

**BULLYING AND CYBERBULLYING COMMUNITY AWARENESS**  
**As Implemented by**  
**AAUW Napa County, California**

A. Questions to Consider:

1. Can you identify bullying and cyberbullying in the elementary, middle, and high schools in your area?
2. Are there laws in your state regarding harassment, bullying and cyberbullying?
3. Are harassment, bullying and cyberbullying laws imbedded in the state education code?
4. Are these laws implemented as a policy in the local school system?

B. Establishment of a Task Force

1. Identify local organizations dealing with bullying and cyberbullying
2. Form a committee of interested people from your community, if no organization exists
3. Contact the Superintendent of the school district to obtain support and collaboration
4. Enlist interested teachers representing the educational system from grade, middle and high school as members of the task force
5. Invite students to join the task force
6. Develop and initiate a bullying and cyberbullying action plan
7. Solicit funding for presentation purposes

C. Design a Bullying and Cyberbullying Community Presentation

1. Establish goals and outcome criteria
2. Identify related books, journals and articles on bullying and cyberbullying and focus on key elements
3. Define the components of bullying and cyberbullying
4. Incorporate preventive interventions for bullying and cyberbullying
5. Develop a PowerPoint presentation to be used in the school and community which identifies characteristics of bullying and cyberbullying, recognition and resolution

D. Reference

1. AAUW Napa County, California website: [www.aauwnapa.org](http://www.aauwnapa.org)
  - a. Position paper on bullying and cyberbullying
  - b. Bookmark handout for students and parents
  - c. Reference sites on bullying and cyberbullying
2. Use the local library as a reference

**Remember these names? They all have something in common.**  
**Do you know what it is?**

Jade Prest, age 16, became a prisoner in her own home, even contemplated suicide in 2006

Mary Ellen Handy had harassing emails, developed an ulcer, switched schools in 2006

Jodi Plumb, age 15, discovered a web site devoted to insulting her in 2006

Phoebe Pluckrose-Oliver, age 10, received abusive text messages and phone calls in 2001

Megan Meier committed suicide after she was victimized by an Internet Hoax in 2006

These are all youth who experienced acute and chronic ostracism, bullying and cyberbullying. There are others like Michael Johnson, age 13 and Andrew Golden, age 11 who in 1998 reacted by bringing guns to school and shot classmates and teachers. The young ladies cited above felt rejection, depression and fear as well. All of them interacted with people just like us – like you and me – who missed the signs of impending disaster.

In January, 2008, the Napa County California Branch of AAUW created a sub-committee to study bullying and cyberbullying. Over the past year this cyberbullying taskforce has worked to develop a model for presenting information about bullying and cyberbullying to members of our Napa community. We are responding to what we see as a need in this community after researching the literature and reviewing the many incidents that have occurred nationally and internationally regarding the tragic results of bullying in the school setting.

The primary goals of this taskforce are to:

1. Provide information, training, and resources to the community including parents, teachers, and students.
2. Raise awareness about and address prevailing attitudes toward bullying with emphasis on the more recent phenomenon of cyberbullying.
3. Provide parents and others with coping strategies in order to decrease the occurrences and harmful impact of cyberbullying.

AAUW Napa anti-cyberbullying committee seeks to educate and empower parents, teachers, students and community members through presentations and workshops on bullying and cyberbullying.

If you are interested in starting your own local anti-bullying/cyberbullying program, we have listed helpful information on our website, [www.aauwnapa.org](http://www.aauwnapa.org). You will find a copy of our first presentation, guidelines for working with minors, a program evaluation sheet, and suggestions about how to get started. Contact Sallyann Berendsen at [sallyannber@yahoo.com](mailto:sallyannber@yahoo.com) for further information.