

Take Action on Abuse and Bullying

BE AN UPSTANDER

NOVEMBER 2011

Shine the Light Campaign

Suggestions for involving your school.:

- Organize a writing contest about creative ways to be an upstander—post them in your school and give out prizes for most creative ideas
- Organize a health fair involving community partners that speak out against abuse/bullying
- Organize a website scavenger hunt involving your community organizations who work on these issues (I don't know what this means?)
- Host a fact finding home-room/classroom challenge
- Set up a booth encouraging students and staff to take the pledge
- Decorate your school Purple or Pink for the month of November
- Organize a Speak Up Day which focuses on classroom and extra-curricular activities that review the basics of abuse
- Organize Random Acts of Kindness Week—encourage students and staff to be nice to each other
- Organize an "Upstander" Day and have teachers reward those students that noticeably stand up against bullying



Did you know?

- Every six days a woman in Canada is killed by her intimate partner
- 61% of all Canadians say they personally know at least one woman who has been sexually or physically assaulted
- Half of all women in Canada have experienced at least one incident of physical or sexual violence since the age of 16.9
- Cost of violence against women in Canada is calcu-



lated at \$4.2 billion per year

For a calendar of events for the London area go to <http://lawc.on.ca/stlowb2011events/>

Get your school involved in speaking out against woman abuse!

MAKE A DIFFERENCE

Learn the signs

Don't accept it if you see it

Speak Up

Be a positive role model

Support the victims

Be a proud upstander

Take the Pledge November 14-20, 2011

The Pledge is a community-wide initiative that seeks to raise the public consciousness about bullying – in schools, at work and at home.. On Monday, November 14, 2011 students, media personalities and other key decision makers will take an on air pledge to speak out against bullying.. Encourage your school community to take the pledge. Encourage your community to get involved: wear pink, be an upstander; and speak out against abuse to others. For more information go to: <http://ctvnewslondon.ca>

thepledge

Some useful websites:

Kids Help Phone

www.kidshelpphone.ca

Stop a Bully

www.stopabully.ca/resources/bullying-victim-support-letters

PrevNet ???

For more information contact your school nurse

Inside Story Headline



Caption describing picture or graphic.

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find "filler" articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be

used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're finished writing your newsletter, convert it to a Web site and post it.

"To catch the reader's attention, place an interesting sentence or quote from the story here."

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new procedures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an edi-

torial. You can also profile new employees or top customers or vendors.

Inside Story Headline



Caption describing picture or graphic.

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask your-

self if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several

tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

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Organization

Suggestions for involving your school.:

Primary Business Address

Your Address Line 2

Your Address Line 3

Your Address Line 4

Phone: 555-555-5555

Fax: 555-555-5555

E-mail: someone@example.com

Your business tag line here.

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.



Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

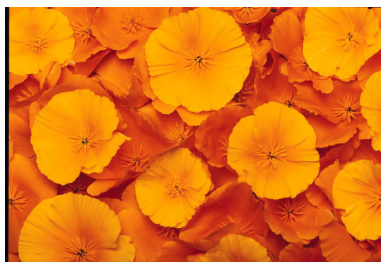
If you have any prices of standard products or services, you can include

a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your organization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual

charity auction.

If space is available, this is a good place to insert a clip art image or some other graphic.



Caption describing picture or graphic.