



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

*What Everyone  
Needs To Know  
& How You Can Help*

# 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.



# 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- Significant change in behaviour such as eating loss, withdrawn, change in sleep patterns.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 **/S** 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.
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## 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.**



INVESTED IN YOU.



# About Our Founder & President, 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.

# Why We Do What We Do, 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.

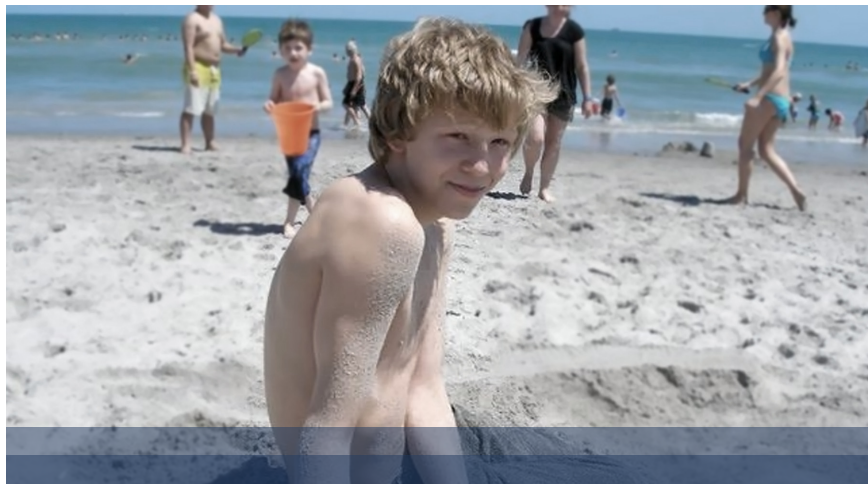
Although I read about tragedies in the news all of the time and witness it in my role as a Police Officer, nothing has ever moved me the way that Jamie's story had. I remember finishing the article and being frozen in bed, only able to reflect back to being a five year old little boy having a dream that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



# ***Our Presentations***

# Bullying Ends Here Presentations

Bullying Ends Here offers dozens of presentation options to address ALL forms of bullying, for ALL ages.

## “Lived Experience Presentation”

This presentation is suitable for ages 11 through to adults and is approximately 75 minutes long. Our President and Founder, Constable Tad Milmine shares his own personal life journey, including abuse, neglect and struggles with mental illness, all while being confined to a dungy basement between the ages of 5 and 17. Tad's story has been heard all around the world as the message he delivers is one that resonates with everyone in some way. Having shared his presentation to over a million students, been featured in countless documentaries, news pieces and articles, Tad's mission of helping to make the world a better place will in fact leave you feeling that anything is possible.

## “Cyberbullying and Social Media Presentations”

With over a dozen different presentations to choose from, our certified experts, Darren and Brandon Laur can help guide you through a world that may seem unnavigable at times. Both Darren and Brandon are recognized as being two of Canada's top social media experts! Based on incredible program feedback, you will not be disappointed with whichever presentation(s) you choose.

## “Workplace Bullying”

The one and only, Linda Crockett provides her wealth of knowledge and expertise when it comes to workplace bullying and harassment. Linda is well recognized for providing unparalleled support when it comes to education, intervention, strategies and prevention relating to all forms of workplace bullying and harassment. To learn more about how Linda can help your workplace, please visit our website.



# 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 and his team have to offer, please visit our website at*  
**[www.bullyingendshere.ca](http://www.bullyingendshere.ca)**



# Workplace Bullying

It is reported that between 10%-40% of individuals in the workforce report being bullied at some point during their careers. The bullying itself could come in the form of insults, speaking down, alienation, allegations or even assault. It could take place in person or in the form of cyberbullying.

Bullying within the workplace often starts with 'water cooler discussions' where negative talk takes place. The talk is typically about a particular colleague with the intent to isolate. Those around the cooler no longer want to associate, or even work with, that person. This person could be anyone.



Our Expert, Linda Crockett, is an international expert on the topic of workplace bullying and harassment. She is also the founder of the first and only full-service Workplace Bullying and Harassment Resource Centre located in Canada (2010). The Canadian Institute of Workplace Bullying and Harassment (CIWPB) offers a variety of services to meet the needs of leaders, groups, and individuals. With a holistic perspective on this complex topic, CIWPB focuses on prevention, intervention, and repair or recovery options.



# 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 have a comprehensive website at **[www.bullyingendshere.ca](http://www.bullyingendshere.ca)** where you can learn more about our programs, experts, resources and much more!



## 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.



Coin 17 to Cole

## App:

This app is free to download on all Android and Apple products and allows youth to report incidents anonymously from anywhere in Canada and have an expert help them, and those involved. This is a first in Canada!

## Books:

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



## Birthday Program:

We at Bullying Ends Here believe that everyone deserves to have at least one special day out of the year. All we need is a name, birthdate and a mailing address and we will send a small gift to recognize their day!

## Youth Advisory Board:

New to the charity in 2022, we now have a Youth Advisory Board who report to the Board of Directors about issues important to them. If you are a youth who wants to help, please visit the website to apply today!!



***Jamie's Heroes*** is an in-school program where youth can be leaders within their own school by befriending those who need it most, help ensure they are safe or just sit with at lunch. Volunteer time is also tracked to count towards school requirements for volunteering. This is an excellent opportunity to lead by example and help those who need it most. Every volunteer is provided a 'Jamie's Heroes' brightly coloured t-shirt to ensure they are recognized in the hallways as being safe students to approach.



# 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.”

# Get Involved



## Sponsorship Opportunities

Bullying Ends Here is a Canadian registered charity and relies solely on your generosity to ensure we can keep this life saving program going. We accept all forms of payment through our website, cheques to the address listed on the back of this brochure or cash in any amount. If requested, we issue tax receipts for any donation made. We are always looking for creative ways to raise funds and welcome any suggestions that you may have. We also have sponsorship opportunities that include the opportunity to have your logo on all of our literature, website, worn clothing and even television spots.

***Please visit our website and reach out to any of our talented team anytime!***

## Donate

'Bullying Ends Here' is a Registered Charity in Canada. All donations will receive a tax receipt if requested. Your generous gift will ensure that the 'Bullying Ends Here' presentation, and message, is heard by as many youth and adults as possible. Every dollar goes directly to helping those that need it most.

Charity number **824852248RR0001**

***There are many ways to donate to 'Bullying Ends Here'.  
Please visit our website for full details.***



# BULLYING ENDS HERE

**Bullying Ends Here**

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SCAN ME