



## SB:SU Overview

*85% of youth said they would step up to bullying if given the right tools. Present in nearly 100 million homes, Cartoon Network wants to play a role in providing the tools to stop bullying.*

### **What is *Stop Bullying: Speak Up*?**

Cartoon Network's *Stop Bullying: Speak Up* is a multi-platform, pro-social initiative launched in October 2010 that focuses on motivating bystanders to speak up and help prevent bullying.

*Stop Bullying: Speak Up* works to send a clear message to its national viewership and others that bullying is unacceptable and that there are safe, effective ways young people can make a difference.

### **Why did Cartoon Network develop this campaign?**

*Stop Bullying: Speak Up* was created as a direct response to the expressed concerns of Cartoon Network's audience of youth ages 6-14. Young people said that bullying was among the biggest problems they faced. While youth felt they could not impact the recession or war, they expressed that bullying was a problem they believed they could solve if they had some help.

Cartoon Network mobilized quickly and recruited experts in bullying prevention from academia, government, and community-based organizations to determine the role Cartoon Network could play.

### **Who makes up the *Stop Bullying: Speak Up* partner network?**

- U.S. Department of Health and Human Services' (HHS) Health Resources and Services Administration's (HRSA) *Stop Bullying Now!* Campaign
- Boys & Girls Clubs of America
- Anti-Defamation League (ADL)
- Barnes & Noble
- Facebook
- PACER Center
- CNN Student News
- CNN
- Time Inc. Publications
- Gay, Lesbian and Straight Education Network (GLSEN)

### **Major Campaign Milestones**

- **Working with Federal Partners**
  - Federal Partners in Bullying Prevention Summit – co-presented with HRSA
  - White House Bullying Prevention Summit – only youth media organization invited to participate
  - Department of Defense Education Activity – sent resources to military families

- **The Launch of the *Stop Bullying: Speak Up Social Pledge App*** – an interactive social media pledge that enables educators, parents and students to make a personal commitment—and recruit others to join them—to help stop bullying
  - Launched in partnership with Time Warner and Facebook
- **Engaging Governors to Pledge to Speak Up to Bullying** – Maryland Governor Martin O’Malley and First Lady Katie O’Malley took the pledge before 500+ high schoolers and challenged governors across the nation to do the same, prompting action from VT, MA and Guam.

## Plans for the Future

- **Kids Speak Up** – In early 2012, Cartoon Network will air an original documentary profiling real kids telling their stories about being bullied, being a bully, and the power speaking up can have.
- **Expand Partnerships** – Cartoon Network looks to expand its federal partnerships and broaden its reach to educators and families through partnerships with NEA, AFT and others.

## Advisors

- **Erin Reiney, MPH, CHES** [ereiney@hrsa.gov](mailto:ereiney@hrsa.gov) - A Public Health Analyst with Injury and Violence Prevention Programs at HRSA’s Maternal and Child Health Bureau (MCHB).
- **Captain Stephanie Bryn, MPH** [stephdort@aol.com](mailto:stephdort@aol.com) - Recently retired Director of Injury and Violence Prevention Programs for the Health Resources and Services Administration’s (HRSA) Maternal and Child Health Bureau (MCHB), U.S. Department of Health and Human Services (HHS).
- **Dr. Susan P. Limber** [slimber@clemson.edu](mailto:slimber@clemson.edu) - Holds Clemson University’s Institute on Family and Neighborhood Life’s Dan Olweus Distinguished Professorship, which focuses on the prevention of bullying. The Institute serves as the hub for dissemination of the Olweus Bullying Prevention Program in the U.S., which has been endorsed by the American Academy of Pediatrics as an effective way to address youth violence in school.
- **Dr. Ronald Slaby** [rslaby@edc.org](mailto:rslaby@edc.org) - Research Associate at Harvard Medical School and Senior Scientist at Education Development Center
- **Dr. Duane Thomas** [duanet@gse.upenn.edu](mailto:duanet@gse.upenn.edu) - University of Pennsylvania, an expert in bullies, youth aggression and youth violence
- **Dr. Anthony A. Peguero** [anthony.peguero@vt.edu](mailto:anthony.peguero@vt.edu) - An expert in bullying prevention, Dr. Peguero’s research includes analyses of race, ethnicity, and immigrant status as risk factors for victimization
- **Robyn Holstein-Glass** [rglass@projectchange-md.org](mailto:rglass@projectchange-md.org) - Executive Director of PROJECT CHANGE, where teen mentors work with younger students (middle and elementary) after school to raise awareness about characteristics, risks, and consequences of bullying
- **Kevin Jennings** [kjennings@bethechangeinc.org](mailto:kjennings@bethechangeinc.org) - Currently Executive Director of BE THE CHANGE, Kevin Jennings served as Assistant Deputy Secretary of Education, heading the department’s Office of Safe and Drug-Free Schools (OSDFS).
- **David Waren** [dwaren@adl.org](mailto:dwaren@adl.org) - Director of the Anti-Defamation League’s Education Division, overseeing the League’s award winning anti-bias initiatives, Holocaust education programs, programs related to anti-Semitism and campus advocacy
- **Dr. Joel Haber** [joel@respectu.com](mailto:joel@respectu.com) - author of *The Bully Coach*, nationally recognized speaker on bullying prevention