

**To: County Council of Howard County, Maryland**  
**Response to Resolution No. 16 – 2013**  
**June 4, 2013**

## **Research Methods**

Howard County Voices for Change Youth Coalition decided the best way to determine the long-term effects of bullying among the student population was to go to the students themselves. Although our organization is very diverse in nature, we wished to include the opinions of as many students as possible. We chose a survey as the most appropriate research method for our purposes. The anonymous survey allowed us to gather the genuine opinions of students across the county.

- With the help of Danielle Goodwin from the Howard County Department of Citizen Services we created a ten minute survey addressing the frequency of bullying, the spread to social media, the effectiveness of current programs and policies, the relationship between adults and youth in addressing instances of bullying, and ideas for prevention in the future.
- The vast majority of questions were either on a Likert scale or a simple “Yes” or “No.” Several involved asking the students to circle all instances and locations where bullying occurred (see Appendix A).
- Before administering the survey at the Youth Summit, it was distributed at the general Voices for Change meeting to work out any wording issues or leading questions that could possibly skew the data.
- Our survey sample consisted of the attendees at the annual Voices for Change Youth Summit. Students participating in the Youth Summit are specifically selected by school counselors to represent the diversity of their school population. Ninth and tenth grade

students from each high school and four eighth grade students from each middle school in the county attended.

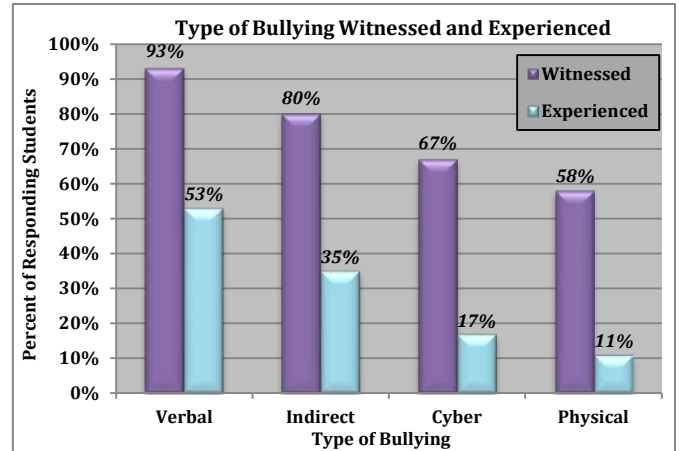
- The survey was administered to 172 students in attendance at the Voices for Change Youth Summit. Of the 172 students, 168 students responded, yielding a 98% response rate.
- As well as our survey, our recommendations include ideas generated from discussions at our Voices for Change general meetings.

## Findings

The survey provided us with the following points for consideration:

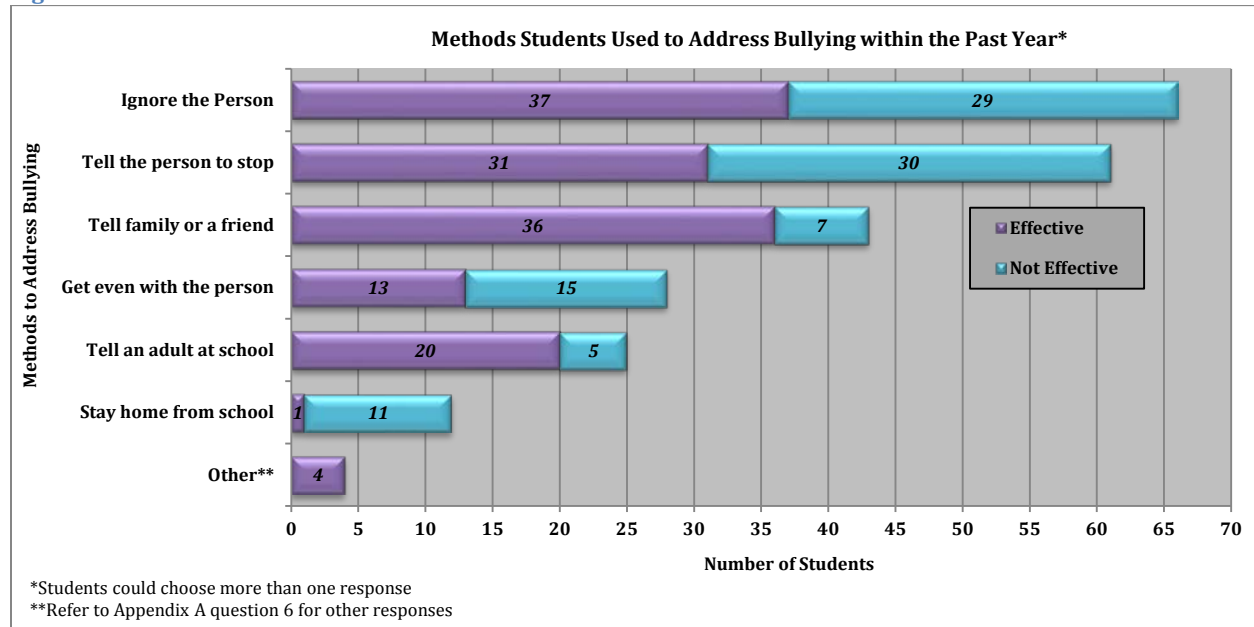
- 76% of respondents agree that they are more willing to listen to peers than adults in regard to social issues.
- Over 60% of students were bullied at some point in their life.
  - Nearly 50% of students were bullied in the past year.
  - Of the students bullied in the past year, 83% experienced verbal bullying and 53% experienced indirect bullying (When people spread mean rumors about others, when people are intentionally kept out of a "group," or when mean gestures are made towards others).
- 98% of students witnessed at least one type of bullying, yet not a single respondent reported taking part in bullying behaviors.
- When asked, the majority of the respondents witnessed and/or experienced bullying on school grounds, during the school day or on the bus.
- Figure 1 illustrates the prevalence of different types of bullying:

Figure 1



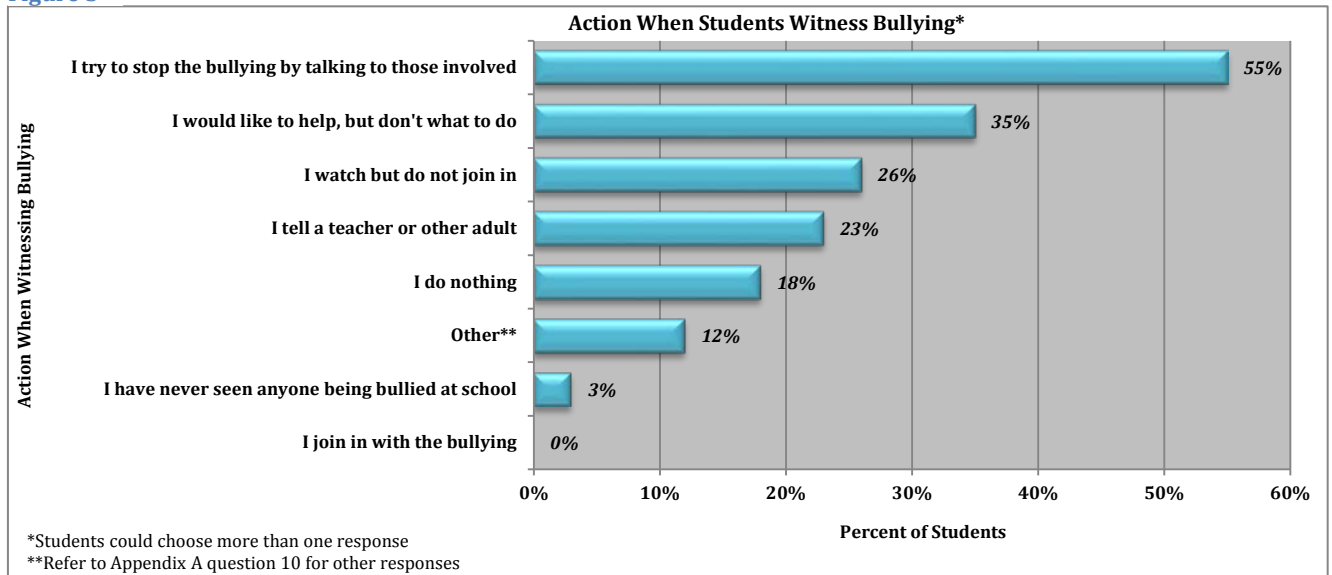
- The majority of students witnessed verbal and indirect bullying.
- Over half of students experienced verbal bullying at some point in their life.
- Although physical bullying was the least common form of bullying, it was by no means uncommon. Over half of the students had witnessed physical bullying.
- While fewer students experienced bullying online, 67% have witnessed cyber bullying, indicating that cyber bullying is widely visible compared to more traditional means of bullying.
- Of the 48% of students bullied in the past year...
  - The most utilized method to stop bullying was to ignore the bully; however, only 37 respondents (56%) said it was effective.
  - The most effective means of addressing bullying was telling a family member or friend, with an 84% success rate (36 respondents).

Figure 2



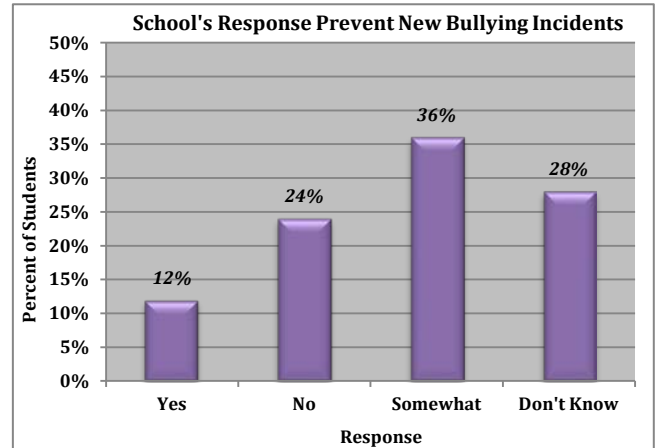
- Current reporting techniques such as the state mandated green form are insufficient given that 92% of students do not know about the green form or have never filled one out. In addition, among the 8 students who did use the green form to report bullying, only 1 student said it was effective in stopping the bullying.
- When students witness bullying at school, 55% would try to stop the bullying by talking to those involved. Additionally, 35% of students would like to help in such a situation, but do not know what to do.

Figure 3



- In response to survey Question #14 (“Does your school’s response to bullying prevent new bullying incidents from arising?”), 12% said “Yes”, 24% said “No”, 36% said “Somewhat”, and 28% said “Don’t Know”.
- Of the 61% of students who have been bullied, 25% were cyber bullied. Although

Figure 4



no respondent admitted to bullying, 20% have subtweeted (sent an intentionally hurtful tweet with no name, but the targeted individual is obvious). This is especially noteworthy because it highlights a marked reluctance among the students to self-identify as a bully and the negative stigma associated with the word “bully”.

- 72% of those surveyed have seen people “like”, “favorite” or “retweet” a mean or hurtful post on a social media site such as Facebook, Instagram, or Twitter.

## Recommendations

After reviewing survey results and further discussing the issue of bullying, the Voices for Change CR-16 Workgroup recommends the following action items:

1. **Education and outreach.** “Improving and expanding education and outreach efforts” was the most frequent response to survey Question #17 (“How do you suggest the school system and community respond to bullying?”). We urge Howard County to focus on improving and expanding current education and outreach programs as well as adopt new ones. Internal attitudes and beliefs that dictate actions are formed at an early age. Voices for Change presented at this year’s Elementary School Peer Leadership Conference on the issue of bullying, and the elementary school students were both honest and receptive. They all were familiar with social media and the prevalence of bullying. Education at such an early age is essential to getting to the root of the problem.

Students also commented on the lack of impact from large assembly type training. This is not surprising considering that only 12% of students claimed that the school's response to bullying prevented new incidences. Instead, small group or one-on-one type interventions would be more effective. *Friendship Building* and *Confidence Building* might be good topics for elementary school workshops. In addition, these groups should focus on positivity rather than the negative aspects of bullying for a shift in perspective.

2. According to survey results, **students are more willing to listen to other students** rather than adults in terms of social issues, including bullying (refer to question 1, Appendix A). From the research we gathered about "Building Public Will", we recognized the importance of hearing new ideas from people who share a similar value system (see Appendix D). The county should identify sub-populations within each school or community, designate student leaders for each group, and then train the student leaders to share the new ideas with their peer group. In addition the county should expand the Peer Mediation Initiative, a student led conflict resolution program. The Mediation and Conflict Resolution Center provides the training. Our findings indicate that students are highly passionate about this issue and wish to create change. Peer Mediation gives them an opportunity to make a difference as well as giving a solution to victims of bullying. The grassroots movement must begin from the students up, but it cannot be possible without the support of the county governments and the public school system.
3. **"Harsher Consequences/Enforcement"** was the second most frequent response to survey Question #17 ("How do you suggest the school system and community respond to bullying?"). Each school has its own system and standards in handling this issue. The responses to this question reflect the wide range of programs and many different ways an individual school deals with bullying. We ask Howard County to provide general guidelines to schools but give schools the autonomy of establishing their own consequences **based on student input**.

4. **Sprigeo** will greatly facilitate the reporting of bullying unlike the current reporting system, the green form. The privacy, ease, and anonymity of Sprigeo will allow students to report bullying without fear of retaliation or additional harassment. According to our survey, only 8 students filled out a green form and out of those students, 1 said that it was effective. Many of the responses to survey Question #17 asking for “Harsher Consequences/Enforcement” is a reflection of the need for students to have a channel to report incidences of bullying and to believe that action will be taken once an incident is reported. We ask the County Council to sponsor training sessions on how to use Sprigeo for students and community members alike.
5. **Create a *Social Media Taskforce* made up of students and adults.** Social media is continuously evolving. For example, *Snapchat* and *Vine* were two online mediums that appeared this past year. Due to the nature of social media, Howard County should monitor developments in the future, such as establishing a task force, an outreach organization, or a way to strengthen connections with existing youth-led endeavors. **Grace’s Law** establishes criminal consequences for cyber bullying. Although this is relatively new, Howard County should push for publicity on this point because students often cannot link action with consequences. The survey shows that students do not associate hurtful online activities as an element of cyber bullying.
6. **Importance of Youth Voice in a Public Awareness Campaign.** In Malcolm Gladwell’s *The Tipping Point*, he states that a few people can change the way a whole population thinks if you follow these guidelines:
  - a. Identify the right people to share the message
  - b. Make sure the new idea is “trendsetting”
  - c. Keep in mind the importance of “context”— small changes in the environment can send a powerful message to a population.

These concepts underscore the importance of youth voice in a public relations campaign and the impact an environmental change like Sprigeo can make. A great example of a “trendsetting” idea is a project created by the Oakland Mills High School’s National Art Honor Society members. “The Sticking Together Project” consisted of thousands of Post It notes with positive messages. These were stuck everywhere, creating an atmosphere that was both uplifting and supportive of good student relations.

7. **County Wide Activities that could support the initiative:**

- a. **The county could sponsor a countywide expo** inviting high schools, middle schools, and community organizations to share projects like “The Sticking Together Project” and other insights.
- b. **“T-Shirt Day”**—Design a t-shirt for anyone who has been or has witnessed bullying to wear on a designated day. This would create awareness and make people feel more cohesive.
- c. **The County could sponsor an “Anti-Bullying Day”** with group discussions and workshops held in schools, especially elementary schools. Workshops would build confidence, friendship, ability to stand up to bullying, and positivity. This would be more effective than a school wide assembly because working with smaller groups involves role-playing, skits, and interactive activities.
- d. **A countywide anti-bullying walk** can be organized in the month of October, National Bullying Prevention Month, in concordance with the launch of Sprigeo.
- e. **Name Change** – Change the name from Bullying to Harassment; the word bullying is so hackneyed that students will not pay attention to the traditional prevention methods often used in the public school system. We should use new terminology so that people realize we are approaching this issue from a whole different perspective.



8. **Replicating the Voices for Change Survey.** This survey was administered to students at the Youth Summit. It would be enlightening to see the results of a larger population. Specifically, we hope to include the opinions of elementary school students. Additionally, administering the survey longitudinally would measure progress in changes in attitudes and behavior resulting from the new interventions.

## **Appendix**

**Appendix A: Bullying Survey with Direct Results; 2013 Youth Summit**

**Appendix B: Student Suggestion Summary; 2013 Youth Summit Survey (Question#17)**

**Appendix C: List of Voices for Change Members/CR-16 V4C Workgroup**

**Appendix D: Building Public Will**

## Appendix A: Bullying Survey with Direct Results

### Directions

This feedback form is about bullying. Completing this form honestly will help provide a student's perspective on bullying behaviors that may be happening in your school and community.

Do **NOT** put your name on this form. Do **NOT** put your school's name on this form. All responses will remain anonymous.

### Definitions

**Physically Bullied:** Hitting, kicking, punching, taking peoples' belongings or other acts that hurt people physically and that happen repeatedly (not just one time).

**Verbally Bullied:** When people are teased in a mean way or called hurtful names.

**Indirectly Bullied:** When people spread mean rumors about others, when people are intentionally kept out of a "group," or when mean gestures are made towards others.

**Cyber Bullied:** When people are teased, taunted, or threatened through the use of e-mail, cell phone, text messaging, instant messaging, Facebook, Twitter, or other electronic methods.

#### 1. Who's advice would you be more willing to listen to regarding social issues

n=161

122# /76% **Peers**

39# /24% **Adults**

#### 2. Are you male or female?

n=167

76# /46% **Male**

91# /54% **Female**

#### 3. Which grade are you in RIGHT NOW?

n=167

68# /41% **8<sup>th</sup>**

41# /25% **9<sup>th</sup>**

55# /33% **10<sup>th</sup>**

3# /2% **11<sup>th</sup>**

0# /0% **12<sup>th</sup>**

#### 4. Have you ever witnessed....

N=168

164# /98% of students witnessed at least one type of bullying

	<b>Yes</b>	<b>No</b>
<b>Physically Bullying</b>	97# /58%	70# /42%
<b>Verbally Bullying</b>	157# /93%	11# /7%
<b>Indirectly Bullying</b>	134# /81%	32# /19%
<b>Cyber Bullying</b>	112# /67%	55# /33%

#### 5. If YES, where have you witnessed physical, verbal, indirect, and/or cyber bullying? (Check all that apply)

n=164

152# /93% **During the school day (including the bus)**

79# / 48% **After school (on school grounds)**

107# /65% **Online**

76# /46% **Not on school property**

4# /2% **I have witnessed bullying**

6. If you were bullied in the PAST YEAR check the methods you used to address it. Was it effective?

*N=168*

81#/48% of students said they were bullied in the past year

*n=81*

	Method	Effective	Not effective
66#/81%	Ignore the person <i>n=66</i>	Effective 37#/56%	Not effective 29#/44%
61#/75%	Tell the person to stop <i>n=61</i>	Effective 31#/51%	Not effective 30#/49%
28#/35%	Get even with the person <i>n=28</i>	Effective 13#/46%	Not effective 15#/54%
12#/15%	Stay home from school <i>n=12</i>	Effective 1#/8%	Not effective 11#/92%
25#/31%	Tell an adult at school <i>n=25</i>	Effective 20#/80%	Not effective 5#/20%
43#/53%	Tell family or a friend <i>n=43</i>	Effective 36#/84%	Not effective 7#/16%
4#/5%	Other: Hit them harder, block on social networking <i>n=4</i>	Effective 4#/100%	Not effective 0#/0%

7. Have YOU ever been....

*N=168*

103#/61% students have been bullied

	Yes	No
Physically Bullied <i>n=152</i>	16#/11%	136#/89%
Verbally Bullied <i>n=161</i>	85#/53%	76#/47%
Indirectly Bullied <i>n=156</i>	55#/35%	101#/65%
Cyber Bullied <i>n=155</i>	26#/17%	129#/83%

8. If YES, where have you been bullied? (Check all that apply)

*n=103*

81#/79% During the school day (including the bus)

28#/27% After school (on school grounds)

30#/29% Online

36#/35% Not on school property

65#/39% I have not been bullied

9. Check all that apply:

N=168

33#/20% I have “subtweeted” (sent a tweet with no name but everyone knows who you are talking about.)

86#/51% I have seen someone “subtweet” (sent a tweet with no name but everyone knows who you are talking about.)

26#/15% I have “liked”, “favorited”, or “retweeted” a mean or hurtful post on a social media site such as Facebook or Instagram

121#/72% I have seen people “like”, “favorite”, or “retweet” a mean or hurtful post on a social media site such as Facebook or Instagram

10. What have you done when you see bullying at school? (Check all that apply)

N=168

5#/3% I have never seen anyone being bullied at school

0#/0% I join in with the bullying

43#/26% I watch but do not join in

93#/55% I try to stop the bullying by talking to those involved

39#/23% I tell a teacher or other adult

30#/18% I do nothing

58#/35% I would like to help, but I don’t know what to do

20#/12% Other (please write in): brought student who was bullied to a teacher, say something, talk to the person, tell them to stop, stood up to the person, help the person and tell them to stop, pull the victim aside, talk to peer and establish it was wrong, but did not report because did not know if it was serious enough, tell the bully they are being petty, tell others and spread rumors, stand up for the person if I know them, confront the bully, walk away to not get involved, fight the bully.

11. If you were experiencing bullying or having an issue with another student, is there an adult who you trust enough to talk to them about your issue or situation?

n=166

108#/65% Yes

10#/6% No

42#/25% Maybe

6#/4% Don’t know

12. Have you ever filled out a HC School System “Green Form” to report a bullying incident?

n=167

8#/5% Yes

66#/40% No

88#/53% Do Not Know what a “Green Form” is.

5#/3% Attend Private School

School

13. If YES, did the green form help stop the bullying?

n=8

1#/13% Yes

0#/0% No

7#/88% Somewhat

0#/0% Don’t Know

14. Does your school’s response to bullying prevent new bullying incidents from arising?

n=165

20#/12% Yes

39#/24% No

60#/36% Somewhat

46#/28% Don’t Know

15. Have you ever witnessed....

	None	Rarely	Sometimes	Frequently	Very Frequently
Physical violence <u>n=165</u>	28#/17%	69#/42%	48#/29%	15#/9%	5#/3%
People saying mean things <u>N=168</u>	0#/0%	4#/2%	42#/25%	75#/45%	47#/28%
People spreading rumors or excluding others <u>N=168</u>	2#/1%	9#/5%	40#/24%	62#/37%	55#/33%

<b>Mean actions online <i>N=168</i></b>	17#/10%	36#/21%	61#/36%	30#/18%	24#/14%
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**16. Have you ever....**

	<b>None</b>	<b>Rarely</b>	<b>Sometimes</b>	<b>Frequently</b>	<b>Very Frequently</b>
<b>Been physically hurt by a peer <i>n=162</i></b>	120#/74%	35#/22%	5#/3%	0#/0%	2#/1%
<b>Heard mean things said about you <i>n=162</i></b>	24#/15%	60#/37%	53#/33%	19#/12%	6#/4%
<b>Had rumors spread about you or been excluded <i>n=164</i></b>	42#/26%	55#/34%	42#/26%	18#/11%	7#/4%
<b>Had mean things said to you online <i>n=163</i></b>	98#/60%	40#/25%	13#/8%	7#/4%	5#/3%

**17. How do you suggest the school system and community respond to bullying?**

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## Education and Outreach/Raising Awareness

Count=43

### Access

ID	Comment
24	Perhaps they can actually bring up bullying instead of addressing it once or twice a year. (By "bring up" I mean talk about it to students in a significant way.)
30	I think the school should be stricter on non-physical bullying such as cyber bullying or just saying something to hurt someone's feeling. My school has had anti-bullying things done such as signing something to not bully and have people talk about what can happen, but that doesn't really help the non-physical bullying because sometimes people don't realize what words or something online can do to somebody.
36	I don't think there is only one answer. Not all bullying is the same. What works for one student doesn't work for another. But, educating everyone may reduce the bullying rate if bullies realize how much it is hurting.
37	To find a different approach there should be ways of teaching people how not to bully and respect others. If there was information and awareness for those who are bullied then they should receive immediate help and attention.
38	I think that the school system needs to take a bigger action, even though our school rarely has bullying. We all still need to learn about the issues going on in society. We have all seen an act of bullying toward someone and some people don't know what to do like me, and it's important that we learn.
41	I think it's important for the community to ensure to students that bullying isn't okay and there is always someone to talk to.
47	I think the school system needs to act upon more of the "joking" that's done at school because half of the playing and kidding is actually serious.
50	I suggest that guidance counselors come and talk to classes because when students are aware about what bullying actually is, they usually feel bad and start thinking about their actions more.
51	Show them the results and implications regarding to bulling of all kinds. It could have an extremely negative impact on someone else's life! Make sure their ideas regarding this are heard and show them how they can make a difference.
52	Make the people who are being bullied more comfortable telling adults or friends that they are being bullied.
58	They should make students more aware of how they can stop bullying and prevent it from happening.
60	Some people still don't understand exactly what bullying is. (Mostly social) and if they were more aware it would be easier to prevent or change.
61	Give assembles to make students more aware. Teach students the consequences of bullying in health class, assembles, and a constant reminder from teachers.
62	Starting with parents or kindergartners and preschoolers and making sure the kids are raised with good values. If kids know what to do to start then bullying won't occur and combatting it won't be necessary.

**Access****ID Comment**

- 68 The issue w dealing with bullying is that change to also occur in the minds of kids/teenagers themselves-a change that can only occur w/time and appropriate teachings. Students are to be taught that bullying is in fact deadly and hurtful to both parties involved.
- 70 Increase awareness of the responsibility of youth to be upstanders rather than bystanders. Educational videos, assemblies, poster, more personalized talks between guidance counselors and all students to prevent all bullying and to rectify any current bullying.
- 72 Each school should have an anti-bullying ceremony that all students attend to learn how to stop and prevent bullying.
- 73 I think we need to stress the importance of reporting the bullying otherwise there's no way for an adult to become aware of the situation.
- 74 I would suggest helping to educate all students because many students aren't aware they are bullying and/or treat bullying like a joke.
- 75 I feel like there should be more effective assemblies about during the school and not just assembly with a boring PowerPoint and statistics. But an interactive meeting or assembly that would cause students to change.
- 80 I understand that explaining the consequences of bullying, but also, get people of high caliber to explain their history that'll open a gateway to show how successful people have become, and how successful a person could've been.
- 81 First deal with the confidence aspect of bullying. BOTH The bully and the victim suffer from confidence and....  
Unreadable
- 83 They should talk to the bully, to see why he's a bully. Then share with other kids about bullying and how to prevent it.
- 86 Step in and help. Talk to students about how much bullying can hurt.
- 87 Teasing will happen at every school no matter what. Sometimes it is health. I say that teachers should make a speech showing how being a bully is bad. This could potentially make them feel bad about what they are doing. Thus, they will stop.
- 88 The school system needs to go even further to prevent bullying by making it clear that victims of bullying have adults they can go to for help. Students need to know and understand that they are not alone when it comes to bullying. Additionally, adults cannot turn a blind eye when they see bullying.
- 89 Teach everyone in all schools how to react or respond if they got bullied or if someone else got bullied.
- 90 We need to pay more attention to online because that is where it happens the most and where most people think they will never get caught but the harshest things are done online and most people don't even know they are cyber bullying.
- 110 By having students listen to people who have been bullied and how it affected them.
- 115 Have more relatable people talk to the kids about it because kids aren't going to listen to adults and decide not



Access	
ID	Comment
	to bully someone.
122	I think that by sharing the stories of those willing who have been bullied, we can show students the effect bullying can have on a person's life. Hopefully, this will discourage further incidents. We also need to make students more aware of and how to detect bullying in order to stop it.
128	My suggestion is to stop bullying at the source, which is elementary school. Inform young people about the harms of bullying so that it does not happen later in life.
132	The schools stress the fact that bullying is bad. But bullying can only stop if the students do. For they're the ones who bully. Explain the effects of bullying and some consequences.
134	The school system should really get strict about bullying. More than they are now. They should talk to students and inform them, make them listen!!
143	I think we should somewhat get people to share different bullying experience. This will somewhat get people to be closer to each other.
147	I feel we should give real and uncensored examples of bullying, so people will understand what really happens. Also, who the horrible consequences of bullying and present the negative impacts.
149	Make sure everyone knows what they can do about bullying and what they can do to help stop.
150	Get more information into the schools because everyone needs to be informed on bullying.
151	I think making sure children know it happens to lots of people and they can talk to adults would be a great way to respond to bullying.
166	I think that the school system and community should start making people feel the pain of the victim of bullying, not in a harmful way but good enough to make people feel bad for victims. I don't think schools systems should have boring lessons on not to bully because that hasn't worked.
168	I think the school system should really be saying something about it. I mean in school they never talk about bullying and really don't take it seriously. I have none people who wish that someone really helped and cared about it because her sister committed suicide because of bullying.
172	I suggest the school system and community to enforce how serious bullying is, and it should not be done, in a less cliché fashion.
173	I suggest that the school keep talking about how bad bullying is to keep trying to prevent it from happening.

## Harsher Consequences/Enforcement

Count=40

Access

ID Comment

Access	
ID	Comment
8	There has to be very strict punishments and zero tolerance for it. Also, reporting bullying has to be done anonymously, many more people would report it if so.
12	They should have stricter consequences for bullying and/or cyber bullying. (ex. Suspension, expulsion, strategy school...)
13	I think the community should send bullies to an alternative school because if they get away with it once it's bound to happen again.
14	They should be stricter with bullying in ways like "Friday school". Many students who get lunch detention for bullying, which is rare "shrug off and continue with the same actions which one hurting students.
17	I guess making bullying, a non-tolerant act, if done maybe a warning then suspension, if done another expulsion.
21	Make punishment stricter and harsher for students who bully because bullies now feel like they can get away with it.
22	Bullying should be treated as a crime and the school system and community should punish or reform the bully.
30	I think the school should be stricter on non-physical bullying such as cyber bullying or just saying something to hurt someone's feeling. My school has had anti-bullying things done such as signing something to not bully and have people talk about what can happen, but that doesn't really help the non-physical bullying because sometimes people don't realize what words or something online can do to somebody.
33	They would make the consequences more severe, they should better emphasize the harm it has on the minds of people, and what it can result in (suicide, lifelong scars, etc.).
39	At times people can stand up for themselves but most of the times finding help is the solution. If its reoccurring stricter actions must be held.
48	Force more discipline and harder punishments for bullying.
57	I suggest the school system be even more serious and more aware big privileges like field trips, support prom school athletes, and suspension in other to see the home on what happens for bully.
65	Take more actions such as having the bully suspended for a long period of time.
76	They make it look serious but I don't think they barely do anything about it.
77	I think we can make sure that bullies get punished and send a message that it is not worth it to bully.
82	The school system should have a worse consequence for bullying. I feel like people who bully do not stop after the first time they get in trouble.
91	Severe Punishment
92	They should have more consequences for bullied.
93	Apply severe punishment to those that bully, such as expelled or suspended.

Access	
ID	Comment
95	Make the punishments harsher because a simple suspension doesn't do anything. They will come back and do it again.
97	There should be more consequences.
103	if it's verbal or indirect counselor should them to stop but if it's physical the bully should automatically be suspended. Some teachers just ignore when someone is being verbally abused but they should do something about it, not sit and watch it happen.
105	I believe that there should be consequences for those who bully and I think that the school system should be very strict about this issue.
107	Take it more seriously and have more or harsher consequences
109	I think that if something like this happens staff should catch people right away so they can stop bullying people.
111	Howard County schools need to understand that when they lecture us about not bullying it doesn't always work. There need to be consequences established before it gets to an unstoppable level.
116	I think they should make the bullying rules stricter.
119	I would suggest that schools punish student the same way no matter their condition. I have seen special needs kids draw blood by stabbing people and be told not to do it again and continued with no consequences.
121	To actually have consequences
126	The school system should give consequences for bullying and work to locate the bullying.
129	Do no act like bullying is just playing; if a person is being bullied punish them immediately. People are very good at hiding what they do, it's hard to catch.
130	By making sure that the students know that there are consequences and by going through with the consequences. By listening to the students like being a mediator but not taking sides.
131	Create some kind of punishment for it. Pay more attention. Enable students to create a culture where it discouraged other through events, speak out sessions, and council.
133	Enforce the rules, not much is actually done to stop the bully. Schools just say what they will do but when the time comes, they don't do much. They just need to do what they claim they will.
135	Not as well as they could. Like they should enforce rules more strictly and have worse consequences.
137	The school system should have harsher punishments for bullying, other than that the school system is doing a good job.
152	With strict, harsh discipline or action in order for it to be clear that bullying will not be tolerated.
158	Suspend kids that are bullies or give them an office referral.
159	Give strong consequences, but don't make the victim seem scared. Make sure the victim isn't bullied by the

**Access****ID    Comment**

bully's friends.

**164**    The school system can create a more harsh punishment towards the bully.

## Student Solutions/Bystanders

Count=33

### Access

#### ID Comment

- | ID  | Comment   |
|-----|---|
| 9   | I think everyone especially the students should stand up and say something nice about the victim and make sure the bully feels ashamed and never bullies anyone again.  |
| 15  | Let the students handle the problem their way.  |
| 25  | Make sure the kids know you are not talking down to them.   |
| 28  | I think that they should tell more students at school about how to response to bullying.  |
| 29  | We need to speak out, but when people say they are, they really aren't. Maybe start a group.  |
| 44  | I don't know if kids our age would really listen to adults, they would probably thing it stupid. Howard I do think that us kids could make a difference by showing people we are always there to help and talk to them when they are having problems.   |
| 56  | They should have the kids talk it out to one another one on one, instead of all the counselors and other people interfering in their business. The counselors can sit in the room, but have them talk it out.   |
| 66  | Talk to the bully and victim. Put bullies in a class that helps them change their actions.  |
| 69  | I feel as though the school system itself cannot stop bullying, I believe it is up to the students to look out and be kind to each other. The school system staff is not around the students enough to effectively stop bullying but it should continue to encourage standing up to bullying. |
| 70  | Increase awareness of the responsibility of youth to be upstanders rather than bystanders. Educational videos, assemblies, poster, more personalized talks between guidance counselors and all students to prevent all bullying and to rectify any current bullying.                          |
| 78  | Have teachers monitoring hallways and locker rooms frequently. Also you could keep urging students who are being bullied to speak up.   |
| 89  | Teach everyone in all schools how to react or respond if they got bullied of if someone else got bullied.   |
| 94  | Students and kids should get involved in preventing bullying and to have a kinder mindset towards their peers.  |
| 96  | Encourage selected peers to monitor and control bullying instead of adults.   |
| 99  | They should have talking sessions face to face with the bully and the victim. This would help cyber bulling in a position where they have to say all those things in person, which is a lot harder than saying it behind a computer screen  |
| 101 | I suggest that school can have student counselors. No just adults. That way victims, bullies, and witnesses do not feel as pressured and more comfortable.  |
| 108 | I'm tired of hearing people say they should get counseling and/or talk to an adult. Obviously, this not affective enough. Don't get too involved. Tell the person being bullied that they should to stand up for themselves.  |

**Access****ID Comment**

- 110 By having students listen to people who have been bullied and how it affected them.
- 113 We need to have groups at each school just devoted to making a change in the school, and then each month there should be a meeting of all schools.
- 118 Having seminars and extracurricular classes like V4C to help limit the amount of bullying. Most people I know are very social and will only listen to their peers. With large amounts of peers, there's a change people will listen to what bullying does.
- 130 By making sure that the students know that there are consequences and by going through with the consequences. By listening to the students like being a mediator but not taking sides.
- 131 Create some kind of punishment for it. Pay more attention. Enable students to create a culture where it discouraged other through events, speak out sessions, and council.
- 132 The schools stress the fact that bullying is bad. But bullying can only stop if the students do. For they're the ones who bully. Explain the effects of bullying and some consequences.
- 138 Bullying isn't as big of an issue that the B.O.E things it is. Kids just need to confront the bully and let them know that what they say or do is meaningless.
- 140 Do something about it. If someone is being bullied, don't stand there and watch. Help them by telling someone what's going on or try to talk to them yourself. Helping people being bullied is making a change.
- 141 I suggest that the school system should first realize that they are not going to stop all bullying. Next, I think some students who have been bullied should talk to students. I say this because students seem to truly get the message when other students speak to them, instead of a teacher yelling at or threatening them.
- 144 BULLYING NEVER HAPPENS in front of adults. If teachers see a student in distress, the TEACHER should try to help...or a peer.... But students do not always have peers to help :(
- 146 Focus more on getting bystanders to become involved and an ways to help victims.
- 153 I believe that bullying cannot be really stopped. People will always be mean to each other. Students need an initiative to stand together against bullies, because many are afraid to now.
- 154 I feel like the school system and community have raised bullying awareness, but there is still a problem with the bystanders. It is difficult for some people to speak up about something they've witnessed.
- 161 The school system does it best to combat bullying, but it is obviously impossible to stop it completely. I suggest that the school system should employ efforts such as students who would witness it going on and report it immediately.
- 165 I think we should get kids involved in reporting bullying. There are many situations in which the victim does not want to talk, in this case we need other people to speak up for them.
- 167 They try to use forms and talking it out. But that doesn't really work all the time. Everyone is different so they have to treat every case differently. Peer mediation works sometimes, I think most people would rather hear from peers than Adults, because they understand use more. And our peers might come up with better solutions

Access

ID Comment

than the adults.

# Programs

Count=28

Access	
ID	Comment
11	They start programs and reach out in an effort to aide those being bullied.
18	They just need to try and get more programs out for the bullies and the bullied. So both of them can get help not just one person or they do a group session with the victim and the harasser.
27	I was going to write a letter to my school telling them how I don't think kids really get how bullying is more than physical and that kids don't take it serious enough. And some of the reason for that is because we show CHEESY bullying videos that no one can relate to because they aren't real people. I think we should bring in REAL victims of being bullied so that they can share their real life stories with us. And maybe that will make kids think more!
32	I think the school system should talk to the students about it and let them know that they have a support system. I also think the community should have more voices for change meetings.
35	Have students fill out surveys, kind of like this, to get an overall view of what actually happens at school.
42	by making programs
45	have more speakers present at schools
49	Monitor the halls and buses, and listen to the kids who are being bullied.
52	Make the people who are being bullied more comfortable telling adults or friends that they are being bullied.
53	I believe my school should use the security cameras more often and place them in uncommon places in the school changes are if someone's being bullied it probably is not going to be done in a popular place people don't go often.
55	Have two students (one victim and the other bully) talk to each other in a monitored conversation about what happened.
67	One major thing that I could see helping is implementing Mr. Brian Meshkins One Howard County incentive into schools. I myself along with other HoCo students are members. The program teaches people to be upstanders instead bystanders. We could create alliances with in schools. And family nights would be hosted in order to teach parents and students about what being a member is, and how to help.
71	There needs to be a faster reaction time on the bullying situations, and also the school or county should advocate a law about cyber bullying to help stop it.
78	have teachers monitoring hallways and locker rooms frequently. Also you could keep urging students who are being bullied to speak up.
79	I think the bully referral forms are a great way to respond to bullying. I know some schools have an anonymous bully drop box online so you can report the issue without revealing yourself.
80	I understand that explaining the consequences of bullying, but also, get people of high caliber to explain their history that'll open a gateway to show how successful people have become, and how successful a person



Access	
ID	Comment
	could've been.
81	First deal with the confidence aspect of bullying. BOTH The bully and the victim suffer from confidence and... Unreadable
98	I believe there are many small changes schools can make to help troubled kids. Although complete peace is long way off, if some kids had someone to believe in them without obligation such as teacher, friend they may improve by fear of that person's disapproval, and have a better life.
99	They should have talking sessions face to face with the bully and the victim. This would help cyber bullying in a position where they have to say all those things in person, which is a lot harder than saying it behind a computer screen
100	My biggest suggestion would be to take a day out of the school to participate in some type of anti-bullying seminar, by doing this what happens at the seminar might be able to help people rethink their actions and cause less people to be bullied.
104	Both the victim and the bully should talk to a guidance counselor both together and by themselves. The bully often has problems of their own which need to be addressed so they can stop bullying.
114	Keep a better tracking system of County Students
125	Make organized groups to help stop bullying at every school.
127	I suggest the school system should create maybe a group for kids who have been bullied and talk about their experiences, so they know they aren't alone.
155	no way to stop it only a reduction. To reduce help kids who are bullied form their own social groups and hang out with them they understand each other more than any adult ever would.
156	That the school system and community both respond in a timely manner.
162	have meetings with students
171	Instead of making up "school quotes," a teacher could help when they see someone being bullied. They could talk to both people (bully and person being bullied) in one room at the same time, and help them work out the problem.

# School System Listening to Students

Count=21

Access ID	Comment
10	The school system should continue to encourage students to talk to counselors or teachers about bullying problems that they face and teachers should be on the watch for bullying.
32	I think the school system should talk to the students about it and let them know that they have a support system. I also think the community should have more voices for change meetings.
35	Have students fill out surveys, kind of like this, to get an overall view of what actually happens at school.
38	I think that the school system needs to take a bigger action, even though our school rarely has bullying. We all still need to learn about the issues going on in society. We have all seen an act of bullying toward someone and some people don't know what to do like me, and it's important that we learn.
43	I suggest that the teachers' pay better attention to the bullying that goes on in school.
47	I think the school system needs to act upon more of the "joking" that's done at school because half of the playing and kidding is actually serious.
49	Monitor the halls and buses, and listen to the kids who are being bullied.
51	Show them the results and implications regarding to bullying of all kinds. It could have an extremely negative impact on someone else's life! Make sure their ideas regarding this are heard and show them how they can make a difference.
59	I suggest that school system and community frequently talk about bullying and consequences. School system open up and listen to students who's been bully by their peers to help them out. The school should create more programs to prevent bullying in school or outside school.
63	The school system should think as if they are a kid.
71	There needs to be a faster reaction time on the bullying situations, and also the school or county should advocate a law about cyber bullying to help stop it.
85	I think that the school should get to really know how the students think and how the students feel about bullying. I think then is when school staff will start to get a better perspective on how we feel about the situation.
103	If it's verbal or indirect counselor should them to stop but if it's physical the bully should automatically be suspended. Some teachers just ignore when someone is being verbally abused but they should do something about it, not sit and watch it happen.
111	Howard County schools need to understand that when they lecture us about not bullying it doesn't always work. There need to be consequences established before it gets to an unstoppable level.
124	I suggest you handle it in the quietest way possible, because the person who is getting bullied will keep getting bullied if word gets around.
130	By making sure that the students know that there are consequences and by going through with the

consequences. By listening to the students like being a mediator but not taking sides.

**131** Create some kind of punishment for it. Pay more attention. Enable students to create a culture where it discouraged other through events, speak out sessions, and council.

**145** Teachers should use their ears and actually listen.

**148** I believe they should keep a good eye out for it because sometimes it happens right under their noses.

**156** That the school system and community both respond in a timely manner.

**170** The school system should try to respond faster or before it becomes a major issue. Usually teachers are away of kids who get bullied but do not react.

## Not relevant, unreadable, no suggestion put forth

Count=19

Access	
ID	Comment
6	I suggest they respond quickly.
7	I honestly don't know because anything that the school does to stop the minimal bullying at my school doesn't work.
19	I guess the school should keep on stopping bullying.
20	I think the school system and community respond to bullying as very because bullying can hurt and change people. I think the school/community should have a no-bullying community.
23	I think bullying is a mental thing that we can't really control. If someone is going to instinctively bully someone, they would do it regardless of any rules or restrictions, so I have no idea what the county should do.
26	Honestly I do not know. Sorry.
31	Don't know.
34	The way they respond how investigate and do not tolerate, leading to expulsion.
40	IDK
46	By not generalizing or scrutinizing people by forcing people to interact with people they don't know and to have everybody given the same opportunities to do the be best they can to succeed.
64	This is a really great event and I'm very happy to be part of it. Thank you
84	Support the victim and talk with the bully
102	They respond by doing the green forms and by asking you to talk to an adult.
106	The school system and community should...(respondent did not finish)
112	Honestly I'm not sure, we have had multiple presentations but nothing seems to change. At this point I feel like nothing can be done.
117	Enforce it to a certain point, not as strong for officers but the second bullying related material is seen it should be expunged ur brought to everyone's attention.
139	To best prevent if, is to have student distract it. Because bullying is around at all times, as part of society.
142	We should start in local schools and go national do it big and stop bullying throughout the world.
160	I don't know

## Do Nothing

Count=1

**Access****ID    Comment**

**163** I'd suggest letting some of the things play out in school then crush the problem before it gets to serious. The problem most likely will be handled after school or online. Because of the school networks that care available to us bullying continues there.

**Focus on the Positive***Count=1***Access****ID    Comment**

**54** I believe they should have something for each school saying we are all equal. It doesn't matter on race, background, or social status. We are all people and should be (or treat each other) like it.

## Appendix C: Voices for Change Members 2012-2013

<b>CR-16 Workgroup (Exec Committee Highlighted)</b>	<b><u>Last Name</u></b>	<b><u>First Name</u></b>	<b><u>School or Organization</u></b>	<b><u>Grad Date</u></b>	<b><u>E-mail Address</u></b>
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**Appendix D:**  
**Building Public Will**

# building PublicWill

Most social change campaigns are designed to impact public opinion and result in quick, short-term attitudinal adjustments rather than create long-term organizational or social change.

Building public will means impacting where people rank an issue in their priority of compelling social causes it is about a long term or permanent attitudinal shift that is manifested in peoples commitment to taking action to create change in systems. Shaping public will on any issue requires a multi-dimensional approach to changing attitudes and impacting behavior. The Public Will Framework follows five phases:

## The PublicWill Framework



**PHASE 1:** Framing and defining the issue or problem

**PHASE 2:** Building awareness about problems or needs

**PHASE 3:** Becoming knowledgeable/transmitting information about where and how the problem can be impacted or changed

**PHASE 4:** Creating a personal conviction that change needs to occur

**PHASE 5:** Evaluating while reinforcing

An effective public will building initiative is based on sound research and marries high <sup>profile</sup> media strategies with grassroots social movement techniques that create long-term commitment to change. A campaign that uses only high profile media strategies may impact public opinion but will not impact public will.



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