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Developing Evidence-Based Bullying Prevention Tip Sheets for Parents, Students, and Educators

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Bullying is a pervasive issue throughout the world and can cause immense challenges within the school environment. Thus, it is critical to continue developing support structures for parents, educators, and students to combat this problem. In recent years, the general populace has increasingly interacted with social media applications and this platform may be an effective tool to use for informing people about the issue of bullying and preventative strategies. This study was a collaboration by the University of Missouri Bully Prevention Lab, the International Bully Prevention Association, and Facebook. The purpose of this study was to develop succinct and empirical guidelines for parents, students, and educators to help them prevent and respond effectively to bullying by disseminating evidence-based advice through Facebook. The authors developed three separate tip sheets targeted at each group of primary stakeholders related to the issue of bullying: parents, students, and educators. A literature review was conducted to identify suggestions for each of the three common roles involved in preventing bullying mentioned previously. For each of the three categories, the top tips were chosen based on how frequently each recommendation was found throughout the literature search. At the time of this publication, the final products have been distributed by Facebook through a soft launch limited to certain regions and will remain part of Facebook's anti-bullying campaign. The prevalence of bullying in schools can have a severe impact on students' learning as well as physical, mental, and emotional health. Therefore, it is vital to continue connecting the general population with accessible tips and strategies that will enable them to more effectively prevent bullying.