

## **“Take a Stand. Lend a Hand. Stop Bullying Now!” campaign**

Since our campaign launched in March, 2004, we have reached millions of Americans with our bullying prevention messages and resources. As this New Year begins, we want to take a moment to share with you the ways that the campaign continues to grow and change.

The website [www.stopbullyingnow.hrsa.gov](http://www.stopbullyingnow.hrsa.gov) the virtual home of the campaign, was recently updated to make it easier to navigate and more useful to all who have a stake in bullying prevention. Here are a few of the new additions:

**Using this site** - This new section stresses the fact that no matter how you have been touched or impacted by bullying, you can make a valuable contribution. It highlights ways that different groups of adults (i.e. teachers, parents, media, etc.) can use the site to get involved.

**Step by Step Guide** - It is sometimes difficult for parents and other concerned adults in a community to know how to work with local organizations to bring about positive change. Here we offer tips about how to effectively mobilize others in your community around bullying prevention.

**Teacher’s Corner** - Here we offer materials for educators who may wish to begin educating their students and staff about bullying. This “teacher’s kit” can be a launching pad for discussions and future activities that focus on bullying prevention.

**Partner Spotlight** - Over 70 organizations provided insights and contributed their resources to ensure that the Stop Bullying Now! Campaign was a success. Here we will highlight their individual success stories by periodically featuring one of our partners, so be sure to check back for updates and new developments.

We are also moving forward with plans to create a Spanish portion of the website and expect that it will be up and running sometime early this year.

In other news, we have entered the second season of our partnership with NBC and its “The More You Know” campaign. This season, Brittany Snow, star of NBC’s “American Dreams” is featured in bullying prevention spots that air during NBC’s “Discovery Kids” youth programming on Saturday mornings.