Bullying Prevention: Creating Respect and Unity in School and Community
Building Unity & Community

• Multi-pronged approach, involving:
  – Montgomery Public Schools
    • Office of Student Support Services
    • Office of Public Information
  – The Family Sunshine Center
    • Domestic Violence Shelter, Counseling Center and Prevention Education Provider
  – LWT Communications
    • Regional advertising agency
MPS Team

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Montgomery Public Schools
Bullying Prevention Efforts

- **Tier I Prevention Efforts**
  - Adoption of Anti-Bullying and Harassment Policy
  - Implementation of Positive Behavior Interventions and Supports (PBIS)
  - Focused Professional Development
  - Targeted Use of Prevention Curricula

- **Tier II & III Prevention Efforts**
  - Behavior Analyst/Behavior Intervention/Social Work/Counseling Services
  - Behavior Intervention Clinic
  - School-Based Mental Health Services
Montgomery Public Schools
Anti Bullying and Harassment Policy
State of Alabama Passed Law Requiring School Districts to Adopt an Anti Bullying and Harassment Policy by July 1, 2010

Alabama is the most recent of 44 states to pass an anti-bullying law, which makes it illegal for students to harass, bully, intimidate, harm or threaten to harm fellow students. The law requires the state's 131 public school districts to pass anti-bullying and harassment policies by July 1.

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MPS Adopted an Anti-Bullying and Harassment Policy on April 28, 2009

The MPS Anti Bullying and Harassment Policy was distributed to students and parents for the first time in the 2009/2010 Code of Student Behavior on August 10, 2009
Positive Behavior Interventions and Supports (PBIS)

- Universal, evidence-based approach to improving student behavior
- Process that designs a behavior support plan based on a school’s individual needs and behavioral data
- Once a school-wide system is in place, the focus shifts to create systems of support at the individual classroom (secondary) and for individuals (tertiary) who require more intensive interventions
- Respectful, Resourceful, Responsible behaviors are hallmarks of PBIS
Focused Professional Development

- “Bully Proof Your School” Workshop
- Sponsored by Family Sunshine Center using grant funding
- Used “train-the-trainer” model
- Trainees included a teacher and an administrator/counselor from each school in the district
- Trainees trained staff at their home schools
Targeted Use of Prevention Curricula

- Family Sunshine Center Primary Prevention Education Program
  - Targeted 13 elementary schools with high ODRs
  - Implemented Second Step: A Violence Prevention Curriculum - evidence-based curriculum that teaches social and emotional skills for violence prevention
Targeted Use of Prevention Curricula

- Implemented *Too Good for Violence* (evidence-based curriculum) in remaining Elementary Schools
  - All 4th grade classrooms
  - Taught by counselors as part of their classroom guidance program
- Extended *Too Good for Violence* to 6th, 7th, and 8th grades during the 2011-2012 school year
  - Taught in PE classes
Tier II & III Prevention Efforts

- Behavior Analyst
- Behavior Interventionists
- Social Workers
- School-based Counseling Services
- Behavior Intervention Clinic
- School-Based Mental Health Services
Random Acts of Kindness Week

Character @ Heart

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Executive Director

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Family Sunshine Center Role

- ICE Grants
  - Small grants from Department of Justice administered by the River Region United Way
    - One to fund the train-the-trainer seminars: one for MPS elementary school teachers, counselors or administrators and one for secondary level staff
    - One to fund a public school awareness campaign
Family Sunshine Center Role

- CreateAthon Application
  - Local advertising agency donates free advertising/creative projects to non-profits each year
  - Non-profits invited to apply to be a recipient
  - Family Sunshine Center partnered with Montgomery Public Schools to apply for a public awareness campaign to foster unity and prevent bullying in Montgomery Public Schools
Family Sunshine Center Role

- Bullying Prevention Training for MPS Counselors/Administrators
  - Trained 80 teachers, counselors, administrators
    - Bill Parsons, Headmaster at Springwood School in Lanett, Alabama with nearly 30 years’ experience as an educator
  - Outcomes: Staff will learn:
    • the MPS policy on bullying/harassment
    • to identify bullying behavior
    • the signs and symptoms of bullying victims
    • proven-effective disciplinary actions to deter bullying behavior
    • appropriate responses to victims
    • effective systemic bullying intervention protocols for responding to bullies/the bullied
    • the MPS policy on bullying/harassment
    • to monitor classrooms and hallways for activity and conversations that can lead to violent episodes
Family Sunshine Center Role

- Anti-bullying Curricula
  - For school year ended June 2012, FSC prevention educators presented the Wise Owl and Bully-Proof Kit to students in the following MPS:
    - Dozier, Forest Avenue, Southlawn, Fews, Garrett, Fitzpatrick and Davis elementary schools; and
    - Goodwyn Junior High School
    - Schools received 4-6 multiple sessions
    - Dozier, Forest Avenue and Southlawn had major kick-offs
    - Dozier’s efforts were covered by WSFA-TV
Family Sunshine Center Role

- Bullying Public Awareness Campaign

- Outcomes:

  Students will:
  • Learn to identify bullying behavior
  • Learn the signs and symptoms of bullying victims
    • Understand the long-term implications of being bullied
  • Demonstrate motivation to end bullying in their school, on school property and in the community
Public Awareness Creative Process

- LWT met with staff from MPS and FSC
- Brain-stormed over two sessions
- Wanted something positive to create unity and respect
- Wanted to avoid the negative
- Wanted something that would engage elementary school-age students
- LWT creative staff spent 24 hours, from early morning one day to early morning the next, developing the creative package
Rockin’ Respect Campaign
Campaign Kick-off

Family Sunshine Center and Montgomery Public Schools
“Rockin’ Respect Campaign Kick-Off
October 12, 2011
10:30 a.m. Wilson Elementary

Karen Sellers, Executive Director
Family Sunshine Center
Barbara Thompson, Superintendent
Montgomery Public Schools
Dr. Leatha Maxton, Director
MPS Student Support Services
Laura Hicks, Account Services
LHPT Communications
Michael Eddell, Director of Public
Information and External Affairs
City of Montgomery
Elton Dean, Chairman
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Jessica Brookshire,
Kids Against Ridicule Meanness
and Aggression (K.A.R.M.A.)
Anti-Bullying Pledge
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Public Awareness Materials

- T-shirts
- Stickers
- Pencils
- Posters
- Gel bracelets
What Does the Future Hold?

• LWT is looking at marketing the Rockin’ Respect materials nation- or world-wide via the Internet
  – For a small administrative fee they can personalize the items for individual school systems

• LWT is interested in forming a Bullying Prevention Task Force—would like to engage community in work to overcome bullying

• FSC will again offer Bullying Prevention education, preferably with 4th and 8th graders in Montgomery Public School next year

• FSC will develop a plan for distribution of a limited number of t-shirts within the school system and community