



ALBERTA

Dear Friends:

November 19, 2007

No one should ever have to experience humiliation or violence at the hands of another. Yet, for many children and youth, bullying is an everyday occurrence. Our children should not be afraid to go to school, hockey practice or chat online with their friends, nor should they suffer in silence.

The Government of Alberta is committed to working with families and communities to find a solution to this serious social problem. Alberta Children's Services and Alberta Education are working closely with a group of young people from across the province on a bullying prevention campaign.

On November 21<sup>st</sup>, during National Bullying Awareness Week (November 19-24), we will launch the third phase of this campaign, called, "**Reverse It. Be Better Than Bullying.**" The campaign encourages children and youth between seven and 13 years to change bullying behaviour within themselves. A corporate partnership with Cineplex Odeon will include targeted advertising in Alberta movie theatres.

Enclosed is a campaign poster, featuring our 24-hour provincial helpline and web address. Anyone in need of help can call 1-888-456-2323, toll-free in Alberta, for support and referral, or visit [www.b-free.ca](http://www.b-free.ca) to find out more about bullying and how to stop it.

New scenarios have also been added to the S-Team Heroes game at [www.teamheroes.ca](http://www.teamheroes.ca). Children three to 11 years can learn how to handle bullying situations by playing the online game. Youth are encouraged to visit [www.b-free.ca](http://www.b-free.ca). This website, developed for youth, by youth provides information and advice about bullying and how to stop it.

For parents, [www.bullyfreealberta.ca](http://www.bullyfreealberta.ca) includes information about handling bullying among children and youth. This site also offers parents and other adults free bullying prevention publications and resources, including new fact sheets on bullying prevention in sports and handling bullying behaviour with a child.

Research shows that approximately one in 10 children have bullied others and as many as 25 per cent of children in grades four to six have been bullied. As adults, we need to encourage the young people in our lives to "be better than bullying." Please help spread these important messages by hanging a bullying prevention poster in your office, or by passing it along to a partnering agency—and let youth know that these resources exist. If you would like to order additional posters, or other bullying publications, free-of-charge, visit [www.bullyfreealberta.ca](http://www.bullyfreealberta.ca).

Together we can create brighter futures and safer communities for our children and youth.

Sincerely,

A handwritten signature in black ink, appearing to read 'Janis Tarchuk'.

Janis Tarchuk  
Minister, Alberta Children's Services

A handwritten signature in black ink, appearing to read 'Ron Liepert'.

Ron Liepert  
Minister, Alberta Education.

Enclosure