



PolicyWise
for Children & Families

BEYOND THE HURT: A BULLYING PREVENTION PROGRAM

POLICYWISE INSPIRING CONNECTIONS:
RESEARCH & PRACTICE SHOWCASE

Wendy L. G. Hoglund, PhD
Associate Professor
Department of Psychology
University of Alberta

Email: hoglund@ualberta.ca
Twitter: @WendyHoglund
Facebook: @UofApeerslab
sites.psych.ualberta.ca/PEERSlab/

Peer Bullying

- Hostile or demeaning behaviors, repetitive (can occur once), misuse of power.
- Diverse Forms
 - *Physical*: hitting, biting, pushing, shoving, kicking.
 - *Verbal*: threats of violence, name calling, shouting.
 - *Relational or Social*: social exclusion, manipulation of friendships, rumour spreading.
 - *Cyber*: using social media to harm.
 - Indirect or covert.
 - Direct or overt.



Peer Bullying

- Widespread problem globally.
- Chronic rates of about 10-30% in childhood and adolescence.
 - *Arseneault et al., 2006; Hoglund & Hau, 2016; Nansel et al., 2004; Pepler et al., 2008*
- Alberta
 - ~780,000 children aged 0-14 years.
 - ~7,800 to 230,000 children



Developmental Trends in Bullying

- Physical forms peak in middle childhood.
- Relational forms become more frequent by late childhood but are apparent as early as preschool.
 - *Crick et al., 1997; Hoglund & Hau, 2016; Underwood, 2003; Vaillancourt et al., 2007*
- Cyber forms peak early adolescence.
 - *Williams & Guerra, 2007*



Frequency of Cyber Bullying & Victimization

- Perpetration rates range between 5% to 35%
- Victimization rates range between 20% and 40%
- Involvement in both range between 3% to 14%

- *Aricak et al., 2008; Cappadocia et al., 2013; Li, 2006; Patchin & Hinduja, 2006; Sourander et al., 2010; Tokunaga, 2010; Ybarra et al., 2007*



RESEARCH & PRACTICE IN ALBERTA

Alberta Collaborative for Child Development
Canadian Red Cross Western Division



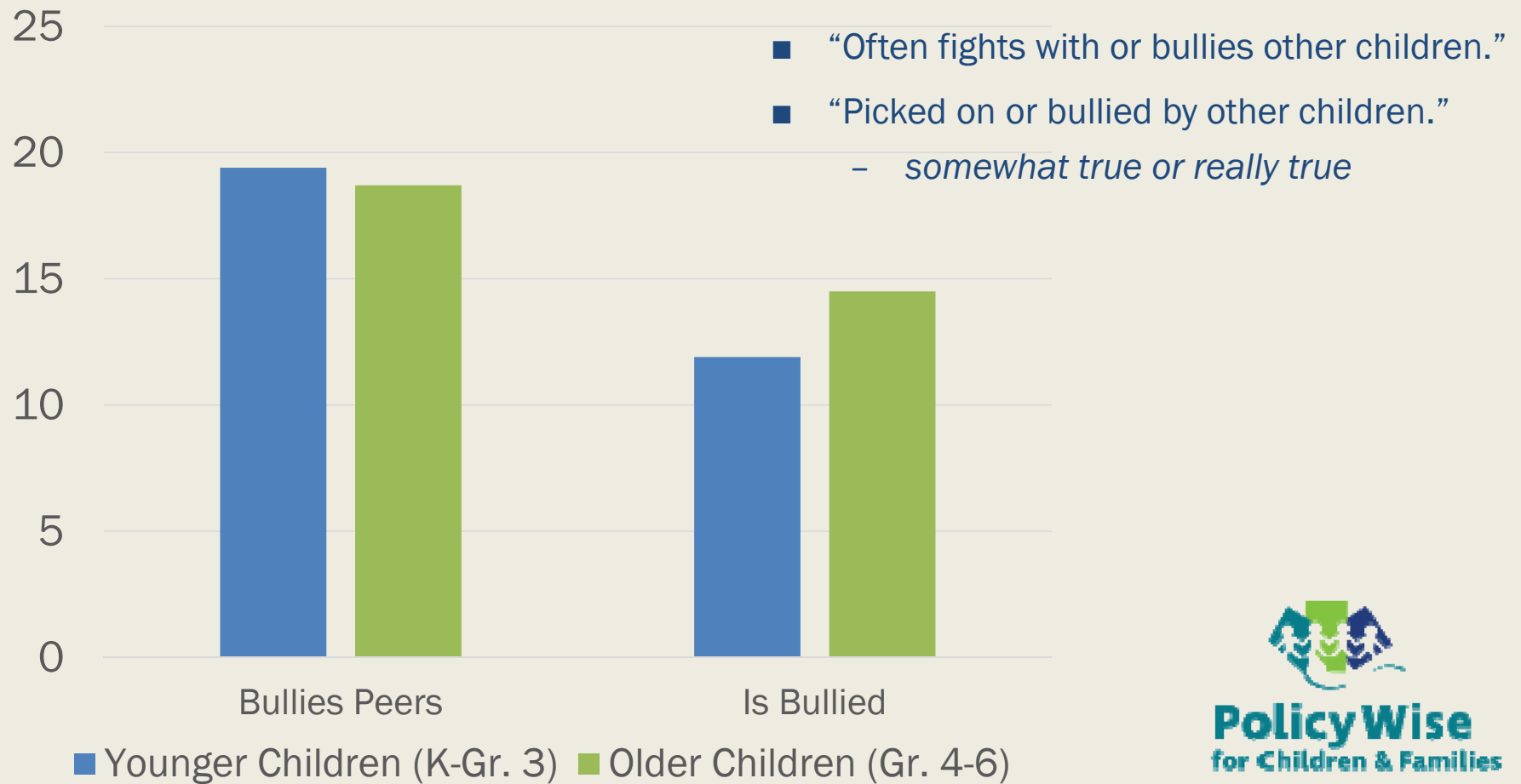
Alberta Collaborative for Child Development



- School-randomized evaluation of two strategies to support children's development
 - *PAX Good Behavior Game and Triple P Program*
- 27 elementary schools in Alberta
 - *Children in kindergarten to grade 6*
 - *~5,000 children*
- Data were collected on 3 occasions
 - *Baseline data: Spring 2014/Fall 2014*
 - *Follow-up data: Spring 2015 and 2016*
- Alberta Ministry of Health and PolicyWise



Alberta Collaborative: % Peer Bullying



Beyond the Hurt Program

- Canadian Red Cross Bullying Prevention Program
 - *Respect Education Courses*
 - *To promote healthy relationships and prevent peer bullying.*
 - *Complements schools' ongoing healthy relationship initiatives and strategies to respond to and prevent peer bullying.*
 - *Aligns with provincial curricula and learning outcomes.*
 - *Adult workshops*
 - *Youth facilitator training*
 - Youth leaders trained to deliver the bullying prevention workshops to younger peers.

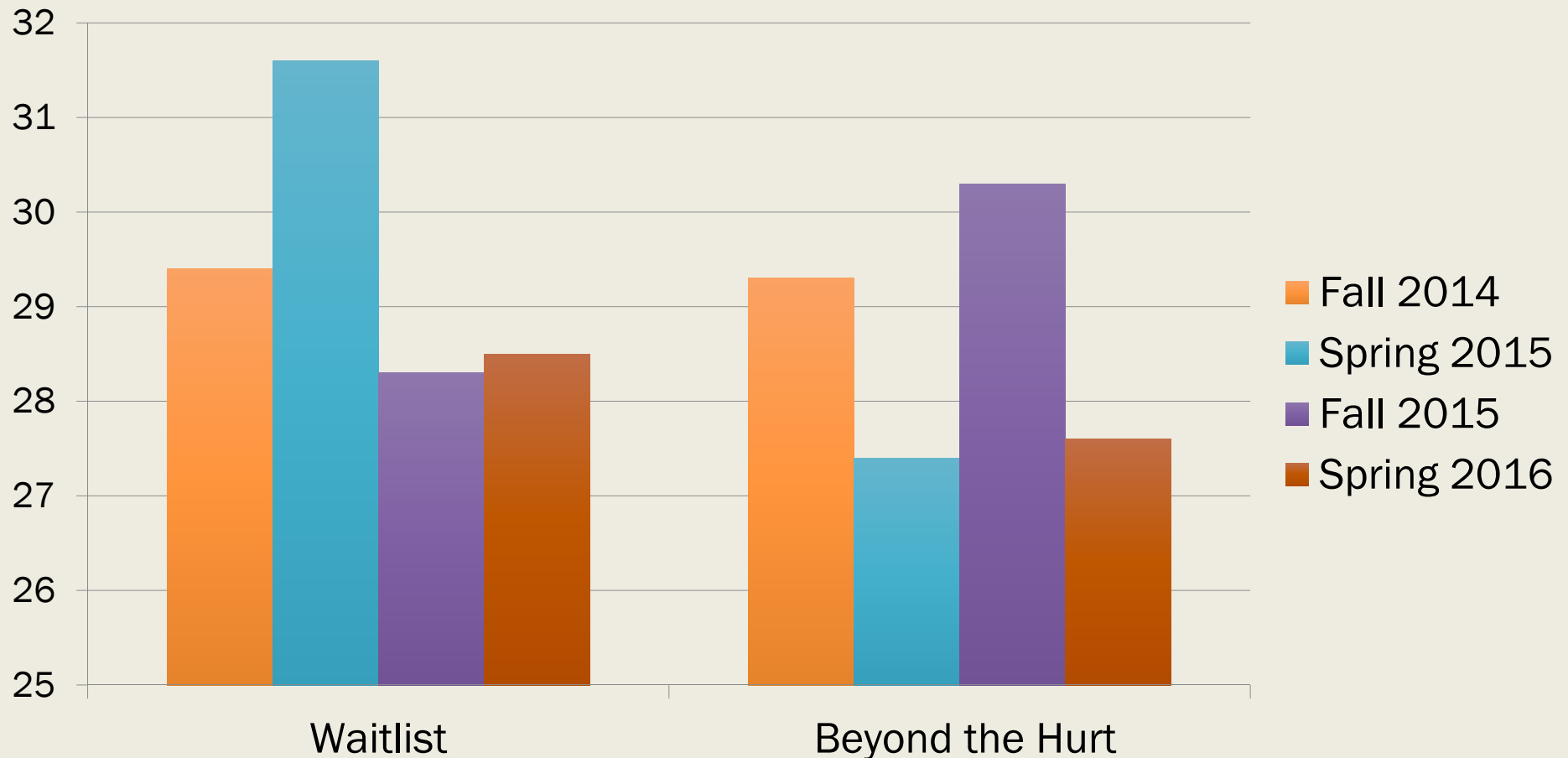


Beyond the Hurt Project

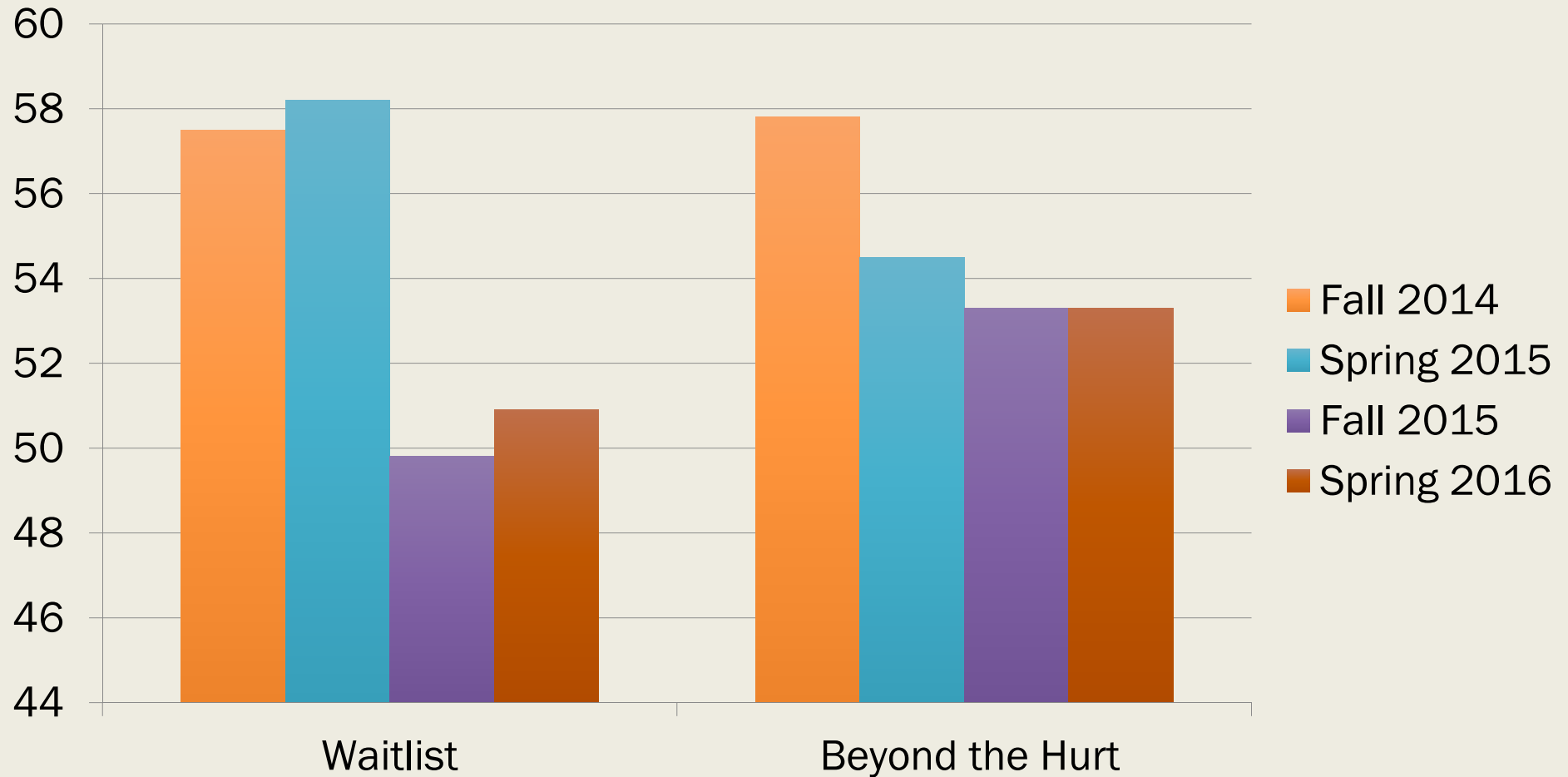
- Collaboration with the Canadian Red Cross Western Division
- 2-year quasi-experimental evaluation
- 7 junior high schools and 3 high schools
 - *Waitlist: 4 junior high and 1 high school*
 - *BTH: 3 junior high and 2 high schools*
- 1766 youth (56% girls) in grades 7 to 10
 - *300 teachers (59% females)*
- Data were collected on 4 occasions
 - *Baseline data: Fall 2014*
 - *Follow-up data: Spring 2015, Fall 2015, Spring 2016*



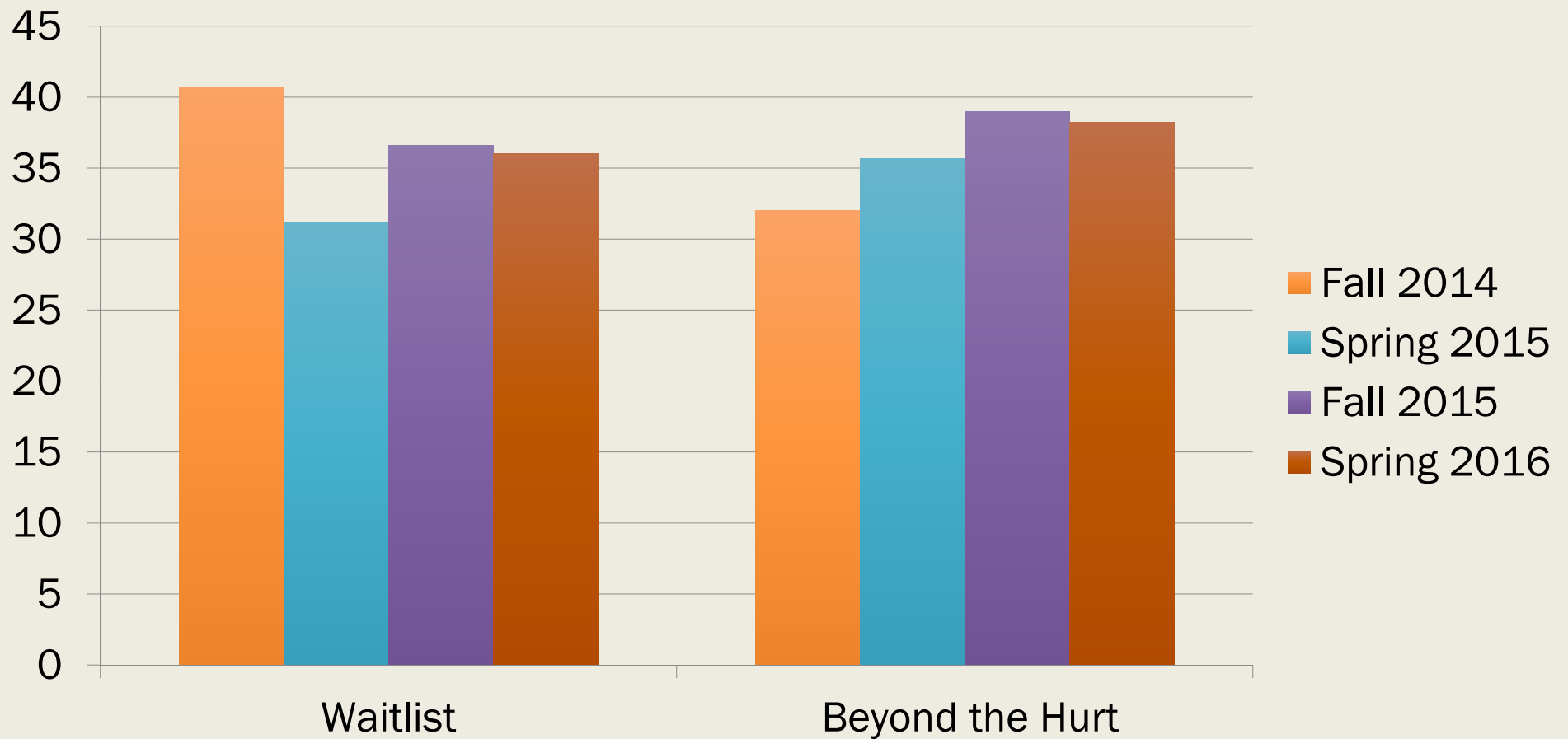
Beyond the Hurt: % Cyber Bullying



Beyond the Hurt: % Cyber Victimization



Beyond the Hurt: % Attitudes Bullying is Wrong



Research, Practice & Policy: Comprehensive Programming

- Canadian Red Cross Respect Education Programs
 - *Suite of developmentally appropriate programs and strategies that aim to promote healthy relationships and prevent violence.*

- Beyond the Hurt Program
 - *Research will help to inform program revisions*
 - *Launch date September 2017*

 - *\$1,200 / school plus human resources*
 - *Seeking corporate sponsorship to fund schools*

Research, Practice & Policy: Opportunities and Challenges

- Collaborations across schools
- Junior high schools
- Administrator and teacher buy-in
 - *School champions*
- Program benefits vs. costs
 - *Financial and human*
- Sustaining the practices





FOR MORE INFORMATION

Canadian Red Cross RespectEd and Beyond the Hurt Program

www.redcross.ca/

PEERS Lab Beyond the Hurt Research Project

sites.psych.ualberta.ca/PEERSlab/





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