

**What you should tell CHILDREN about bullying...**

Bullying is not acceptable and will not be tolerated

If a bully bothers you, it's O.K. to stand up for yourself, walk away, or ask a friend or adult for help

Responding to bullying by fighting back doesn't usually work—and may make matters worse. Violence encourages more violence and fails to solve problems

It is important to report bullying when you see it. Telling is not tattling

Bullying does not have to happen. Working together with adults and peers, there are specific things you can do to prevent and stop bullying

Don't respond to bullies by giving in, getting upset or fighting back—this will encourage them. Instead, stay calm and be assertive

[www.eyesonbullying.org](http://www.eyesonbullying.org)

**For More Information, please Contact:**

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District Attorney Michael O'Keefe's Office is devoted to enforcing the law and ensuring safety for all children

Statistics — [www.how-to-stop-bullying.com](http://www.how-to-stop-bullying.com)

**I. S. W. M.**

**IT STARTS WITH ME**

Cape and Islands District Attorney's Bullying Prevention Program



**Make the choice to stop Bullying Today!**

Eliminating Bullying takes a Team Effort: you, your family, your school, law enforcement and the community



**Michael O'Keefe  
Cape and Islands  
District Attorney**

## Massachusetts New Law Against Bullying

Requires bullying incidents to be reported to school officials

Mandates bullying education in school for every grade

Requires schools to share their anti-bullying plans on community websites

Sets up adults with an opportunity for training on how to deal with bullying

Extends beyond the classroom to include cyber bullying

Names the fourth Wednesday in January "No Name Calling" Day

Requires schools to define "bullying"

## Student Responsibility

"I.S.W.M. is about being a leader. It's about understanding the primary rule of a civilized society, 'the strong protect the weak'. Make it cool in your school to look out for younger or different students. Realize that the things which make us similar to each other are much more important than the things which make us different."

**Michael O'Keefe**  
District Attorney

## Parental Responsibility

As a parent it starts with you

Parents should set good examples for their children because as we all know you are their role models

## Statistics

160,000 children miss school every day for fear of being bullied

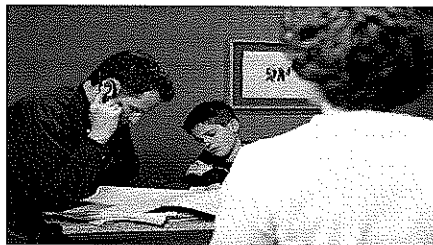
School bullying and cyber bullying statistics show that 77% of students are bullied mentally, verbally or physically

1 in 5 children admit to being a bully

In a cyber bullying survey, 20% of respondents reported seriously thinking about attempting suicide

Girls are more likely than boys to be a target of cyber bullying

Only 15% of parents are knowledgeable about their children's social networking habits and how their behavior can lead to cyber bullying



## How Do We Change

Get involved with your child's life outside of academics. Know who your children's friends and enemies are

Bullying behavior will not be tolerated

Bystanders— your involvement makes a difference Don't just stand by and watch quietly

Shut down and turn off the computer at night

Be aware of computer use and parental controls

Re-charge all cell phones in your room (parent)

Learn the new technology before you give it to your child

Establish guidelines about safe internet use

## Look, Listen, Learn

Look at the technology your child uses

Look at your child's group of friends

Listen to what your child says to you

Listen to what teachers and other concerned adults say regarding your child

Learn how to use the technology your child uses

Learn that bullying is not a part of growing up

Learn that bullying has long lasting implications for both the bullied and bully

