

Operation Snowball, Inc.



NATIONAL BULLYING PREVENTION MONTH

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NATIONAL BULLYING PREVENTION AWARENESS MONTH

National Bullying Prevention Awareness Month takes place each October, with the purpose of promoting prevention, respect, kindness, inclusion, friendship and more throughout. One of the biggest organizations to honor and celebrate this is STOMP Out Bullying.

Throughout the month, the organization issues challenges and celebrates important days related to bullying. You can find ideas for these challenges [here](#) and see how they celebrate each week below. This is just one of many resources that can be used!

Week 1 - Make friends with someone new, Do an act of kindness

Week 2 - Stand up For Others

Week 3 - Week of Inclusion, make sure no one eats alone

Week 4 - Start conversations with your peers

October 11 - National Coming Out Day

HOW CAN YOU CELEBRATE?



There are so many ways that teams and individuals can celebrate and honor bullying prevention! The purpose of this toolkit is to provide teams and individuals with ideas, examples and pre-made content that can be used for this purpose!

On the next few pages you'll find examples of activities, social media posts and more that can be used for your celebration.

It is important that we express that we created this Toolkit with the pandemic in mind - all provided tools were included with the intention of being accessible for both teams and individuals based on virtual and blended programming.

We highly recommend implementing a campaign or celebration that is based around statewide and schoolwide pandemic protocol in order to ensure the safety of all participants.

EFFECTIVE PREVENTION STRATEGIES

As you look through the provided activities, social media and other content below, we want to encourage all of our teams and individuals to think about effective prevention strategies and best practices!

Plans for events and campaigns should be structured around evidence-based programs and practices. What does this mean? You should be looking to do and share things that are credible, reliable and effective based on data! What events will beneficially engage the community? What statistics can you provide that can be sourced back to trusted organizations?

In recent years, we have seen that many of the practices that used to be followed, like scare tactics, are not effective for our youth. It's best to remain informative, engaging and evidence-based to create an impact instead of relying on fear to start conversation and participation.

We always suggest that teams and individuals refer to the Strategic Prevention Framework as a resource for best practices. The SPF is a reliable foundation for assessing and planning prevention activities, events and more that are most effective and impactful for the communities they support!

ACTIVITIES



- Make a wall of pledges
- Host a "Wear Blue" Day or Spirit Week
- Decorate your classrooms, doors and hallways
- Create and sell t-shirts
- Have a poster or essay contest
- Advertise in the announcements, on the marquee, bulletins and other places
- Schedule a speaker



- Create a social media campaign
- Make your own hashtag
- Host a webinar
- Change your profile and cover photos
- Create an online challenge for your peers
- Share statistics
- Decorate your front door
- Explore the resources provided in the Toolkit



- Ask community members to join in taking a pledge
- Get community members involved in "Wear Blue" day
- Ask businesses and orgs to sponsor or participate in your events/activities
- Post marketing materials in community spaces
- Talk to your family and friends about bullying

SOCIAL MEDIA



CGTI and OS have created a Google Drive Folder of Facebook, Instagram and Twitter posts that can be used by all Teams. This file is [linked here](#). Teams are not required to use these posts, but should be using both the CGTI and OS logos in their content.

Those will be provided in the folder.

Teams and individuals are encouraged to appropriately use social media platforms that best fit their audience! These platforms can include TikTok, Snapchat and more. Making video content with your Teams is also highly encouraged and should still include campaign and program logos.

TALKING ABOUT BULLYING

Talking about bullying, cyberbullying, racism, bigotry, prejudice and other forms of assault, intolerance and inequality can be really difficult. There are a couple things that teams and individuals should keep in mind when implementing programming for National Bullying Prevention Month activities, events and campaigns.

First, don't victim blame. Peers who have been bullied or treated unfairly and unequally are not at fault for what's occurred and should not be blamed for if or how quickly they told an adult, reached out for help or tried to take action themselves.

It's important to remember as well that bullying as an action can often be a result of underlying challenges. Though we do not condone or excuse bullying or intolerant and prejudiced behavior, it is important to remember that each situation is unique to those involved and should be addressed with care.

Above all, bullying prevention is focused on kindness and compassion for others. This should be the foundation of all programming.

TAKE THE PLEDGE



The purpose of bullying prevention is simple - To stomp out bullying both in person and online. It can be easy to promote and celebrate these ideas, but we can give it a deeper meaning if we take personal or team pledges to both not bully and to stop bullying we see. CGTI and OS have created pledges for this purpose that can be found on the next two pages.

Taking the pledge is simple - students and adults alike can pledge to end bullying by signing their names as a team or as individuals. This pledge signifies the dedication to promoting healthy and safe interactions with others as well as taking action when others are not - when you see something, say something.

These pledges are a reminder to ourselves and to those around us that it's important to prioritize kindness and to stay informed and educated on the effects of bullying. They serve as a promise to be kind to ourselves and to others, to continue learning and to spread knowledge as far as possible.

TEAM PLEDGE

_____ plan to be kind, courageous and end bullying by:

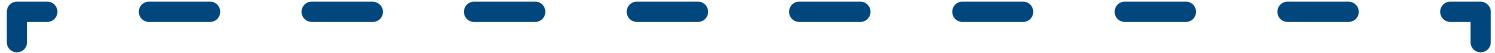
- being caring, inclusive and respectful to all
- giving voices to the voiceless
- standing tall and working together

Sign Names Here!



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INDIVIDUAL PLEDGE



I plan to be kind, courageous and end bullying by:

- being caring, inclusive and respectful to all
- giving voices to the voiceless
- standing tall and working with others

Name: _____

Date: _____



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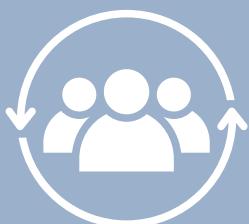
TO - DO LIST



First Things First, plan out your month. When will you schedule posts? What activities will you do? Will it be fully remote or blended? Have the details ironed out so that all Team members can join in together or individually.



Announce your campaign. Let your school and community know to add events and activities to their calendars! Who can you get invested in your local campaign?



Spread The Word and get your campaign started! How can people get involved and celebrate with you?



Share Your Success with CGTI and Operation Snowball ! You can share with our programs' social media pages or you can go to stompoutbullying.org to share your experience.

RESOURCES

This list of resources comes directly from STOMP Out Bullying and can also be found in their website.

We highly suggest taking a look at everything STOMP Out Bullying has to offer as well as the many resources, facts and statistics and more that these organizations provide.

- [STOMP Out Bullying](#)
- [Educator Resources](#)
- [Parent Resources](#)
- [What are Bullying and Cyberbullying?](#)
- [What Kids and Teens Can Do About Sexual Harassments](#)
- [HelpChat Line](#)
- [StopBullying.gov](#)
- [Substance Abuse and Mental Health Services Administration](#)

SOURCES AND CREDITS

This toolkit was made based on material, resources and the longstanding influence of STOMP Out Bullying™. We are honored to celebrate National Bullying Prevention Month every October and continue efforts to educate youth and adults alike about the effects of bullying, cyberbully and more.

Materials here were based in part on the stompoutbullying.org website and resources. Operation Snowball, Inc. and the Cebrin Goodman Teen Institute made additions where fitting and do not look to profit or gain from these materials. If you are interested in further exploring STOMP Out Bullying's materials and content, you can also find them at [@STOMPoutbullying](https://twitter.com/STOMPoutbullying) on [@STOMPoutbullying](https://www.facebook.com/STOMPoutbullying) and [@theofficialstompoutbullying](https://www.instagram.com/theofficialstompoutbullying) on [@theofficialstompoutbullying](https://www.instagram.com/theofficialstompoutbullying).

This toolkit should be used by and shared with Operation Snowball chapters and Cebrin Goodman Teen Institute actions teams only and was made with that specific use and implementation in mind.