THE STUDENT ADVISORY COUNCIL TO THE ILLINOIS STATE BOARD OF EDUCATION PRESENTS:
Definition:

- Cyber-bullying occurs when a student is tormented, threatened, harassed, humiliated, or otherwise negatively targeted by another student through the use of the Internet, or cellular phones.*

*Shayne Aldridge of the The Illinois School Board Journal 12/11
SAC members ran a voluntary survey (the summary of which is available below) at their schools collecting cyber-bullying and demographic data.
Do you feel that stress and/or conflict caused by social networks sites is a significant problem?

Yes: 40%
No: 60%

“How aware of you are “cyber-bullying”?”

Not at all aware: 4%
Somewhat aware: 15%
Very Aware: 38%
Aware: 43%
Have you ever distributed undesirable comments about someone else using technological communications?

- Yes: 23%
- No: 77%

Have you ever cyber-bullied someone else?

- Yes: 11%
- No: 89%

Difference = 12%
Rosalind Wiseman, author of *Queen Bees and Wannabes* and anti-bullying advocate, gave us some advice:

- Lecturing “at” kids is ineffective.
- Altering social climate is the most efficient way to combat bullying.
- It is really important to involve adults as well as children in the process of social alteration.
Inform, Reform, Redefine the Norm

Purpose: To proactively engage the issue of cyber-bullying by properly educating the public, fighting social humiliation and establishing a new societal standard for respect and acceptance.
Inform

- Implement interactive programs that educate communities about cyber-bullying.
  - No-Bull Challenge
  - Yellow Ribbon Week
  - Seminars for Parents and Students
  - Student-led Roundtable Discussions
  - Guest Speakers
  - Other Potential Programs
Support positive initiatives that work to combat cyber-bullying

- OLWEUS
- Delete Day
- Hotline
- School Discipline Policies
- Bullying Report Forms
- Other Potential Programs
Redefine the Norm

- Solidify new social climate
  - Provide incentives, i.e. a competitive pilot grant
  - Unify communities
  - Create stronger learning environments
  - Establish online networks for administrators to discuss anti-bullying ideas and successes
Conclusions

- Cyber-bullying has become a significant issue for a large fraction of students in Illinois.
- ISBE can create a suggested plan of attack for schools to follow.