Stop the bullying.

START TEXTING

IT'S ANONYMOUS AND SAFE—NOBODY WILL KNOW
TEXT "BULLYBLOCKER" TO 839863.

ASHLEY M. RICH
DISTRICT ATTORNEY
BULLYING & The Formation of THE BULLYBLOCKER PROGRAM
What is Bullying?

Bullying is a conscious, willful, deliberate, hostile and repeated behavior by one or more people, which is intended to harm others.
Bullying takes many forms and can include many different behaviours, such as:

- Physical violence and attacks
- Verbal taunts, name-calling and put-downs
- Threats and intimidation
- Extortion or stealing of money and possessions
- Exclusion from the peer group
How Bullying Changes with Age

- School playground bullying
- Sexual harassment
- Gang attacks
- Date violence
- Assault
- Marital violence

- Child abuse
- Workplace harassment
- Elder abuse
Bullying is not about anger; it is about contempt.
Contempt

Def: a powerful feeling of dislike toward someone considered to be worthless, inferior or undeserving of respect.
Contempt comes with 3 psychological advantages that allow kids to harm others without feeling empathy, compassion or shame.
A sense of entitlement

That they have the right to hurt or control others

An intolerance toward difference

Freedom to exclude, bar isolate and segregate others

(Barbara Colorso “The Bully, the Bullied and the Bystander)
The success of a bullying prevention program and other violence prevention programs depends on the commitment, understanding and actions of the **PRINCIPAL**.

The principal sets the school tone and ultimately provides the time, resources and opportunities for the implementation and evaluation of the interventions.

(Canadian Initiative to Prevent Bullying website [http://www.cipb.ca](http://www.cipb.ca).)
Bullying
And Its Effect on the Legal System

A bully is five times more likely to have a serious criminal record when he or she grows up.

(behavioral-management.com)
More than 160,000 students stay home from school every day due to bullying.
Nearly 60% of students in grades six through nine who are classified as bullies were convicted of at least one crime by the age of 24.

Out of those not classified as bullies, only 23% were convicted of a crime by the age of 24.

(Fight Crime: Invest in Kids)
40% of bullies had three or more convictions by age 24.
Bullies identified by age eight are six times more likely to be convicted of a crime by age 24 and five times more likely than non-bullies to end up with serious criminal records by age 30

(Olweus, 1991)
60% of students characterized as bullies by grade 6-9 had at least one criminal conviction by age 24 and 40% had three or more arrests.

(Olweus, 1991)
A sense of entitlement

That they have the right to hurt or control others

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(Barbara Colorso “The Bully, the Bullied and the Bystander)
WINN DIXIE ROBBERY AND ATTEMPTED MURDER OF POLICE OFFICER

3 years prior to the Robbery & Shooting
He was in Juvenile at age 15 for a Burglary:

“Ronald was admitted for an assessment. He showed no remorse for what he had done. He did not want to change his lifestyle. He did not want to change his associates. He felt that the people whose house he had robbed should ‘just chalk it up to a loss.’”
Bullies grow up and often abuse their spouse, children and co-workers.
According to statistics, there has been a loss of employment amounting to

$19 BILLION DOLLARS

and a drop in productivity of

$3 BILLION DOLLARS

due to bullying in the workplace.

(National Institute of Occupational Safety Health)
Each high-risk juvenile prevented from adopting a life of crime could save the country between $1.7 million and $2.3 million.

(Professor Mark A. Cohen of Vanderbilt University)
JUVENILE CRIME

- 2003 0 KIDS 0 CASES
- 2004 1 KID 2 CASES
- 2011 8 KIDS 27 CASES
- 2012 8 KIDS 14 CASES
The Facts

One-third of all students ages 12-18 have admitted to being bullied.

(www.Pascack.us)
1 out of 5 kids admit to being a bully or doing some form of bullying.
8% of students miss one day of class per month for fear of bullies.
43% of students fear harassment in the bathroom at school.
Stop the bullying.

IT'S ANONYMOUS AND SAFE—NOBODY WILL KNOW
TEXT "BULLYBLOCKER" TO 839863.

BULLY BLOCKER
START TEXTING TO STOP BULLYING
PURPOSE OF CREATING BULLYBLOCKER

1. Helps principals and school staff
2. Anonymous when victim doesn’t feel they can report it to anyone
3. Gets Helping Families Counselor involved when they need counseling and help with the problem
4. DA’s office provides education to schools needing help with bullying problem
Number of cellphones exceeds U.S. population: CTIA trade group

By Cecilia Kang

There are now more wireless devices being used in the United States than there are people, and Americans have doubled the amount of Internet data traffic they generate on smartphones, according to the trade group.
# US Cell Phones by the Numbers

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<tbody>
<tr>
<td><strong>Subscribers</strong></td>
<td>97M (34%)</td>
<td>194.4M (66%)</td>
<td>276.6M (89%)</td>
<td>326.4M (102.2%)</td>
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<td><strong>Wireless-Only Households</strong></td>
<td>N/A</td>
<td>7.7%</td>
<td>20.2%</td>
<td>35.8%</td>
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<td><strong>Annual Minutes Used</strong></td>
<td>194.95B</td>
<td>1.26T</td>
<td>2.23T</td>
<td>2.3T</td>
</tr>
<tr>
<td><strong>Annual SMS Messages</strong></td>
<td>N/A</td>
<td>57.2B</td>
<td>1.36T</td>
<td>2.19T</td>
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Bully-Blocker

Bully-Blocker allows young people to openly communicate and reports bullying in to the District Attorney's office.
The program will target bullying that occurs on school campuses, after school, and also via social networking websites.
Bully-Blocker

Bully-Blocker serves as a direct link for students to anonymously submit their bullying complaints to the District Attorney's office.
How do you stop bullying?
TEXT
“BULLYBLOCKER”
TO 839863

Bullying doesn’t just happen at the lockers anymore. Bullying invades every minute of a young person’s life. It’s haunting. And it can seem hopeless. If you or someone you know is being bullied, the Mobile County District Attorney wants to help. Just text “BullyBlocker” to 839863 or call (251) 574-8100.

Bully Blocker is a product of the Mobile County DA’s Office, Ashley Rich, District Attorney.
A simple text message is all it takes to report an act of bullying. By utilizing a youth accepted technology such as texting, young people will become connected to the laws that are in place to protect them.
HOW IT WORKS
1. Go to any cell phone that has text capabilities.

2. Hit create text.

3. Type in 839863 as address you want to text to.

4. In message box type the word Bullyblocker and hit send.

5. You will receive a message of thanks.
4. You will be asked to reply A if you’re being bullied, b if somebody else is, or C if you’d just like to talk about it.

5. Choose a letter.

6. A message with ask you to give your name and school and tells you we will work on it.

7. Then a text will be sent with our website information and our number to call if you need more help.
TEXT "BULLYBLOCKER" TO 839863

BULLYBLOCKER
START TEXTING TO STOP BULLYING
THANKS FOR TEXTING BULLYBLOCKER, A SERVICE OF MOBILE COUNTY DA ASHLEY RICH
REPLY A IF YOU ARE BEING BULLIED, B IF SOMEONE ELSE IS, OR C IF YOU’D JUST LIKE TO TALK ABOUT IT.
OK, PLEASE GIVE US YOUR NAME AND WHICH SCHOOL YOU GO TO. WE WILL CHECK IT OUT.
The Bully-Blocker Strategy

When an instance of bullying occurs, a text message can be sent by victims or witnesses that will be submitted to an investigator in the District Attorney's office.
Upon receiving the text, an investigation will be put into place by our office and the school administration will be contacted and notified of the problem.
A record of the case will be made. A counselor with the Helping Families initiative will follow up with the school and make sure the situation is being addressed.
If the problem is not being addressed by the school then our initiative will work to help resolve the issue at the school through counseling.
If the problem continues to occur, the District Attorney will step in and prosecute the bully to the full extent of the law.
CONSEQUENCES=CRIMINAL CHARGES

HARASSMENT - class C Misdemeanor

Up to THREE months jail time and Up to $500.00 fine = total cost $5,000 or more

A person commits the crime of harassment if, with intent to harass, annoy, or alarm another person, he or she directs abusive or obscene language or makes an obscene gesture towards another person.

HARASSING COMMUNICATIONS - class C Misdemeanor

Up to THREE months jail time and Up to $500.00 fine = total cost $5,000 or more

A person commits the crime of harassing communications if, with intent to harass or alarm another person, he or she communicates with that person in a manner likely to harass or cause alarm.
BULLYBLOCKER STATISTICS

Start Date 9/27/11

Average of at least three to four texts per week when school is in session.
Examples of Success Stories

Twitter
Suicide Prevention
EDUCATING YOUNG PEOPLE IN SCHOOL

Speaking to schools

Target Elementary and Middle School

Powerpoint presentations tailored to age
ELEMENTARY SOLUTION

STOP = STOP IT I DON’T WANT TO HEAR IT ANYMORE

WALK = WALK AWAY

TALK = TELL YOUR PARENTS OR A TEACHER
MIDDLE SCHOOL SOLUTION
www.bullying.org

WHERE YOU ARE NOT ALONE!

THIS IS FOR ME
MY FRIENDS TODAY
AND MY FRIENDS TOMORROW

I THINK BEING MEAN STINKS
I WON'T WATCH SOMEONE GET PICKED ON
BECAUSE I AM A DO SOMETHING PERSON
NOT A DO NOTHING PERSON

I CARE

I CAN HELP
CHANGE THINGS
I CAN BE A LEADER

IN MY WORLD THERE ARE NO BULLIES ALLOWED

BULLYING IS BAD
BULLYING BITES
BULLYING BOTHERS ME

I KNOW STICKING UP FOR SOMEONE
IS THE RIGHT THING TO DO

MY NAME IS __________________
AND I WON'T STAND BY
I WILL STAND UP

family
never a dull moment.

An Astral Media Network
FOR INFORMATION ON HOW TO PURCHASE THIS PROGRAM FOR YOUR COMMUNITY:

Ann Sirmon – Helping Schools Coordinator
251-574-3306
annsirmon@mobileda.org
WWW.MOBILEDADA.ORG
Have we served the Citizens of Mobile County today?

Let us know at 574-8400!