invites kids and adults alike to wear and share the colour orange to show their solidarity against bullying and to unite for kindness, acceptance, and inclusion.

Ideas to celebrate Unity Day:

- Share, sell, or display orange products such as t-shirts, bracelets, and socks to encourage individuals to wear them and show their support on Unity Day
- Provide incentives to encourage involvement, like giveaways, raffles, and discounts. Decorate storefronts or counters with orange items.
- Request that an iconic landmark display orange lights, such as a pavilion in the city square. Spell out KINDNESS, ACCEPTANCE, and INCLUSION in large letters on storefront displays or street marquees.
- Post images of community members wearing orange to social media

Did you know?

Bullying doesn't just happen at school or online. It can happen anywhere youth get together, such as while playing at the park, walking down a city street, participating in an after-school programme, and even while reading at the local coffee shop. It's important for community members to recognise the important role they play in addressing and preventing bullying wherever it occurs.