



# **BULLYING** **ENDS HERE**

*What Everyone  
Needs to Know*

# What is Bullying?



## Bullying Behaviour

Bullying is serious behaviour that has three key features – all three must be present for the situation to be considered bullying:

- **Power imbalance:** One child clearly has power over the other(s), which may be due to age, size, social status, and so on.
- **Intention to harm:** The purpose of the bullying behaviour is to harm or hurt other(s) – it's intended to be cruel and is clearly not accidental.
- **Repeated over time:** Bullying behaviour continues over time and worsens with repetition. There is a real or implied threat that the behaviour will not stop, and in fact will become even more serious.

## Bullying is NOT

### Peer Conflict

Conflict between and among peers is a natural part of growing up. [If it's peer conflict you will be aware that these children:](#)

- **Usually choose to play or hang out together.**
- **Have equal power (similar age, size, social status, etc.).**
- **Are equally upset.**
- **Are both interested in the outcome.**
- **Will be able to work things out with adult help (after calming down).**

### Mean Behaviour

Children may try out behaviours to assert themselves – sometimes saying or doing cruel things. If it is mean behaviour, usually:

- **It is not planned and seems to happen spontaneously or by chance.**
- **It may be aimed at any child nearby.**
- **The child being cruel may feel badly when an adult points out the harm they've caused.**

# Cyberbullying



Social Media Expert, Darren Laur, has worked over thirty years in law enforcement and shares his knowledge through his company, Personal Protection Services Inc. Darren provides the following information regarding cyberbullying.

Although traditional bullying has really only affected our youth while at, or traveling to and from school, modern technology has now enabled those who bully to extend their reach of peer aggression no matter where the intended target may be located.

Current research has found that cyberbullying/peer aggression is most often committed by someone the intended target knows, loves, or trusts and is the most frequent threat and challenge that youth face today - both online and offline. Of concern to us as parents and caregivers, recent research has shown that 60% of those targeted do not tell an adult. According to experts in the field of cyberbullying, there are two primary reasons why our youth are not disclosing:

- 1. Victims don't want to be blamed for the behaviour and are often afraid that parents will simply remove the source of the problem (their computer or cell phone).**
- 2. Victims feel adults are ill equipped or unwilling to intervene on their behalf in a calm and rational manner, to resolve the situation. Just recently Dr Hinduja reported that 17% of youth said that telling a parent was effective, and only 6.2% said an educator's intervention actually worked. As adults we need to do better to help our kids overcome this challenge.**

Another big reason why cyberbullying has become more frequent is because the cyberbully does not immediately understand or internalize the very real consequences of their actions until it is too late. Youth live for the here and now and rarely think about the future. This is why it is so important to educate our youth about the harmful consequences of cyberbullying.

## So what can cyberbullying look like?

Mediums through which cyberbullying often occur include cellular voice mail, emails, social media platforms, voting/rating sites, blogging sites, web sites, virtual worlds, texting and online gaming.



## Cyberbullying Signs:

Although it is not uncommon for targets of cyberbullying to stay silent about being victimized, there are several behavioural changes that parents, teachers and guardians should be aware of, to identify a person who may need help:

- A marked change in computer or cellphone habits.
- Appears angry, depressed, or frustrated after using the computer or cellphone.
- Won't say who they are talking/texting to.
- Trouble sleeping.
- Stomach and headaches.
- Fear of leaving the house.
- Crying for no apparent reason.
- Frequent visits to the office, wants to call mom/dad to come and get them.
- Lowered self-esteem.
- A marked change in attitude, dress, or habits.
- Unexplained broken personal possessions, loss of money, loss of personal items.
- Stories that don't make sense.
- Missing or incomplete schoolwork and decreased success in studies.

## So what can your child do if a cyberbully is targeting them or a friend?

- Describe the incidents of cyberbullying/violence to a trusted adult. If the adult takes no action, find another person. Keep telling until someone helps to make it stop.
- Ignore all cyberbullying attempts. If they take the bait by replying, it will only get worse.
- Restrict communication via e-mail, DM's, IM and text to only those that you know.
- Restrict others from being able to add them to their buddy list. This can usually be done in the privacy settings.
- Google their name and see what is on the internet about themselves or a family member, the results may shock you. I would also suggest that they setup 'Google Alerts' to help monitor their digital presence online. This will alert them to any additions about their name on the internet.
- Take a screen capture of what was said on the internet, report the sender to the social media platform and then block the sender. Most apps have these features.
- Remember to record, copy, screen capture and save everything. This will help school administrators have a clear picture of what is taking place.

## Parents:

Disclosure is the first step in the recovery process. When your child discloses to you that they are a target of cyberbullying, do not get angry or immediately ban your child from accessing the internet. Although this may seem to be the natural or reassuring action, keep in mind that internet access is an indispensable social component to 21st century adolescence. If your child believes that you will not react calmly to resolve the situation or believes that you will take away the internet, they will not disclose. Furthermore, removing access will not ultimately deal with the underlying issue that your child had been targeted. This does not end the cyberbullying; it will continue to take place on the internet in your child's absence.

*To learn more about what Darren has to share, please visit his website at*  
**[www.thewhitehatter.ca](http://www.thewhitehatter.ca)**



## Signs a Child is Being Bullied

- Significant change in behaviour such as eating loss, withdrawn, change in sleep patterns.
- Torn or damaged clothing.
- Possessions are going missing or 'losing' things like money.
- Scratches and bruises that can't be explained.
- Not wanting to go to school or having trouble with school work.
- Not wanting to go out and play with friends.
- Changing the route normally taken to school.
- Unexplained head/stomach aches or other pains.
- Easily upset, unexplained emotional outbursts and tears.
- Being nervous about text messages or using the internet.
- Giving improbable excuses for any of the above.
- Social anxiety, loneliness and a sense of hopelessness.
- Signs of depression, thoughts of self harm or suicide.
- Nightmares and/or trouble sleeping at night.

***Every Bully Needs Two Things:  
A Target and an Audience***

# Bullying Facts:

- Bullying can come in various forms; physical, verbal, relational, cyber or reactive.
- Bullies often have high self-esteem and tend to be social climbers.
- Bystanders of bullying tend to succumb to what they believe is peer pressure and support bullying behavior due to fear of becoming the victim.
- Bullying can have significant negative outcomes for both the bully and the victim.
- Victims will often go to people other than parents as they fear getting into more trouble. - *Do not take this personally.*



## Youth:

- It is NOT your fault if you are being bullied.
- Reach out to an adult that you trust and let them know what is going on.
- Report bullying behaviour right away before things get any worse.
- If you witness bullying behaviour, report it immediately to an adult. The victim may be too afraid to reach out on their own.
- Sometimes what seems obvious to others, may not be. Reach out and never assume that an adult already knows what is taking place.
- Being a bystander (seeing bullying when it happens) only makes things worse for the victim unless you do something. If you feel safe, intervene. If you don't feel safe, get help immediately.
- Do not forward or share negative messages sent or received on the internet. This will only make things worse for the victim.
- Never change who you are for others.

## Bullying Behaviour can Include:

- Being called names, put down, teased or threatened.
- Being hit, kicked or tripped.
- Having belongings stolen or damaged.
- Being ignored, left out or having rumours started about them.
- Receiving abusive text messages or emails.
- Being forced to do things against their will.
- Being targeted for who they are or who they are perceived to be.

# What Can I Do?



- **LAAA** (*Listen, Ask, Agree, Act*)
- **Listen** to what your child has to share. Do not interrupt. Remain calm no matter what they share.
- **Ask** more details, learn about what is happening such as how long and by whom.
- **Agree** on a plan on how to proceed. Not all incidents of bullying need adult intervention; sometimes a child just needs to vent.
- **Act** on what you have agreed upon and follow up. Do not do anything that you haven't agreed to with your child as this could make it worse.
- Always encourage your child to talk about anything that concerns them.
- Be calm – try not to let your child see how angry and upset you may feel at what is happening to them.
- Reassure them that what is happening to them is not their fault.
- Find out the facts.
- Contact your child's school (if applicable and agreed to with your child).
- Never tell your child to 'just ignore it' or try to change who they are.
- Don't expect the child to work it out on his or her own. Help guide them.
- Do not demand or expect apologies from the bully.
- Let your child know that you will be there to help them and always follow through.
- Identify someone at your child's school that they trust who can help your child feel safe.
- Document all incidents of bullying (time, dates and details), capture screen shots from cyberbullying and share this with all parties involved.
- Help your child with new friendships. This will improve self-esteem and create more positive connections.
- Help your child learn about what to do when bullying happens (speak up, walk away, tell a trusted adult).
- Work with other parents involved with an open mind. Being angry or standoffish will only make things worse.
- When the bullying ends, the effects of the past have not. Follow up is required over time.
- Google your child's name from time to time to see what shows. If you can find it, so can a potential employer.
- Consider downloading all of the apps that your child is using so that you can familiarize yourself with them.
- **Children will often only tell you a 'little bit' at first as a test to see how you react. Be aware of this and create a comfortable space to talk more about it and see if more is taking place.**



## Teachers

- Teachers often underestimate how much bullying is occurring at their schools as students are rarely aggressive in a teacher's presence.
- Do NOT blame the victim or tell them to 'ignore it'.
- Ensure your school has clear anti-bullying policies in place for all types of bullying and familiarize yourself with them.
- Incorporate healthy relationships, internet safety and bullying awareness into your curriculum.
- Speak about the topic of bullying often.



### What can I do to Help?

- Investigate all allegations of bullying behaviour.
- Act immediately and involve anyone that needs to be included.
- Involve the parents/guardians of the child accused of bullying.
- When appropriate, sanctions should be applied to the child or young person displaying bullying behaviour and if confirmed, the incident can be logged as bullying behaviour.
- Support the child being bullied and reassure them that you will help.
- Support the child displaying the bullying behaviour and learn why this behaviour is taking place.
- Report all incidents to the appropriate senior staff.
- Continuously encourage healthy relationship skills in the students' lives.
- Take all reports of bullying seriously, intervening when necessary.
- Make sure your Anti-Bullying Policy is up to date.
- Be aware of the areas in the school where bullying typically happens the most (hallways, school yard, change rooms) and have a presence.
- If the incident involves violence, abuse or demands for money, then the Police should be considered as an important resource.



# What if My Child *IS* the Bully?



- Acknowledge the behaviour and reassure your child that their behaviour does NOT define their character. A change in behaviour will enhance their real self.
- Sit down with your child and speak in a calm, firm tone and ask them what happened and why they behaved in such a way.
- Be a good listener and avoid blame.
- Remind them that it's okay to admit that they made a mistake.
- Ask questions such as 'did it hurt someone?' or 'Is what you did respectful?' Have your child think about their actions.
- Explain the importance of treating people fairly and with respect.
- Help them understand that they are responsible for their actions.
- Work with the school and try to remain calm and not become angry or defensive.
- Speak to the staff to learn more, such as how long this has been going on.
- Work with school staff and get reports on how your child is doing.
- Try to understand the reason for your child's behaviour and ensure there isn't something else going on – they are being bullied, emotional struggles etc.
- Listen to what others have to say about your child with an open mind.
- Eat meals together.
- Teach empathy – explain that bullying causes physical, psychological and emotional harm to others and can have long-lasting effects.
- Work to find a way for your child to make amends. This has to be taken into consideration if that is what the victim wishes.
- Set boundaries and limits. If your child shows any sign of aggressive behaviour, stop it immediately.
- Consider creating new positive environments for your child to be a part of such as after-school or extra-curricular activities.
- Provide appropriate consequences for your child's negative behaviour.
- Model your own behaviours to be those you expect from your child. Be a role model.
- Children who bully are learning to use power and aggression to control and victimize other children. If this is not addressed, they risk growing up not knowing the difference between right and wrong and are at a higher risk of delinquency, substance abuse, academic problems and a future of crime.
- By taking immediate action, you can help your child learn new ways of managing their feelings, peer pressure and conflict with others.



## For healthier living environments

Because health and education are among our fundamental values, iA Financial Group is proud to provide financial support to Bullying Ends Here through our philanthropy program. Bullying is often seen in school settings and threatens the mental health of our youth. We are happy to help develop these information kits that will, without a shadow of a doubt, be very useful to parents and teachers.

With its program to help victims of bullying and abuse, Bullying Ends Here helps to maintain healthier life and learning environments from coast to coast.

Together, let's build a world where awareness and respect for others prevail.

**A world enhanced by everyone's differences.**



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**Industrial Alliance Insurance and Financial Services Inc.**

**ia.ca**

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# Tad Milmine

Hi! My name is Tad Milmine and I am the founder/creator of Bullying Ends Here. Since 2012, I have dedicated my life to helping those that need it most. Let me back up a bit to explain why I am so passionate about eradicating bullying in our communities.

I grew up in Cambridge, Ontario Canada. At the age of five, my parents divorced and I was left in a home that included abuse and neglect. I was confined to a dark, damp basement for twelve years while only being permitted to leave to attend school. Unfortunately for me, being at school was no different than being in the basement, it was just different. I was extremely shy and cried a lot which meant the kids had an easy target to bully relentlessly for years. I was pushed around, spat on, my hair pulled out, called names and assaulted almost daily.

I always felt as though I was the only one that was being abused, neglected and bullied. Because of this, I never reached out for fear that it would be a sign of weakness or simply make matters worse. What I would do however is put my head on a pillow each night hoping and wishing that tomorrow would be better somehow. That never happened. My mental health was deteriorating by high school and I knew it.



At seventeen years old, I ran away from home and started working on the material things in life but neglected to address my mental health that I carried with me daily. At twenty-two years of age, I attempted suicide. When I awoke, I chose to always live positively and to get the professional help I needed so badly. I had never felt better. Since the age of five, I always had a dream that I wanted to be a Police Officer when I grew up. It is this dream that arguably kept me alive for all of those years. At the age of thirty-two, I achieved that dream and can now help those that need it most; just as I always imagined.

Just as my life appeared to have come together, my life-long dream achieved and my mental health struggles behind me for the most part, I had no idea that life was going to change drastically one night in late October 2011.

# Jamie Hubley

It was late October 2011 that I was reading the news and saw a headline that read 'Ottawa teenager takes his own life because of severe bullying'. That night was going to change my life forever. I read about a fifteen year old gay youth named Jamie Hubley.

While reading his story, I learned that at the age of five he began figure skating. When his peers at school learned of this, the bullying began. It started with being called names like 'gay' and 'freak' but would eventually turn physical and move to social media over time.

Jamie not only was experiencing relentless bullying, but he was also struggling with mental illness as a result.

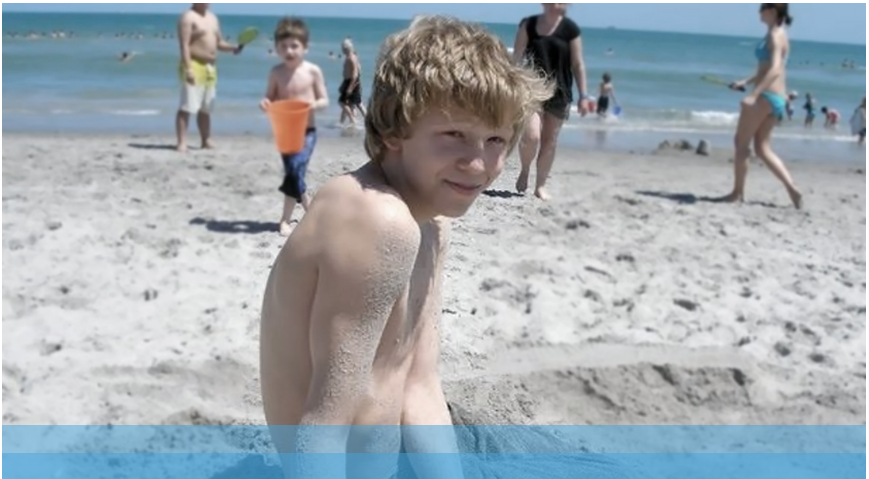
Although I read about tragedies in the news all of the time and witness it in my role as a Police Officer, nothing has ever moved me the way that Jamie's story had. I remember finishing the article and being frozen in bed, only able to reflect back to being a five year old little boy having a dream that I wanted to become a Police Officer because when I grew up, I wanted to be able to help others.



I decided right in that moment that I wanted to do something to help those that need it most, to show them that they are not alone and to educate everyone that there are others who are having similar experiences. This is why Bullying Ends Here was created.

RIP my little Unicorn.

***Jamie Hubley November 23, 1996 - October 15, 2011***



# Bullying Ends Here

## School Presentations

After reading about Jamie's untimely passing, I began going to schools all across Canada sharing my own story and how I continue to struggle but that there is hope. I wanted youth to know that dreams can come true and that help is available but that the first step has to start with them. To show that no one is ever truly alone and that I am always here to help out. I had no idea how big Bullying Ends Here was actually going to grow but I knew that for as long as I was being requested to share my program, I was going to do all I could to do so. Because of word of mouth, I now do these presentations all around the world.

This one hour presentation does not include any video or photos, it is just me, standing in front of an audience (eleven years old and up) sharing my own story and what it felt like to be in my position growing up. I speak openly of the abuse, neglect and struggles with mental health. I also emphasize the importance of reaching out for help when you need it because, although our struggles may feel as though they would be obvious to others, the truth is, it isn't always that way. I waited for twelve years to be 'rescued' from that basement thinking that it was so obvious and people would come. The truth is that no one ever knew I was locked down there because I never told anyone.

I then share Jamie's story to the best of my ability and some of the experiences he faced. Youth are quite upset to hear that Jamie is not with us after I describe how amazing this young man was. The audience then learns how their words and actions are having serious consequences on others. I find that this approach to bullying is having a VERY positive impact based on the feedback, future invitations to speak and the 20,000 emails I receive each year from youth wanting to say HI to me. Did I mention that I do the vast majority of my presentations on my own time while balancing the role of my duties of a front line Police Officer?

I am writing this guide to provide information that I have learned over the years from receiving those emails, speaking to professionals in the education field along with Police Officers around the world. This guide will provide you the most important information and is based on bullying that takes place daily in our schools, NOT the extreme cases (VERY rare) which require more attention than this guide could ever provide.

I thank Industrial Alliance for their financial support to make this possible and I thank YOU for helping make our world a better place. Together we will not only change lives, but SAVE them!

*Your friend, Tad.*



# There's More

Aside from school presentations, we also speak at community events, correctional facilities, churches, corporate functions, universities and just about any other location imaginable.

## Website:

We offer an informative website at [www.bullyingendshere.ca](http://www.bullyingendshere.ca) where you can find resources, videos and much more about Jamie, Tad and youth who have written to us. You can find references, expert opinions and just about anything else you need regarding bullying.



## Scholarships:

Do you know someone who has gone above and beyond to help our communities and who is going to university? The Bullying Ends Here Scholarship in Memory of Jamie Hubley might be able to help. Annual funding for each consecutive year of school is available (up to a maximum of five years). More information can be found on the website.



Levon Vokins 2018/19

## Bullying Ends Here Award:

Has someone done something amazing to help make your community a better place? This award recognizes their efforts. This is open to all ages and is awarded twice per year.

More information on how to nominate someone can be found on the website.



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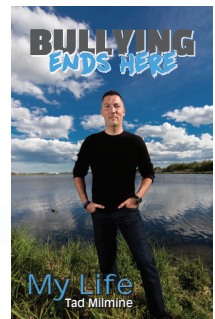
## Donate:

Bullying Ends Here is a registered charity in Canada and relies on donations to continue our life saving work. Through the website, you can donate through Paypal and by Credit Card. Cheques can be made payable to **Bullying Ends Here** and mailed to: PO Box 11017, Seton PO, Calgary AB, T3M 1Y6. Sponsorships are also available.

Please visit the website for more details.

## Books:

Please visit the website to learn more about the books that Tad has written.



# Listen to This

“ Many students and staff have said it was the best assembly they have been to at our school....EVER! Your passion about this issue and the honesty with which it was presented is truly inspirational.”

“ Your presentation is raw, honest, and compelling. Your message is very clear and I know the kids hear it. I know your presentation is saving lives.”

“ I just wanted to say Thank you! You helped me overcome depression, and suicidal thoughts! My grades are up and I've made so many new friends by just putting myself out there. Thank you.”

“ He stopped thinking about killing himself after he heard you speak at the school....he now believes he has a chance to turn out to be a good person as well so there is no need to die.”

“ When I got back to our room with my class I told them that in 30 years of teaching yours was the most powerful and meaningful assembly that I have ever been a part of.”

“ Your presentation saved my life. You may think that you were just talking but you made me see the light at the end of the tunnel.”

“ Wow, those are the only words I am able to use to describe your presentation. It was truly remarkable and eye opening.”



# BULLYING ENDS HERE

## **Bullying Ends Here**

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