

BULLYING: A PERVASIVE PROBLEM IN SOCIAL MEDIA TODAY

Diana Rosenthal,
Monterey County
Deputy District
Attorney

Jessica Hull,
Communications
& Public
Relations
Officer, MCOE

Marci McFadden,
Chief of
Communication
& Engagement,
MPUSD

Esther Rubio,
MPA, School
Climate
Coordinator,
MCOE

1

BULLYING

- **Bullying is ...**
 - **Unwanted behavior**
 - **Aggressive behavior among school-aged children**
 - **Involves real or perceived power imbalance**
- **Anywhere from mild teasing to actual criminal conduct**
 - **Broad area**

2

WAKE-UP ACTIVITY



- How does bullying impact your district?
 - Take one minute to write the top three bullying challenges your district is facing.
 - Share out.

3

VIDEO



4

FORMS OF CYBERBULLYING

Coercion Sexting
Denigration Trickery
Impersonation
Harrasment Messaging
Grooming
Outing Cyberstalking
Instant Flaming
Exclusion
Online

CYBERBULLYING STATISTICS

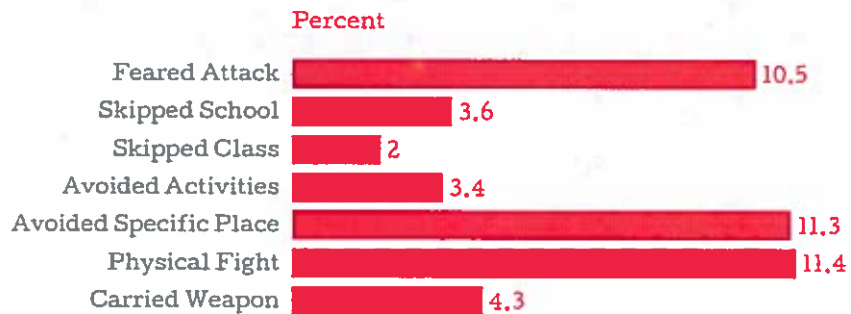
According to the Cyberbullying Research Center (2014):

- Approximately 35% of students aged 11-14 experience cyberbullying in their lifetimes
- Mean or hurtful comments (14.4%) and rumors spread (14.1%) online are the most common types of cyberbullying
- Adolescent girls are significantly more likely to have experienced cyberbullying in their lifetimes (40.1% of girls who have experienced cyberbullying vs. 29.3% of boys who have experienced cyberbullying)

Cyberbullying Research Center (2014)

CYBERBULLYING STATISTICS

Behavior of Bullied Students



USNews

Allie Bidwell for USN&WR; Source: U.S. Department of Education

7

WHEN IS CYBERBULLYING A SCHOOL ISSUE?

Cyberbullying is a school issue when it ...

- disrupts learning
- compromises the values of the school
- becomes obscene
- uses school owned technology

8

RESPONSIBILITY

- Governing Board - sets policy
- Administration
 - Inform staff, students, parents/guardians annually of policies/procedures
- Teachers and staff
 - Create safe environments - bully-free zones
 - Educate students about bullying; encourage reporting
 - Recognize indicators of bullying
- Students
 - Help create safe school environments
 - Do not engage in bullying
 - Treat everyone with respect
 - Report
- Parents
 - Understand and discuss policies with student
 - Report
 - Learn warning signs

9

SCHOOLS NEED TO HAVE IN PLACE

"The Governing Board recognizes the harmful effects of bullying on student learning and school attendance and desires to provide safe school environments that protect students from physical and emotional harm."

CSBA Sample Board Policy BP 5131.2(a)

(Following GAMUT/CSBA Policy Numbers)

- **Student Conduct:** Board Policy and Administrative Regulation 5131
- **Student Discipline:** Board Policy 5144
- **Bullying:** Board Policy, Administrative Regulation and Exhibit 5131.2
- **Student Use of Technology:** Administrative Regulation 6163.4
- **Positive School Climate:** Board Policy 5137
- **Parent/Guardian and Student Rights and Information Notifications**

10

PREVENTING CYBERBULLYING TAKES A WHOLE SCHOOL APPROACH

- Raising awareness between students, parents, and teachers
- Keeping policies updated
- Making reporting of Cyberbullying easy for students to do
- Evaluate and survey results

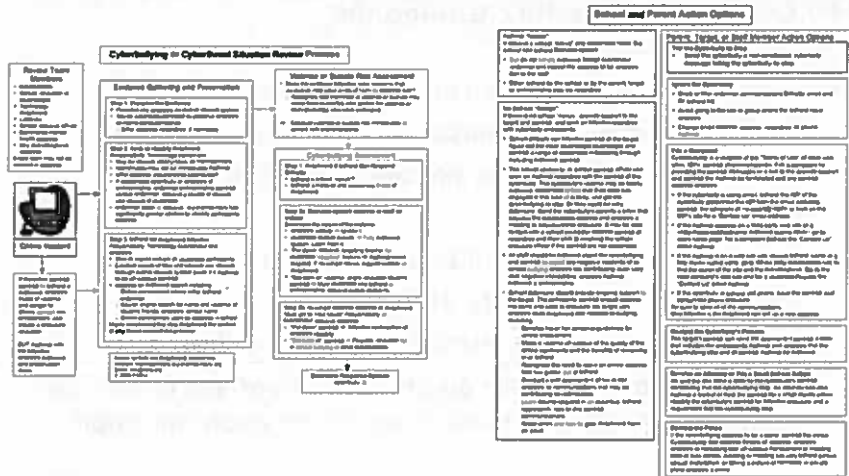
11

WHEN REPORTED:

- Preserve and print the evidence
- Investigate
- Support the victim
- Apply consequences
- Contain the incident
- If the law was broken, involve police
- Get to the root of the problem to determine whether the incident is isolated or pervasive in the school community
- Resolve the problem

12

WHEN REPORTED:



CHALLENGES FOR SCHOOL DISTRICTS

- Occurs in cyberspace
- Devastation to victim
- Disruption of learning environment
- Safety and security of students
- Individual free speech rights
- Nexus to school

CALIFORNIA'S ANTI-BULLYING LAWS

- Ed.Code section 48900: Ground for suspension/expulsion
- Ed.Code section 48900(r)(1): Bullying defined
 - Severe or pervasive physical/verbal act or conduct
 - Including in writing or by means of an electronic act
 - Includes:
 - Sexual harassment (Ed.Code 48900.2)
 - Hate violence (Ed.Code 48900.3)
 - Harassment or intimidation (Ed.Code 48900.4)
 - Directed to one or more pupils; with an effect or can be reasonably predicted to have an effect upon the pupil

15

ED.CODE 48900 CONTINUED

- Ed.Code section 48900(r)(2)(a): Electronic Act Defined
 - Creation and transmission originated on or off the school site
 - Kara Kowalski v. Berkeley County Schools [US Court of Appeals, 4th Cir., 2011]
 - Created with an electronic device
 - Communication including but not limited to
 - Message, text, sound, or image
 - Post on a social Internet Web site
 - Burn page
 - Creating a credible impersonation of another actual pupil for the purpose of bullying
 - Creating a false profile for the purpose of bullying
- An electronic act shall not constitute pervasive conduct solely on the basis that it has been transmitted or posted on the Internet

16

ED.CODE 48900 CONTINUED

- The Effect: causing or placing a reasonable pupil/pupils
 - In fear of harm to person or property
 - To experience a substantial detrimental effect on physical or mental health
 - To experience substantial interference with his or her academic performance
 - To experience substantial interference with the ability to participate in or benefit from the services/activities/ or privileges provided by school.

17

APPLICABLE PENAL CODES/ USE OF ELECTRONIC MEANS

- Penal Code 528.5 - Impersonation through Internet Web site or by other electronic means.
- Penal Code 530.5 - Unauthorized use of personal identifying information
 - In re Rolando S. (2011) CA Court of Appeal, 5th district: upheld a conviction of minor for accessing the victim's social media account and posting obscene messages and comment posing as the victim.
- Penal Code 653m - Obscene, threatening, harassing, or annoying phone calls.
- Penal Code 653.2 - Use of electronic communication to instill fear or to harass.

18

MORE APPLICABLE PENAL CODES

- Related to Sexting:
 - Penal Code 311.4 – Employment of minor in sale or distribution of obscene matter or production of pornography
 - Penal Code 647.6 – Annoying or molesting children
 - Penal Code 647(j)(4) – Intentional distribution of images in intimate body parts of another

- Related to Threats:
 - Penal Code 422 – Criminal threats

19

LEGAL ISSUES

- First Amendment
 - Tinker v. Des Moines Indep. Cmty. Sch. Dist. 393 U.S. 503 (1969)
- Effect on student
 - In re C.C. (2009) CA Court of Appeal, 4th district: Conviction of minor for Penal Code 653m overturned. Use of “F---” not obscene wthin context of message and effect on victim.
- Nexus to school activity
 - J.C. V. Beverly Hills Unified Sch.Dist., 711 F. Supp.2d 1094 (2010)

- Bottom Line: the law in the area of cyberbullying is young. It is important to deal with outside the law.

20

HOW DO SCHOOLS RESPOND

- Ensure everyone knows their responsibilities:
 - Administrative Responsibilities
 - Staff responsibilities
 - Student Responsibilities
 - Parent Responsibilities
- Take complaints/reports seriously
- Investigate complaints
- Resolution
- Enforcement

21

WHAT ARE YOUR DISTRICTS DOING?

- Share out programs/strategies that have been successful in your district.



22

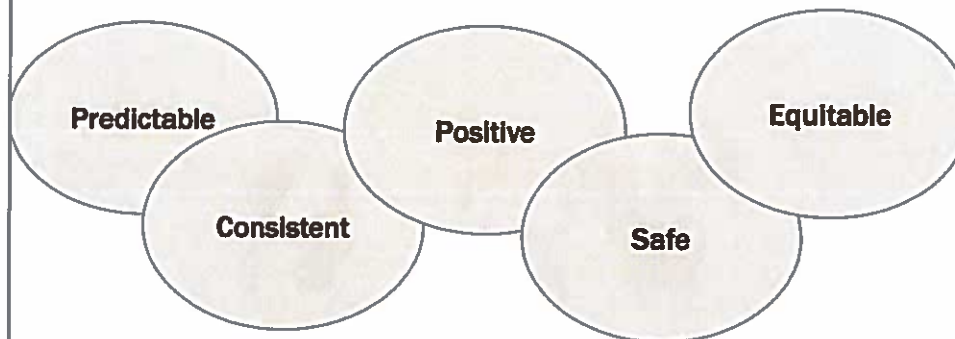
THREE SUCCESSFUL RESEARCH-BASED PROGRAMS

- Positive Behavioral Interventions and Support (PBIS)/Schoolwide PBIS (SW-PBIS)
- Striving to Reduce Youth Violence Everywhere (STRYVE)
- Olweus Bullying Prevention Program (OBPP)

23

SCHOOLWIDE POSITIVE BEHAVIORAL INTERVENTIONS AND SUPPORT (SW-PBIS)

- The fundamental purpose of SWPBIS is to make schools more **effective** and **equitable** learning environments.



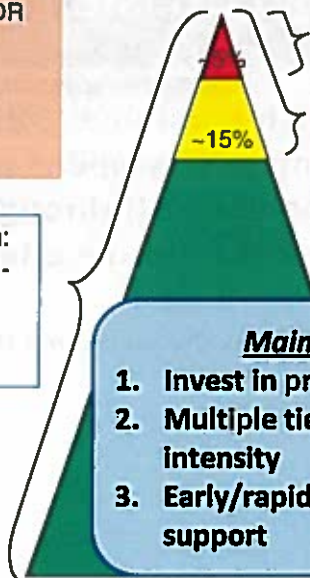
SW-PBIS IS...

- A systems approach for establishing the **social culture** and individualized behavioral supports needed for schools to be effective learning environments for all students.



SCHOOL-WIDE
POSITIVE BEHAVIOR
SUPPORT

Primary Prevention:
School-/Classroom-
Wide Systems for
All Students,
Staff, & Settings



Tertiary Prevention:
Specialized
Individualized
Systems for Students
with High-Risk Behavior

Secondary Prevention:
Specialized Group
Systems for Students
with At-Risk Behavior

Main Ideas:

1. Invest in prevention first
2. Multiple tiers of support intensity
3. Early/rapid access to support

SWIS

- The School-Wide Information System (SWIS) is a **web-based decision system** used to improve behavior support in schools and other educational facilities by providing school personnel with accurate, timely, and practical information for making decisions about school environments.
- Make decisions based on data.
- It's more than just record keeping, it's about decision making.

27

DATA-BASED DECISION MAKING

- Data-based decision making (DBDM) is the process of planning for student success (both academic and behavioral) through the use of ongoing progress monitoring and analysis of data.

Douglas County School District (Colorado)

28

**MONTEREY COUNTY SCHOOLS PARTICIPATING
IN PBIS & TIERS**

DISTRICT	SCHOOL	TIER
Alisal	Alisal Community, Bardin, Cesar Chavez, Creekside, Frank Paul, Fremont, Jesse Sanchez, John Steinbeck, Martin Luther King, Oscar Loya	1
Salinas City Elementary	Laurelwood	1
Soledad	Gabilan, Jack Fransconi, Rose Ferraro, Frank Ledesma, Main Street Middle, Pinnacles High, San Vicente, Soledad High	1
Alisal	Tiburcio Vasquez, Virginia Rocca Barton	2
Gonzales	La Gloria, Fairview, Gonzales Evening High School, Gonzales High, Somavia	2
King City	Chalone Peaks, Del Rey, King City Arts Magnet, Santa Lucia	2
Salinas City Elementary	Boronda Meadows, El Gabilan, Kamman, Lincoln, Loma Vista, Los Padres, Monterey Park, Roosevelt, University Park	2
Salinas City Elementary	Mission Park, Natividad, Sherwood	3
Salinas Union High School	Alisal, El Sausal, Everett Alvarez, Harden, La Paz, Mt. Toro, North Salinas, Salinas, Washington	3

PBIS

Superintendent's Message
Positive Behavioral Interventions and Support

STRIVING TO REDUCE YOUTH VIOLENCE EVERYWHERE (STRYVE)

- A national initiative led by the Centers for Disease Control and Prevention (CDC) to prevent youth violence before it starts among young people ages 10 to 24.
- STRYVE's vision is safe and healthy youth who can achieve their full potential as connected and contributing members of thriving, violence-free families, schools, and communities.
- Monterey County Health Department was one of four health departments in the nation to receive funding for STRYVE from CDC.
- Implemented in Salinas by Harmony at Home.

31

OLWEUS BULLYING PREVENTION PROGRAM (OBPP)

- A long-term, system-wide program for change involving program components at four levels: School Level, Classroom Level, Individual Level, and Community Level.
- Designed to improve peer relations and make schools safer, more positive places for students to learn and develop. Goals of the program include:
 - reducing existing bullying problems among students
 - preventing the development of new bullying problems
 - achieving better peer relations at school

32

RECOMMENDED WEBSITES

- **Netsmartz.org:** an interactive, educational program of the National Center for Missing & Exploited Children
 - age-appropriate resources to help teach children how to be safer on- and offline
 - designed for children ages 5-17, parents and guardians, educators, and law enforcement
 - resources such as videos, games, activity cards, and presentations, NetSmartz entertains while it educates
- **Cyberbullying.org:** serves as a clearinghouse of information concerning the ways adolescents use and misuse technology
 - resource for parents, educators, law enforcement officers, counselors, and others who work with youth
 - facts, figures, and detailed stories from those who have been directly impacted by online aggression
 - includes numerous resources to help you prevent and respond to cyberbullying incidents.

33

QUESTIONS?



34

