**Talking Points for Mayors/USCM Leadership/Spokespeople**

**General Talking Points about the Campaign:**

Here are general talking points about the campaign for press interviews:

* **The Mayors’ Campaign to End Bullying** isa new initiative in partnership with The U.S. Conference of Mayors and The BULLY Project to **make our schools safe and supportive environments for all students.**
* About **one in every four kids** in the U.S. is bullied on a regular basis – all told, **13 million children** are bullied each year in the U.S. alone.
* As **civic and community leaders,** we have an important role to play in **educating and engaging their communities to tackle bullying in their towns. We get things done!**
* With **Congress stalled on legislation** like the Safe Schools Improvement Act, which would address this epidemic on a national level, it’s more important than ever that **Mayors take action to solve this crisis locally.**
* Over **200 Mayors** across the nation are participating in this campaign.
* Like us, Mayors in other cities are working towards raising awareness around bullying by hosting events that bring together key decision maker and community members for **National Bullying Prevention Month this October.**
* Together, we can **change the culture** in our schools and communities so that **tolerance, kindness and safety are top priorities.**
* **The Bully Project** is an advocacy and educational organization inspired by the award winning film, BULLY. Since 2011, BULLY has been seen by more than 3.4 million children through nearly 10,000 schools and community screenings. Working with more than 100 partners globally, The BULLY Project motivates and builds capacity for educators to create safer schools, reduce bullying and improve educational outcomes for all. Find out more at [www.thebullyproject.com](http://www.thebullyproject.com)
* My team has been hard at work looking at how we can help our schools on bullying prevention and improving school culture, for both students and adults. We are planning **an event for \_\_\_\_\_\_\_\_\_\_\_\_ during which we will \_\_\_\_\_\_\_\_\_.**
* This event is just a starting point for long-term work in our community. At the event we will be unveiling plans that go beyond raising awareness and start making concrete action. For example, we plan to:

* + Launch an annual “Mayors Upstander Award”
	+ Announce our campaign to secure funding commitment for bullying prevention professional development for all school staff in district(s)
	+ Announce a citywide bullying prevention proclamation
	+ Announce formation of a citywide task force with a mandate to develop a five year plan to create safe and caring school communities\*.
	+ Work with **experts in bullying prevention and community leaders** to develop evidence-based plans to bring Social and Emotional Learning to our school, which has been shown to change school culture, increase student performance and attendance rates and diminish bullying\*.

(\*If you are interested in working with an expert in bullying prevention, please let the Bully Project staff know, and we will work to connect you)

**Suggested Conversation Items after the Film to inspire action**

Often a screening of BULLY can provoke some emotional and empathetic responses from the audience. We suggest you harness that empathy to encourage stakeholders to take action that can create substantive lasting change, and to use the public forum as an opportunity to **announce concrete action** your office is taking, have a panel discussion and/or break into small groups to discuss the film, and action plan for the community.

In addition, The Bully Project’s partner organization *Facing History and Ourselves* has prepared a guide to turn a screening of BULLY into a teachable opportunity. This is included in your Educators Kit and free for download [here](https://www.facinghistory.org/for-educators/educator-resources/resources/guide-film-bully-fostering-empathy-and-action-schools).

Here are some suggested talking points to segue from film to next steps in post screening activities:

* Everyone in our community has a role to play in ending bullying. You are the change agent, whether you are a bus driver, teacher, parent, young adult, physical educational instructor, principal or superintendent. Together we can lay the groundwork for lasting change.

* The more time we devote to bullying prevention, the better the outcomes will be in our schools and communities. Bullying not just something that happens in our schools, it occurs in community settings, at work, and as Mayor I am dedicating my office – and call on other community leaders to dedicate themselves – to creating a community where everyone feels safe, and where everyone has the vocabulary and tools to self advocate. My office door is open because I believe in the value of this work and I’m going down this road with you.
* I would like to introduce our esteemed panelists, and/or small groups for discussion, announce my office’s plan to (Fill in blanks: form a citywide bullying prevention task force, create an annual Mayors Upstander Award, announce citywide proclamation to end bullying, enroll donors or local businesses to support efforts within the schools, etc. – whatever you are actually doing! For specifics on these actionable strategies check out the [Tools and Resources](http://bullyproject.usmayors.org/tools-your-campaign) page on our [campaign hub](http://bullyproject.usmayors.org).

For more inspiration, check out this [great example on youtube](http://www.youtube.com/watch?v=Mm05WnDT6Gc) from San Francisco with Mayor Edwin Lee. Also, here is an awesome video from a [post-screening summit in Los Angeles](http://vimeo.com/55584472).

Engagement can range from pledging to not be a bystander to enrolling donors or local business to support efforts within the schools. Please refer to our campaign hub for actionable strategies: <http://bullyproject.usmayors.org/tools-your-campaign>

**Panel & Small Group Discussion:**

* You may consider convening a panel to speak publically which could include local experts or advocates and mental health experts. We encourage you to include youth leaders on the panel as well.
* If you break into small groups for discussion, we suggest asking participants to explore some of the following questions:
	+ Does your school/organization have policies prohibiting bullying and harassment and/or procedures for addressing behaviors and reporting incidents?
	+ What safeguards and initiatives are in place in your school/organization to prevent bullying and other forms of youth violence?
	+ Do you offer programs or curriculum to equip students with knowledge and skills (e.g., character education, social emotional learning, and problem-solving skills) that will strengthen their resilience, bolster their self-esteem, and reduce risky behaviors?
	+ Has your school/organization conducted or sponsored any anonymous climate surveys aimed at assessing how youth feel about the culture of bullying in the school/community?
	+ What initiatives/ideas do you champion within your school/organization to spearhead bullying prevention? [Here are some ideas](http://d3n8a8pro7vhmx.cloudfront.net/bully/pages/2587/attachments/original/1400614004/3._Roadmap_to_Caring_Schools.pdf?1400614004) that are especially applicable to schools, but can be adapted to other community organizations as well.