



# BULLYING

## The Cold Hard Truth

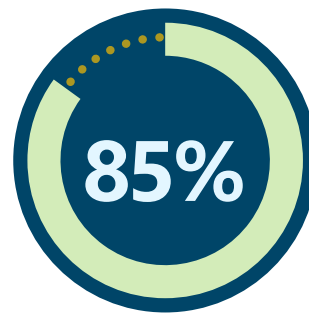


Bullying is characterized by acts of intentional harm, repeated over-time, in a relationship where an imbalance of power exists. It includes physical actions (punching, kicking, biting), verbal actions (threats, name calling, insults, racial or sexual comments), and social exclusion (spreading rumors, ignoring, gossiping, excluding) (Pepler & Craig, 2000; Ma, Stewin & Mah, 2001).

### DID YOU KNOW?

Canada has the **9th** HIGHEST RATE OF BULLYING in the 13-year-olds category on the scale of 35 countries

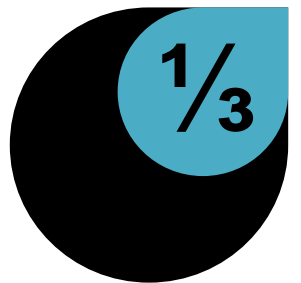
#### NUMBERS



85% of bullying takes place in front of other people

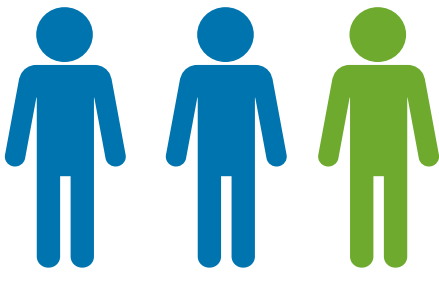


# Around

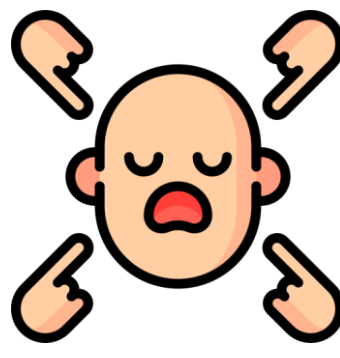


1/3 of the population has experienced bullying as a child

#### PEOPLE



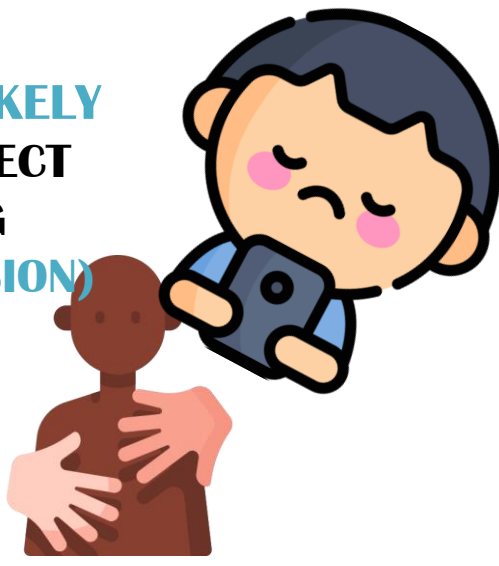
1 OUT OF 3 YOUTH ARE BEING BULLIED IN CANADA EACH DAY



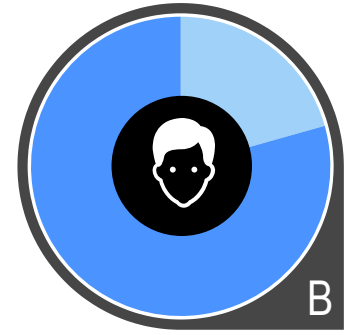
#### CYBERBULLYING

#### COMPARISONS

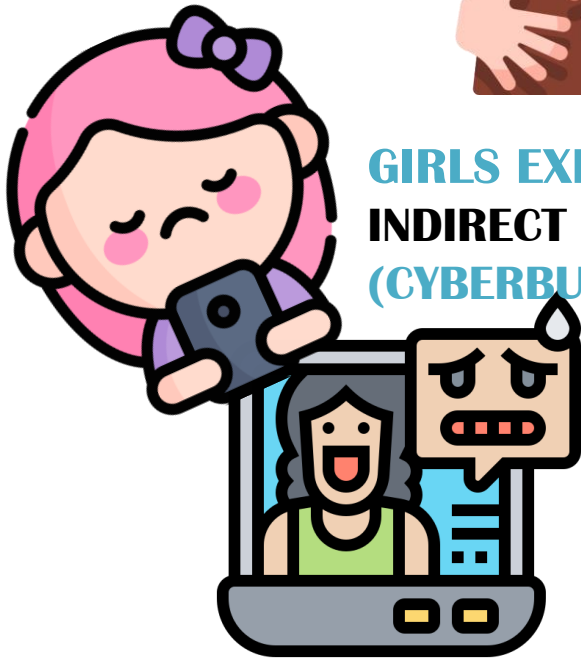
BOYS ARE MORE LIKELY TO EXPERIENCE DIRECT FORMS OF BULLYING (PHYSICAL AGGRESSION)



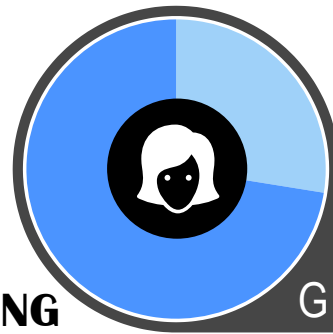
26% OF BOYS ONLINE ARE BEING BULLIED



GIRLS EXPERIENCE MORE INDIRECT FORMS OF BULLYING (CYBERBULLYING)



38% OF GIRLS ONLINE ARE BEING BULLIED



## IMPACT

#### REALITY



75% OF PEOPLE SAY THEY HAVE BEEN AFFECTED BY BULLYING

#### LIKELIHOOD

CHILDREN WHO BULLY

ARE MORE LIKELY TO BECOME INVOLVED WITH CRIMINAL ACTIVITY

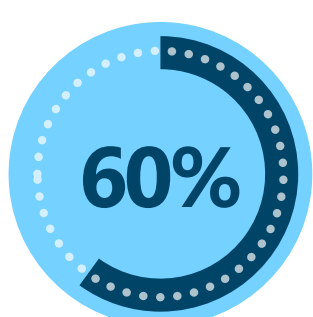


### ADULTS

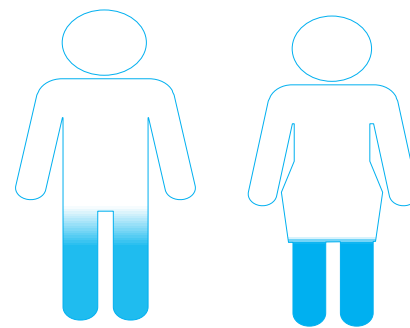
WHO WERE BULLIED AS CHILDREN ARE MORE LIKELY TO SUFFER FROM DEPRESSION IN ADULTHOOD



#### RESULTS



60% OF MALES THAT BULLY IN SCHOOL HAVE CRIMINAL RECORDS BY 24



Among adult Canadians, reported experienced bullying during their school days

## STOP BULLYING



TEACH YOUR KIDS TO BE A HERO



WHEN PEERS INTERVENE MOST INCIDENT STOP

within 10 SECONDS



Identify children at risk and help them develop HEALTHY RELATIONSHIPS