

THE ROAD TO SUCCESSFUL BULLYING PREVENTION STRATEGIES

What is dissemination?

Effectively providing research findings to people who need it the most

What is knowledge mobilization?

Disseminating research to advance education and health practices

Why is it important for bullying?

There is an ongoing challenge to bridge the gap between research-evidence and anti-bullying practices

STEPS TO DISSEMINATING BULLYING PREVENTION RESEARCH

- 1 Decide who needs the bullying knowledge and how to tailor it to them.

i.e. Ask teachers, parents and youth to ensure their voices are heard



- 2 Decide which specific bullying behaviour should be targeted first
i.e. Finding motivations of the behaviour, and barriers that prevent change



- 3 Talk to youth-serving organizations about the benefits of adopting a bullying-prevention program

i.e. Schools, extracurricular clubs



- 4 Ensure program flexibility to fit the needs of potential users

i.e. Modify program for each potential group



- 5 Have a third party be the link that communicates between producers of research to users of research

i.e. Youth serving organizations, media



- 6 Recruit strong advocates of the program within the youth-serving organization
i.e. A leader among peers



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7. Provide multiple ways to access program information and receive feedback to monitor implementation

i.e. Small group workshops and websites



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