

ENDING BULLYING AND CYBERBULLYING Student Video Contest

CASH PRIZE OF \$500.00 PER WINNER - THREE WINNERS WILL BE SELECTED

Create a 60-Second Video that expresses your thoughts about how bullying and cyberbullying affects individuals and how you can help to End Bullying and Cyberbullying. The student submitting a video is the only person who can appear in their video. Videos and signed release form must be completed and emailed to bawhite@cityofberkeley.info by **Friday, May 4, 2018 by 5:00 pm.**

The City of Berkeley Mental Health (BMH) Division video contest is a citywide competition for high school, middle school and elementary age students in the cities of Berkeley and Albany. The focus of the contest is to educate students about bullying, cyberbullying and mental wellness and to elicit their support in ending Bullying and Cyberbullying.

What is Bullying?

Bullying is repeated aggressive behavior that can be physical, verbal, or relational, in-person or online. Bullies are often relentless, bullying over and over again for long periods of time. You may live in constant fear of where and when the bully will strike next, what they'll do, and how far they'll go. Gay and lesbian youths are particularly at risk of bullying and cyberbullying.

Types of Bullying:

- **Physical bullying** – includes hitting, kicking, or pushing someone (or even just threatening to do so), as well as stealing, hiding, or ruining someone's things, and hazing, harassment, or humiliation.
- **Verbal bullying** – includes name-calling, teasing, taunting, insulting, or otherwise verbally abusing someone.
- **Relationship bullying** – includes refusing to talk to someone, excluding someone from groups or activities, spreading lies or rumors about someone, making someone do things they don't want to do.

Boys frequently bully using physical threats and actions, while girls are more likely to engage in verbal or relationship bullying.

What Is Cyberbullying?

Cyberbullying occurs when someone uses the Internet, emails, text messages, instant messaging, social media, online forums, chat rooms, or other digital technology to harass, threaten, or humiliate another person. Unlike traditional bullying, cyberbullying doesn't require face-to-face contact and isn't limited to just a handful of witnesses at a time. It also doesn't require physical power or strength in numbers.

- Cyberbullies come in all shapes and sizes—almost anyone with an Internet connection or mobile phone can cyberbully someone else, often without having to reveal their true identity.



- Cyberbullies can torment their victims 24 hours a day, seven days a week, and the bullying can follow the victim anywhere so that no place, not even home, ever feels safe, and with a few clicks the humiliation can be witnessed by hundreds or even thousands of people online.

If you are being bullied or cyberbullied, remember:

- Don't blame yourself. It is not your fault. No matter what a bully says or does, you should not be ashamed of who you are or what you feel. The bully is the person with the problem, not you.
- Try to view bullying from a different perspective. The bully is an unhappy, frustrated person who wants to have control over your feelings so that you feel as badly as they do. Don't give them the satisfaction.
- Don't beat yourself up. Don't make a bullying incident worse by dwelling on it or reading cyberbullying messages over and over. Instead, delete any messages and focus on the positive experiences in your life. There are many wonderful things about you so be proud of who you are.
- Learn to manage stress. Finding healthy ways to relieve the stress generated by bullying can make you more resilient so you won't feel overwhelmed by negative experiences. Exercise, meditation, positive self-talk, muscle relaxation, and breathing exercises are all good ways to cope with the stress of bullying.
- Spend time doing things you enjoy. The more time you spend with activities that bring you pleasure—sports, hobbies, hanging out with friends who don't participate in bullying, for example—the less significance bullying or cyberbullying will have on your life.

Here are some things you can do to combat psychological and verbal bullying:

- Ignore the bully and walk away
- Hold the anger
- Don't get physical
- Practice confidence
- Take charge of your life
- Talk about it
- Find your (true) friends.

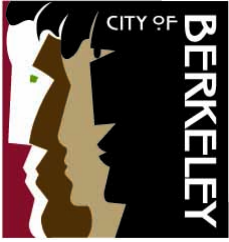
Application Attached

Videos and signed release form must be completed and emailed to bawhite@cityofberkeley.info by **Friday, May 4, 2018 by 5:00 pm.**

*****Videos that are longer than 60 seconds; use profanity; includes violence; nudity and/or any other offensive message will be disqualified. Three winners will be selected and \$500.00 will be awarded to each winner. **Winners will be notified by Wednesday, May 9, 2018.****

All videos submitted become the property of the City of Berkeley Mental Health Division and will not be returned.

For additional information please call: (510) 981-7646



Bullying and Cyberbullying Websites:

Bullying and Cyberbullying

<https://www.youthbeyondblue.com/understand-what's-going-on/bullying-and-cyberbullying>

Cyber Bullying Facts

<https://nobullying.com/cyber-bullying-facts/>

How to Deal with a Bully and Overcome Bullying

<https://www.helpguide.org/articles/abuse/bullying-and-cyberbullying.htm#dealing>

11 Facts About Cyber Bullying

<https://www.dosomething.org/us/facts/11-facts-about-cyber-bullying>

Dealing With Bullying - Bullying Survival Tips

<http://kidshealth.org/en/teens/bullies.html>

Bullying Laws Across America

<https://cyberbullying.org/bullying-laws>

Mental Health Stigma and Discrimination Websites:

<http://www.mayoclinic.org/diseases-conditions/mental-illness/in-depth/mental-health/ART-20046477>

<http://www.nami.org/Blogs/NAMI-Blog/March-2016/To-Move-Beyond-Stigma,-We-First-Need-to-Understand>

http://www.lifescrypt.com/health/a-z/mayo/m/mental_health_overcoming_the_stigma_of_mental_illness.aspx

<http://www2.nami.org/contentmanagement/contentdisplay.cfm?ContentFileID=5148>

<http://thyroid.about.com/library/news/blmentalmyths.htm>

Resources:

For Mental Health Emergency's Call – 911

City of Berkeley Mental Health Crisis Services – (510) 981-5244

Bullying and Suicide – (1-800-273-TALK [8255])

LGBT Youth - Suicide Hotline: 1-866-488-7386

Suicide Hotline - in Spanish: 1-800-273-TALK (Press 2)



ENDING BULLYING AND CYBERBULLYING

Student Video Contest

RELEASE OF INTELLECTUAL RIGHTS FOR STUDENT'S VIDEO

Student

Name: _____

School Name: _____

Video Title: _____

Each Student and/or Student's Parent/Legal Guardian signing below agrees that only the student submitting this video will be the only person to appear in their video.

Each Student and/or Student's Parent/Legal Guardian signing below assigns, transfers, or otherwise conveys to BMH, its agents or assigns, all rights, titles, and interests in and to the video(s) submitted for the BMH Ending Bullying and Cyberbullying video contest, including without limitation all copyrights and other intellectual property rights therein.

Furthermore, each Student and each Student's Parent/Legal Guardian signing below agrees that any and all of the submitted video(s) may be used, edited, reproduced, distributed and presented in any way deemed proper by BMH, its agents or assigns without additional consent or payment to anyone claiming to have a right to such payment. There is no time-limit on the validity of this release nor is there any geographic limitation on where these materials may be used, distributed or presented.

Each Student and the Student's Parent/Legal Guardian signing below represents and warrants that the video created for submission to the BMH Ending Bullying and Cyberbullying video contest is original and does not unlawfully infringe upon the copyright, trademark, patent or other intellectual property rights of any third party, or is in the public domain. If the video(s) created for submission to the BMH Ending Bullying and Cyberbullying video contest becomes the subject of a claim, suit or allegation of copyright, trademark or patent infringement, BMH, its agents or assigns shall have the right, in its sole discretion, to reject or otherwise disqualify the submission.

Parent/Legal Guardian signing below agrees to indemnify and hold harmless The City of Berkeley Mental Health Division, its officers, employees, agents and assigns from and against any and all claims, actions, costs, judgments or damages of any type relating to the production or distribution of the video(s) submitted to the BMH Ending Bullying and Cyberbullying video contest.

Signatures below also certify originality of work and adherence to Berkeley Mental Health's Student Video Contest rules and guidelines.

Parent/Legal Guardian (please print name) _____

Parent/Legal Guardian Signature _____

Dated: _____

Address: _____

Phone/Email: _____

Student (please print name) _____

Student Signature _____

Phone/Email: _____

Dated: _____