



NO BULLYING SCHOOLS

RESPECT • RESPONSIBILITY • RESILIENCY

Research Study on Program Effectiveness

<https://NoBullyingSchools.com>

WHAT IS NO BULLYING SCHOOLS?

No Bullying Schools is a new online program that helps students say no to bullying and yes to creating a positive school culture. Created by author Tom Thelen and a team of America’s top educators, psychologists, counselors, and PhDs, the program contains **three core resources for schools**:

1) FIVE VIDEO LESSONS

Teachers show the five video lessons in the classroom (ideally in a weekly advisory period). The videos feature **Tom Thelen**, founder of No Bullying Schools, and cohost **Jordan Carson**. You will need 20 minutes for each video plus 20 to 30 minutes to debrief with our PDF Discussion Guide.

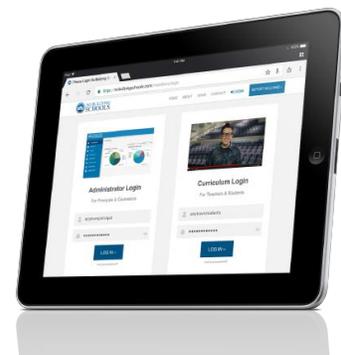


2) “REPORT BULLYING” SMARTPHONE APP

Students, staff, or parents can report bullying incidents with our app (available for iPhone and Android). Students without smartphones can use the “Report Bullying” button at NoBullyingSchools.com. Reports can be made anonymously or by leaving your name. Each report triggers a confidential email alert sent to your school principals and school counselors.

3) REPORT BULLYING SOFTWARE

School administrators can login to review the confidential bullying reports and then investigate to determine if it is a confirmed bullying incident. The software also includes our “Positive Action Plan” for following-up with students involved in bullying incidents. Your teachers, students, and parents will never have access to the software.





TOM THELEN, FOUNDER

Tom Thelen is the founder of No Bullying Schools and the author of “Victimproof: The Student’s Guide to End Bullying.” As a full-time author and speaker, Tom has spoken at over 700 schools and conferences with a message on bullying prevention and positive school culture. He has been featured on NBC, CBS, FOX and PBS. Tom and his wife Casie live in Michigan with their four children. Learn more at <https://tomthelen.com>.

DR. MILDRED PEYTON, RESEARCH DIRECTOR

Dr. Mildred Peyton earned her Ph.D. from Walden University with a dissertation on “Exploring the Meaning of School Bullying Among Parents of Victimized Children.” She also holds a master’s degree in Counseling Psychology from Bowie State University. As a mother of two, Dr. Peyton cares about the roles parents and families play in helping to reduce bullying in schools. She serves as the Research Director for No Bullying Schools.



DR. ELLIOT KAGAN, PROGRAM CONSULTANT

Dr. Elliot Kagan is a New York State Licensed Psychologist and the Olweus Bullying Program Co-Coordinator for Suffern Middle School in Suffern, New York, where he also works as a school psychologist. Dr. Kagan worked closely with Tom Thelen to develop the No Bullying Schools Program including the bullying policy, positive action plan, and evidence-based interventions that promote a positive school culture.

DR. KIMBERLEY HOOGHE, RESEARCH CONSULTANT

Dr. Kimberley Hooge received her PhD in Psychology focusing in Cognitive Neuroscience from Rice University in 2015. Along with her research consulting work, she is currently a Postdoctoral Researcher and Lecturer at the University of Texas at Dallas and an Associate Faculty member at Collin College. Dr. Hooge was instrumental in developing the No Bullying Schools Research Study Program, for which she also serves as the lead analyst.





SCHOOL CULTURE SURVEY

Our School Culture Survey is the main tool for measuring the efficacy of our program. The survey is included at the end of this document for your reference. Your students will complete the survey at the beginning, middle, and end of the Research Study. Each time, we will send you a custom link to complete the survey. Your students will click the link and then enter a unique ID number to begin the survey. We estimate the survey will take about 20 – 40 minutes to complete.

WHAT IS THE COST FOR YOUR SCHOOL?

Thanks to a generous grant, the program will be provided 100% free for TWO FULL YEARS for both The First School and The Second School. This is an approximate value of \$3,000 per school. We hope it creates a tremendous positive impact in your district!

The two-year grant gives both schools plenty of time to use all of the resources of No Bullying School. This means The Second School can start using the full program once the Research Study is complete, and both schools will continue to have free access through June of 2021.

Should either school wish to continue the program after the two years, (which is totally their call, no obligation), the cost will be our lowest discount rate of \$1 per student, per year. We are also providing locked-in pricing, meaning your rates will never increase as long as your school remains active in the program.



WHO WILL LEAD THE STUDY?

1. YOUR POINT PERSON

Each school will identify one “Point Person” from their staff, such as a school counselor or a school administrator, who will “champion the cause” and implement the study at their school. We designed the study to be very easy to manage, and we believe it can be done with minimal interruptions to Point Persons normal routine.

2. OUR RESEARCH STUDY COORDINATOR

No Bullying Schools is working with a Research Study Coordinator who will work hand in hand with your Point Person to ensure the study goes smoothly. Our Research Study Coordinator will be available via phone or email to provide tech support, answer any of your questions, and to walk you through the study one step at a time. Our goal is to make the process very easy and the results very rewarding for your school.



*DON'T MISS
THE DEADLINE!*

WHEN IS THE APPLICATION DEADLINE?

There are two deadlines: **February 22nd, 2019** for the Spring Study, and **May 24th, 2019** for the Fall Study.

Preference will be given to schools who apply early. If your school is accepted, we will contact you within two weeks after the application deadline.

We have a target goal of 12 schools (and 12 Comparison Schools), but our goal is to accept **as many schools as possible.**

Still need approval from your school district? No worries! You can indicate that on your [Application »](#)

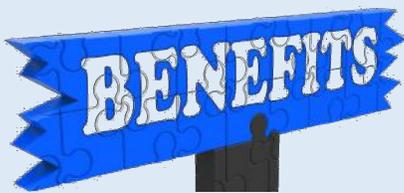
REQUIREMENTS FOR THE FIRST SCHOOL

1. **Kickoff Meeting with Us:** Your School's Point Person will meet with our Research Study Coordinator via Skype or Google Hangouts to go through a free training on how to participate in the Research Study and how to use the program at NoBullyingSchools.com.
2. **Administrator Training:** Our Research Study Coordinator will host a short training with your school counselors and principals showing them how to login and use the Bullying Reporting Software, how to opt-in or opt-out for Email Alerts, and how to use the Positive Action Plan.
3. **Staff Meeting:** Your School's Point Person will host a meeting for the other educators, counselors, psychologists, and any other administrators at your school. Your Point Person will give an overview of the study and then show the other educators how to login and use the online video curriculum at NoBullyingSchools.com.
4. **Inform the Parents:** Use your school's parent notification system (email/app/newsletter) to introduce parents to the program. We will provide you with customizable message content, a short video from Tom Thelen, and some printable resources to send home with each student.
5. **School Culture Survey (First Time):** Your students will take the School Culture Survey **before the program is implemented**. The survey is included at the end of this document for your reference. Each time your school completes the survey, we will send you a custom link to Google Forms or Survey Monkey. Your students will click the link and then enter their unique ID number to begin completing the survey. We estimate the survey will take about 20 – 40 minutes. *Individual student data collected in the survey will be kept confidential. The data will be used in future publications and grant applications to improve and expand upon the program.*
6. **Publicity Campaign:** Print out our customizable **Parent Letter** and send it home with your students on two separate occasions. Use our customizable **Email Templates** for your email newsletters, website, and social media. Print off the **No Bullying Schools Poster Pack** including the National Bullying Definition from StopBullying.gov, The Four Types of Bullying, the "Report Bullying" App Poster, Resiliency Poster, and more.

7. **No Bullying Kick-Off Assembly:** Your School's Principal and Point Person will host an all-school assembly to introduce No Bullying Schools. We will provide you with a bullet point list of what to cover. List items include an introduction to the program, a description of the 5 video lessons students will be watching, and instructions on how to report bullying using either the Report Bullying app or the Report Bullying button on our website which can be accessed from any internet browser. You will also explain that they have the option to report anonymously. The whole assembly should take around 20 - 30 minutes.
8. **Five Video Lessons:** Once a week for five consecutive weeks your teachers will show a video lesson to the students, ideally in a weekly "Advisory Period." Following the video, your teachers will debrief with the students by going through the PDF Discussion Guide for that lesson. You will need to dedicate approximately 40 – 50 minutes per week to complete this task. (20 minutes for the video, and another 20 – 30 minutes for the Discussion Guide).
9. **No Bullying Action Assembly:** After your school has watched all five video lessons, you will host a second all-school assembly, asking kids to share what they've learned from the program, and how they're going to help create a positive culture at your school. We will provide a thank you video from Tom introducing the concept of the No Bullying School Banner (which you will print out ahead of time). By signing the banner, students are committing to become a "No Bullying School." This does not mean you will have a "perfect school" with absolutely no bullying – it means that your students say "no" to bullying and "yes" to creating a positive school culture.
10. **School Culture Survey (Second Time):** Students will take the School Culture Survey a second time, approximately 1 – 5 days after the Action Assembly. This is identical to the previous survey, and students should use the same ID number they were previously assigned.
11. **School Culture Survey (Third Time):** Students will take the School Culture Survey a third time, approximately 30 days after the Action Assembly. This is identical to the previous survey, and students should use the same ID number they were previously assigned.

REQUIREMENTS FOR THE SECOND SCHOOL

1. **Kickoff Meeting with Us:** Your School's Point Person will meet with our Research Study Coordinator via Skype or Hangouts to go through a free training on how to participate in the study and how to use the program at NoBullyingSchools.com. (Remember: Do not use the full program at the start!)
2. **School Culture Survey (Three Times):** The Second School's Point Person will administer the School Culture Survey three times with your students (on or near the same dates as the First School).
3. The Second School **WILL NOT** go through the No Bullying School Program during the Spring/Fall of 2019, as they are the comparison school. The goal here is to gather clean data from a school that is not using the No Bullying Schools Program.
4. **GREAT NEWS:** Your school still gets the full program! We encourage the Second School to begin using the full No Bullying School Program as soon as possible after the study is completed. GO FOR IT! Again, both schools will continue to have free access through the end of June, 2021.
5. The Second School will also agree to not introduce any other new bullying prevention programs while the study is taking place. This will help provide good comparison data. They can, however, continue to use any programs they were already using.



BENEFITS FOR BOTH SCHOOLS!

- \$3,000 Value in Curriculum & Software. 100% Free of Charge.
- Reduced Bullying & Cyberbullying Incidents.
- Increased Positive School Culture on Your Campus.
- Evidence-Based Practices Developed by and for Educators.

CHECK IT OUT TODAY!

Please take a few moments to log-in and preview the program for yourself.
Try out both logins below for our sample account: “Anytown School District.”

- **SAMPLE STUDENT & TEACHER ACCOUNT**

Login at <https://nobullyingschools.com>

Username: anytownstudents

Password: password1984

(This will show you the video curriculum & PDF resources.)

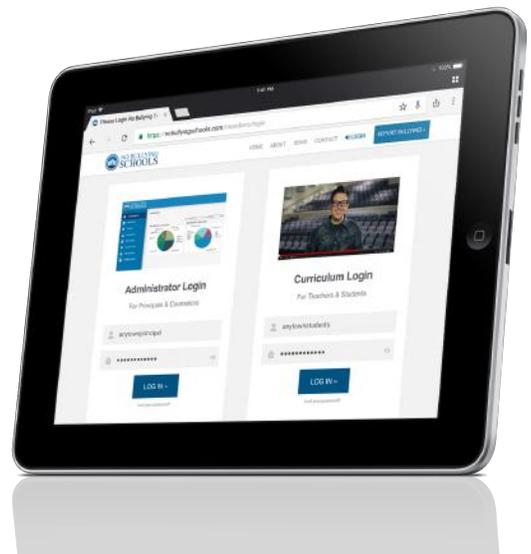
- **SAMPLE SCHOOL ADMINISTRATOR ACCOUNT**

Login at <https://nobullyingschools.com>

Username: anytownprincipal

Password: password1984

(This will show you the Bullying Reporting Software.)



DOWNLOAD THE FREE “REPORT BULLYING” APP

Search for the “Report Bullying” app in the App Store (for iPhone & iPad) or in Google Play Store (for Android devices). Download the app and use it to submit a test bullying report, just like you’re a student at our sample “Anytown” school. Make sure to list “Anytown School District (Sample Account) Anytown MI” as your school. Then, afterward you can log back into the Reporting Software to view your test report.

WHAT'S NEXT?

Like what you see, and want to get TWO FULL YEARS of access to the No Bullying Schools program for FREE? Here's what you need to do to get started:



1. ANY QUESTIONS?

We are happy to answer any questions and address any concerns you have about the program or the Research Study and how we can work with your school. Give us a call at (616) 987-0444 or email admin@nobullyingschools.com

2. GET APPROVAL

Present the No Bullying Schools Program and Research Study to your school's administration for approval. They can also help you determine if school board approval is needed.



3. APPLY!

Everything you will need to apply is listed on the following page. **You'll need to apply by February 22nd for the Spring and May 24th for the Fall 2019 study session.** Priority will be given to schools able to run the Research Study during Spring 2019.

4. YOUR ACCEPTANCE STATUS

You will hear back from us within two weeks of the deadline with your study acceptance status. Our Study Coordinator will provide you with everything you need to get started from there.



WHAT YOU'LL NEED

- School name and contact information.
- Size of student body.
- Percentage of students on free and reduced lunch.
- Your proposed Point Person for communicating with our Study Coordinator and administering the study (see page 5).
- List of school administrators at your school that need to approve the study. (If you are still waiting for approval, it is not a problem. Just indicate that on your application.)
- List of any bullying prevention programs (or social and emotional learning programs) currently used by your school.



APPLY TODAY AT THIS LINK!

<https://goo.gl/forms/UomzE1Q93HoIHS4I2>

APPLICATION DEADLINES & NOTES:

- **FEBRUARY 22nd, 2019 (For the Spring Study)**
- **MAY 24th, 2019 (For the Fall Study)**
- Priority will be given to schools that are able to run the Research Study in the Spring of 2019. Have any questions? Call us at 616-987-0444, or email us at admin@nobullyingschools.com.
- Still **waiting for approval** from your district? No problem! Just indicate that on your [Application »](#)

THANK YOU FOR TAKING OUR SURVEY!

PLEASE ENTER YOUR 6-DIGIT ID NUMBER: _____

You should have received a special ID number to use with this survey. Please enter that number above. If you've taken this survey before, use the same number you used in the past.

TELL US A LITTLE BIT ABOUT YOURSELF

(Remember – Your answers are anonymous. Your name will never be connected with your answers.)

How old are you?

- | | | |
|------------------------------|-------------------------------|-------------------------------|
| <input type="radio"/> 4yrs. | <input type="radio"/> 10 yrs. | <input type="radio"/> 16 yrs. |
| <input type="radio"/> 5 yrs. | <input type="radio"/> 11 yrs. | <input type="radio"/> 17 yrs. |
| <input type="radio"/> 6 yrs. | <input type="radio"/> 12 yrs. | <input type="radio"/> 18 yrs. |
| <input type="radio"/> 7 yrs. | <input type="radio"/> 13 yrs. | <input type="radio"/> 19 yrs. |
| <input type="radio"/> 8 yrs. | <input type="radio"/> 14 yrs. | <input type="radio"/> 20 yrs. |
| <input type="radio"/> 9 yrs. | <input type="radio"/> 15 yrs. | |

What grade are you in?

- | | | |
|---------------------------------------|---------------------------------------|--|
| <input type="radio"/> 1 st | <input type="radio"/> 5 th | <input type="radio"/> 9 th |
| <input type="radio"/> 2 nd | <input type="radio"/> 6 th | <input type="radio"/> 10 th |
| <input type="radio"/> 3 rd | <input type="radio"/> 7 th | <input type="radio"/> 11 th |
| <input type="radio"/> 4 th | <input type="radio"/> 8 th | <input type="radio"/> 12 th |

What is your ethnicity?

- Native American or Native Alaskan.
- Asian.
- Black or African American.
- Native Hawaiian or Other Pacific Islander.
- White.
- Middle Eastern or North African.
- Hispanic.
- I prefer not to say.

What is your gender?

- Female
- Male
- Other
- I prefer not to say

PLEASE PICK THE BEST ANSWER TO THESE QUESTIONS:

(Remember – Your answers are anonymous. Your name will never be connected with your answers.)

1. Which statement below is the bullying definition from StopBullying.gov?

- Bullying is when a person is rude, mean, or cruel toward another person.
- Bullying is unwanted, aggressive behavior among school aged children that involves a real or perceived power imbalance. The behavior is repeated, or has the potential to be repeated, over time.
- Bullying is when a person talks badly about another person or spreads rumors behind their back. It can also include physical bullying and cyberbullying.
- I don't know what bullying is.

2. Do you think there is a clear difference between bullying and teasing?

- I think there is a clear difference between bullying and teasing.
- I think they are basically the same thing.
- I don't know what bullying is.

3. Do you think there is a clear difference between bullying and “peer conflict”?

- I think there is a clear difference between bullying and “peer conflict.”
- I think they are basically the same thing.
- I don't know what bullying is.

4. What does it mean to be “resilient?”

- Resilient describes a school’s culture when it experiences bullying or cyberbullying.
- A resilient person knows how to resist mental health issues and/or concepts.
- A resilient person knows how to bounce back from difficult circumstances like bullying.
- I don't know what resilient means.

5. Does your school teach students how to be resilient?

- Yes. Our school teaches us how to be resilient.
- Our school tells us to be resilient, but they don’t really teach us how.
- Our school DOES NOT teach us how to be resilient.
- I don't know what resilient means.

6. Do you have at least one trusted adult you can talk to at school?

- Yes. I have at least one trusted adult I can talk to at school.
- I'm not sure.
- I do not have a trusted adult I can talk to at school.

7. Does your school have a "positive culture" where students feel safe and accepted?

- Yes. Our school has a very "positive culture" where students feel safe and accepted.
- Most of the time our school has a positive culture.
- Our school has a somewhat negative culture.
- Our school has a very negative culture.

8. Please pick the best definition of the term "up-stander."

- An up-stander is someone who speaks up against bullying in a positive way.
- An up-stander is someone who stands up against bullying and breaks up physical fights.
- An up-stander is someone who stands up at important events.
- I don't know what it means to be an up-stander.

9. When you see bullying, how often are you an up-stander?

- Most of the time I try to be an up-stander.
- Sometimes I try to be an up-stander.
- Usually I try not to get involved.
- I don't see bullying happen at our school.
- I don't know what bullying is.

10. When you see cyberbullying, how often are you an up-stander?

- Most of the time I try to be an up-stander.
- Sometimes I try to be an up-stander.
- Usually I try not to get involved.
- I don't see cyberbullying happen at our school.
- I don't know what cyberbullying is.

11. Do you feel that you are bullied on a regular basis (meaning at least three times per month) by someone from your school? (This question only includes physical, verbal, and social bullying, but it DOES NOT include cyberbullying. We will talk about cyberbullying in the next question.)

- Yes, I get bullied at least three times per month by someone from my school.
- I experience some bullying, but not very much at my school.
- I do not experience any bullying at my school.
- I don't know what bullying is.

12. Do you feel that you are cyberbullied on a regular basis (meaning at least three times per month) by someone from your school? (This includes bullying on any phone or screen.)

- Yes, I get cyberbullied at least three times per month by someone from my school.
- I experience some cyberbullying, but not much from people at my school.
- I do not experience any cyberbullying from people at my school.
- I don't know what cyberbullying is.

13. Do you think bullying is getting worse at your school? (Not including cyberbullying.)

- Bullying seems to be getting worse at our school.
- I don't see much of a change.
- I think it's getting better. We are having less bullying over time.
- I don't think there is any bullying at our school.
- I don't know what bullying or cyberbullying is.

14. Do you think cyberbullying is getting worse at your school?

- Cyberbullying seems to be getting worse at our school.
- I don't see much of a change.
- I think it's getting better. We are having less cyberbullying over time.
- I don't think there is any cyberbullying at our school.
- I don't know what cyberbullying is.

15. Does your school provide a clear way to report bullying and cyberbullying?

- Yes. My school provides a clear way to report bullying and cyberbullying.
- I'm not sure.
- My school DOES NOT provide a clear way to report bullying and cyberbullying.

16. If you are being bullied or cyberbullied, our school really wants to help you! Please report all bullying and cyberbullying (because we can't help if we don't know about it). We will keep your information confidential according to our state laws. If you would like to speak with someone for any reason at all, please leave your full name and your contact information below, and one of our School Counselors or Principals will contact you. You can also use this field for any comments or suggestions. Or, if you have no comments, you can click the button below to submit your answers now. Thank you!

SUBMIT MY ANSWERS NOW »

YOU ARE DONE! YOU CAN NOW CLOSE THIS WEBPAGE.