

Stand Up to Bullying Video Activity Guidelines

This activity is designed to develop school-wide awareness of bullying behavior and to empower students and adults to stand up for themselves and others. By working with students in small groups to develop brief video announcements, you can build a shared understanding of how school life should be and introduce students to **upstander behavior** in a way that's fun, easy and participatory.

This exercise is best launched during a school-wide bully prevention initiative, such as "Bullying Awareness Month." It can also easily be launched as a class, club or after-school activity. Start with the first step, and integrate the following steps depending on time and your own goals. This activity can be split into multiple short activities or done over longer periods. These instructions split the activity into three different phases.

After these instructions are helpful one-sheets designed to guide you in this process. Use the BullyBust Guidelines to brainstorm ideas for the video(s).

- **Number of Students:** Small group (3-5 students) or whole class activity (20-35 students)
- **Materials:** Pencil, paper
- **Goal:** The objective of this activity is for students to develop a sense of empowerment by creating a Bully Prevention/Upstander-themed video announcement(s) and preparing to share it with others in the school or class. As a facilitator, your major goal is to instill students with a sense of what it means to be an upstander and help them integrate upstander behavior into their daily lives. The students' major goals are to understand what it means to be an upstander and to authentically promote upstander behavior to others.
- **Social Emotional Learning Goals:** relationship skills, empathy, respect for differences

Activity: Creating Your Video

Part 1: Create a Script

- 1) Introduce the project to your students, and open up a discussion about bullying at your school. Here are several ways to start the conversation about bullying:
 - Show a video clip that illustrates the effects of bullying:
 - [Ryan Halligan](#) (John Halligan's video for his son)
 - [ABC: Bullying](#)
 - [CNN: Bully suicide](#)

- 2) Orient students to Upstander Behavior and the difference between an upstander and a passive bystander. First discuss how upstander behavior is defined and what it looks like:
 - **Definition:** An "upstander" is someone who recognizes when something is wrong and acts to make it right. When an upstander sees or hears about someone being bullied, they speak up. Being an upstander is being a hero: we are standing up for what is right and doing our best to help support and protect someone who is being hurt. In many ways, this is another word for being socially responsible.
 - Discuss "10 Ways to be an Upstander" ([view and print here](#)) and ask students how they stick up for themselves and one another when they are bullied.
 - Show students the "Stand up Pledge" ([view and print here](#)) to show how upstander behavior can be a part of our daily lives.

Explain what a video message (or "PSA") is and show students examples:

- **Definition:** A "public service announcement" is a noncommercial message intended to modify public attitudes by raising awareness about specific issues.
- In fall 2009, CSEE introduced this guided activity as part of a contest for the BullyBust Partner Schools. Share videos that other students and school communities have created to help them understand the project:
 - [Click here to watch these videos on YouTube](#)
- Standard-format PSA's:
 - [Stop Bullying Now PSA 1](#)
 - [National Crime Prevention: Cyberbullying PSA](#)
 - [Family.ca Anti-Bullying Ad](#)
 - [Anti-Bullying Campaign Advertisement](#) (Bullying UK: featuring celebrities)
- Video messages that tell stories or brief messages:
 - [Ahmed's Story](#) (a story approach)
 - [School's anti-bullying motivation video](#)

This exercise is offered for free at www.bullybust.org by Center for Social and Emotional Education. Visit www.schoolclimate.org to learn more about CSEE's mission and access more resources.

- [Short Anti-Bullying Clip](#) (Bullying UK: front man of band Fall Out Boy)
 - [Short clip from an Anti-Bullying mentor](#) (Bullying UK)
- 3) If you are working with a class, divide students into several small groups. Instruct students to continue their conversations and think about how they can create a 2-3 minute video announcement to promote the importance of upstander behavior. Use mind maps or other brainstorming exercises to help students come up with ideas and then decide on the most common message(s) for the video as a class. Explain that the video can be what they make of it and what makes most sense to them as students.
 - For examples, print out the Guidelines (pg. 4) and give to each group
 - 4) Instruct each group to appoint a recorder to document the group's ideas, and then give students enough time to discuss the project, select an angle and create a first draft of their script.

Part 2: Brainstorm and Develop Your Video

- 5) Divide students into the same groups that they created their video messages in. Return the group's video drafts. Allow each group 5 minutes to put the finishing touches on their announcements. Remind them that the video should be no longer than 2-3 minutes and should be a product of the entire group's participation.
- 6) Ask each group to share their video ideas to the class. Invite the class to give the presenters positive feedback. NOTE: Explain to students that feedback has to be done in a constructive way that builds the group up rather than tears the group down.
- 7) As a group, discuss the best ideas for the video. Determine how many videos you will create and how you will create it. Assign roles and responsibilities for each member of the group (i.e. who will be in front and behind the camera). Make adjustments as necessary to the cast, script, or message points throughout the process. Encourage students to consider how other members of the school community (fellow students, teachers, bus drivers, parents, etc.) can be involved. After developing a plan of action, create several cuts of the video.

Part 3: Share Your Video

- 8) Turn this into a community event by creating a "screening" for the videos and celebrating the work of students and educators involved. Use the screening to incite an open dialogue about bullying and verbal harassment in the school, and discuss ways students and adults can be upstanders together.

Stand Up to Bullying Video Guidelines

1. Stick to the topic. Your video should be about bullying and upstander behavior. Example topics:
 - Positive things you (or your school) your school is doing to prevent or reduce bullying
 - How to be an upstander everyday
 - Specific things we can do to stand up to bullying
 - Why it's important to reduce bullying
 - Why it's cool to be an upstander
 - Reasons that it's cool to be different and unique
2. Be positive. Bullying is a negative thing, but together we can prevent bullying, and THAT is a positive thing!
3. Keep it short and sweet! The video should not be longer than 2 minutes (200 words). Try to keep it at 30-60 seconds long (60-100 words).
4. Somewhere in the video, say or display your school or class name.

ACTIVITY RULES

1. If the videos will be shared with the community, all students in the video must have parent and school permission to participate.
2. All student teams must be coordinated through school programs and be moderated by a member of the staff (teacher, counselor, after-school coordinator, etc.).
3. Video cannot exceed 2 minutes.
4. Video must consist entirely of content you created yourself. No use of music, art, movies or other copyrighted material unless you have gained permission. (Under the Fair Use law, it is acceptable to use under 30 seconds of music.)
5. Must include school's name in some form during the video.
6. No gratuitous violence, simulated alcohol or drug abuse or dangerous stunts.
7. No material that promotes violence, racism, bigotry, hatred, discrimination or harm against any group or individual. No material that is hateful, slanderous or libelous.
8. All videos must be submitted by the due date as designated by your teacher or administrator.

At a Glance: “Stand Up to Bullying” Video Activity

What You Do	What You Get
1. Sign up to join the Partner Program on Bullybust.org	Welcome note with starter activities and resources, statistics and recommended programs, orientation outreach to learn about your school or district
2. Download and print the Starter Kit from the website and read through the steps and guidelines	Step-by-step directions on how to administer a bullying awareness video campaign; videos clips about bullying; guidelines and rules
3. Pull together a group of students – a diversity club, student council – to participate in the video project. (Or open up the project to your whole school by classes)	A core group of upstander student leaders; natural, student-to-student promotion of upstander behavior
4. Meet with students to develop the video(s), working from our activity sheet or your own modified version	Opportunity to learn about bullying in your school from students directly ; enhanced social emotional learning and respect for diversity ; resources from us and examples of other schools going through the process
5. Screen the video to your school to share the work of students and staff to widen bullying awareness	Student empowerment ; student body awareness of upstander behavior and effects of bullying; realization of bully awareness initiative; coverage of your initiative in CSEE outreach to other Partner Schools
6. Stay tuned to more activities, tips, and guidelines at www.bullybust.org , and share your work with BullyBust so we can highlight your progress!	Ongoing support for bully prevention awareness and promotion of upstander behavior.

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