No Bully

Each year approximately 30% of students worldwide are the target of bullying. Lives are lost or forever changed.

Bullying is different from just playing around or peer conflict. It occurs when a student, or group of students, repeatedly hurt or humiliate another student. Bullying and harassment often cause lasting physical and mental harm, marginalize diverse students and negatively impact the entire school culture.

No Bully® is a nonprofit organization that ignites student compassion to eradicate bullying and cyberbullying.

The No Bully System® is a step-by-step process and set of interventions to prevent and stop bullying and cyberbullying in school and after-school programs. Developed through years of partnering with schools, it guides school leaders, teachers and staff in a series of interventions for responding to bullying and harassment, depending on the severity of the incident. When severe or persistent bullying occurs, teachers facilitate Solution Teams®, where the target’s peer group and the bully come together to bring the bullying to an end.

The No Bully® website has information for teachers, parents and students on how to recognize bullying, what constitutes bullying and how to build preventative measures into your family, your school and your community.

They teamed up with Burger King to create this powerful video.

Cyberbullying is just one form of bullying - a subset of the above. Around one in six US adolescents (15 per cent) in grades 9 through 12 were bullied electronically in the last year. Source: Centers for Disease Control and Prevention. 2013 Youth Risk Behavior Survey.

Visit No Bully Site