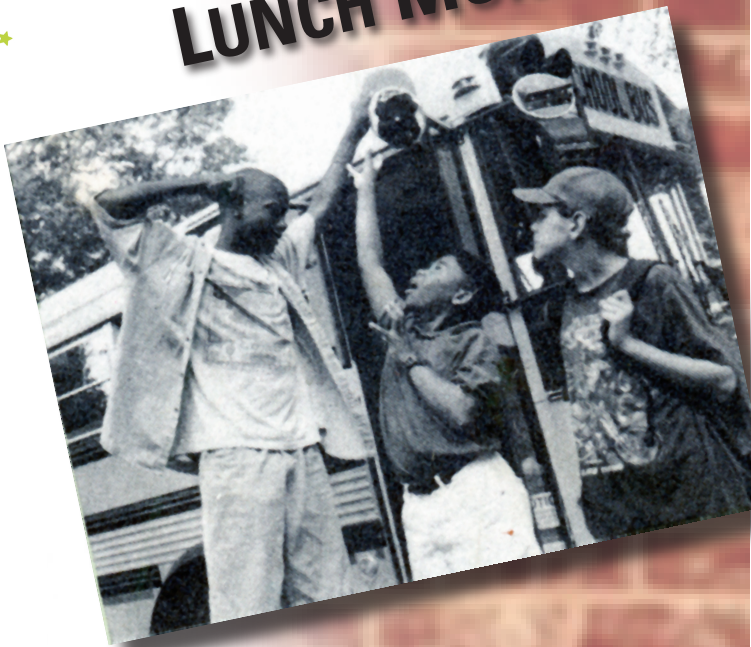


**"BULLYING"
COSTS STUDENTS
MORE THAN
LUNCH MONEY!**



**BULLYING: A COMPREHENSIVE
SCHOOL-BASED PROGRAM TO
REDUCE BULLYING AMONG
MIDDLE-SCHOOL STUDENTS**



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BULLYING COSTS



More than lunch money. When a student is bullied at school, the consequences extend far beyond the old scenario of that child pouting over his lost lunch money. Students who are bullied may suffer from physical ailments, which may be real due to anxiety or faked to avoid school. They may lose interest in school and begin to make poor grades. Sometimes, victims of bullying may even react violently to the situation by attacking their tormentor or harming themselves.

Long-term consequences. The costs of bullying may not disappear as students grow into adults. One long-term study reveals that males as old as 23 years of age carry emotional scars from bullying as a child, being more depressed and having lower self-esteem than other males who were not bullied.

Bullies pay, too. Bullying may, also, have long-term ramifications on kids that bully. A long-term study shows a high percentage of children involved in bullying become adults with criminal records.

The bullying program helps. Middle-school teachers can address this harmful behavior early and cut its high costs by using the **Bullying Program**.

ABOUT THE BULLYING PROGRAM

This comprehensive program uses the video **Bullying** and the accompanying teacher's guide to put in place several strategies to reduce bullying in school.

Students are presented with various bullying scenarios in the video. At the end of each scenario questions are asked to provoke thought and discussion about the characters involved and the circumstances surrounding their situations.

The strategies the **Bullying Program** uses may be implemented:

- ◆ on a school-wide level,
- ◆ on a classroom level, or
- ◆ on an individual level with the bully and victim.

THE BULLYING PROGRAM WORKS

Implementation of the **Bullying Program** strategies impacts students and is shown to significantly reduce bullying and have other positive ripple effects. The program is found to:

- ◆ reduce bullying problems by 50% within two years;
- ◆ decrease other related antisocial behaviors, such as truancy, vandalism, theft and alcohol consumption; and
- ◆ improve students' attitudes toward school life.

EDUCATORS NEED "BULLYING"

Basic Right. Every child has the right to learn in a school environment free from oppression, harassment, or belittlement. Using the **Bullying Program**, teachers can secure this right for their students, and even save their lunch money.

ORDER FORM

To order, call 1.800.553.7752, or fax this form to 1.803.737.3343.

Yes, I want ___ copies of **Bullying** @ \$69.95 per copy, plus \$4.99 for shipping and handling (including a video and a teacher's guide).

My check or money order is enclosed. (Make checks payable to the SCETV Commission).

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