



***SAFE SCHOOLS
CONFERENCE
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Pam Noble

pnoble@kcsl.org

Kansas Children's Service League

WHO IS KANSAS CHILDREN'S SERVICE LEAGUE?

- Founded in 1893
- Prevent Child Abuse Kansas Chapter
 - Kansas was the first PCAA state chapter in 1976
 - Bullying Prevention is a New Priority of PCAA chapters



7 CORE PRINCIPLES OF POSITIVE SOCIAL NORMS

- Be Positive
- Be Present
- Be Perceptive
- Be Purposeful
- Be Perfected
- Be Proactive
- Be Passionate



CAMPAIGN THEME

- Connect. Empower. Transform.
- Helpline strives to connect callers with resources/referrals.
- Believe in the helping people find their own solutions
- Transform the culture to one of kindness – stories about kindness, sportsmanship would be more common.
- Lead by doing what is right



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
- Self-Paced Online Bullying Prevention Course
- Instructor-Led Online Bullying Prevention Course
- Statewide Advisory Council for Bullying Prevention



WHO ANSWERS THE HELPLINE

- KCSL staff – Supervisor has worked for KCSL for 8 years; new staff has Masters Degree, background in Parent/Youth Education
- Volunteers – 20+ volunteers with backgrounds in social work, education, early childhood. All volunteers have background checks; various training opportunities through the year.



DATA TRACKING

- All calls are tracked via an Information & Resource form. This form includes caller's county, age, reason for calling, resources/referral information that is given; brief description of conversation.
- If the call needs to be elevated (police, DCF, School Safety line) this is also noted with a copy of the report.
- The line is anonymous.



HELPLINE 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 & referrals
- Encourage caller to check back; like to know progress



ADVISORY COUNCIL

- Working to establish a statewide advisory council.
- Plan events around bully prevention
- Speak at parent meetings, community events
- Advocacy



SOCIAL & OTHER MEDIA

- Secret's Mean Stinks campaign
- Television Shows
- Positive news stories
- Girl Power program



WEBSITE MATERIALS

- www.kcsl.org child abuse prevention bully prevention
- Campaign poster is downloadable from the website.
- Tips cards in english and spanish.
- List of other web resources



MARKETING

- Magnets to every high school student in an accredited school across the state.
- Posters to all high schools with suggestions as to where to place them.
- Facebook advertisements
- Social media – facebook and twitter postings
- PSAs and community channel advertisements
- Other advertising being considered – Malls, Hummer Sports Park, High School Newspapers





Anonymous Resources for Bullying Prevention

24 Hour Parent & Youth Resource Hotline

1-800-332-6378

or

1-800-CHILDREN

Email: 1000children@ed.gov

MARKETING CAMPAIGN



Connect Empower Transform
Anonymous Resources for Bullying Prevention

Parent & Youth Resource Hotline
1-800-332-6378
or
1-800-CHILDREN
Email or Text 1800children@kcsl.org

 Kansas Children's Service League



 Kansas Department of Education

 Kansas Life & Learning Center

MARKETING CAMPAIGN

MAGNET



TRAINING OPPORTUNITIES

- BullySafe USA Train the Trainer Institute – 2 ½ day training for school district staff. SuEllen Fried, the founder of BullySafe USA, does the training.
- Parent meeting trainings
- Student groups
- Teacher In service training



SCHOOL SOLUTIONS

- Take all reports seriously
- Don't be in denial
- Expect all staff to be in hallways during passing periods
- Conflict resolution and peer mediation are not effective in bullying situations



COMMUNITY SOLUTIONS

- Expect positive behavior
- Don't buy into the negative
- Encourage discussion about issues not individuals
- Mental health is just as important as physical health



BULLYING PREVENTION MONTH

- Tool Kit, <https://www.kcsl.org/BullyingPrevention.aspx>
- State Proclamation Signing, Friday, September 26th
- Wear Orange, Wednesday, October 22nd
- Promotional Items

