

# Working towards a **BULLY-FREE BUS:**

*A roadmap for combating bullying on  
the School Bus*

# Why I'm here today

- Share our anti-bullying story
- Inspire creative solutions
- Gain your support



# How it all began

- Why we got started
- Where we started first
- How we launched our program



# A tragedy in our community



# Pink Shirt Day

PINK  
SHIRT  
DAY.CA



# How could we make a difference? We asked:



What are the  
**top 3 challenges**  
facing student transportation?



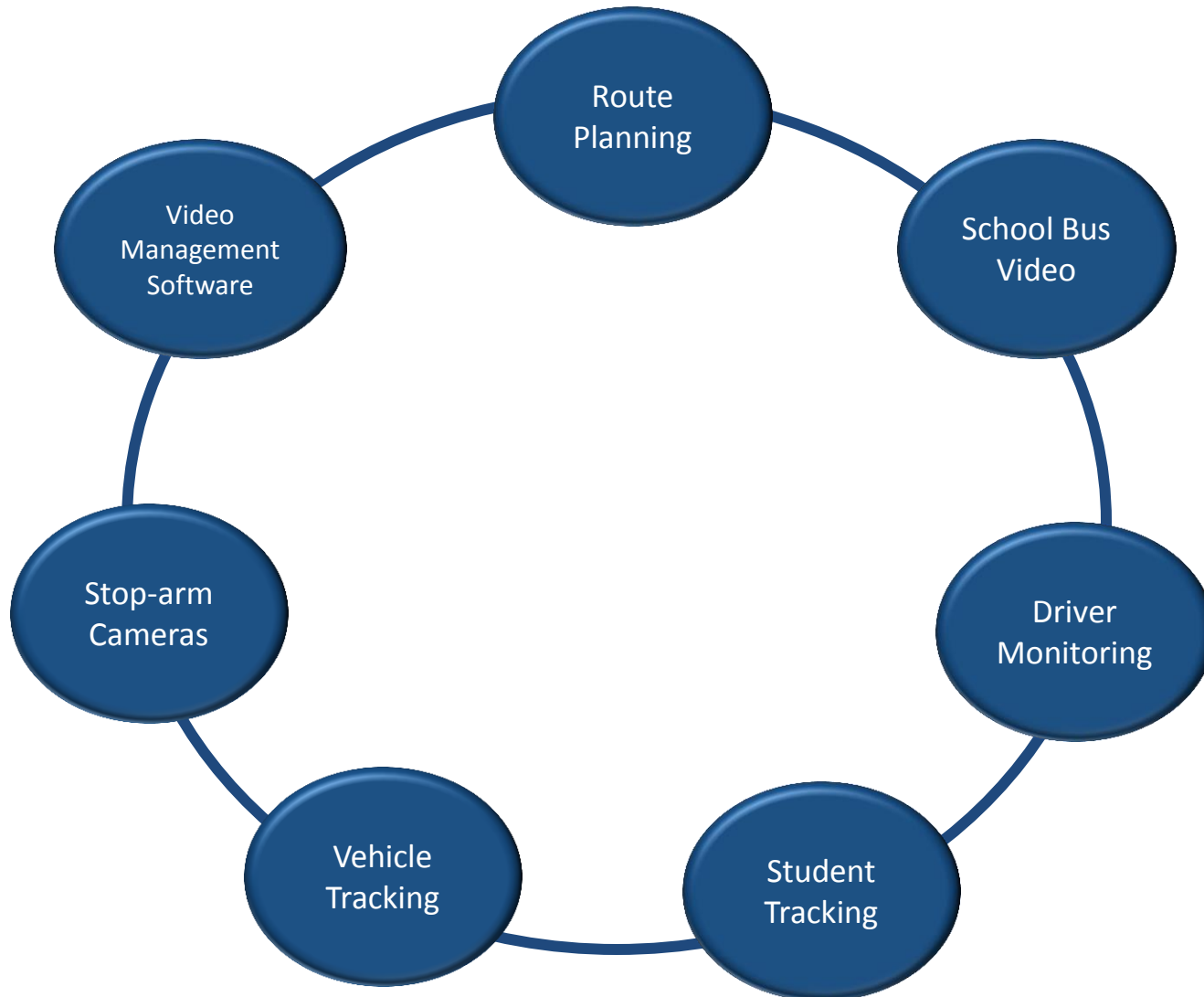
# #1 Answer



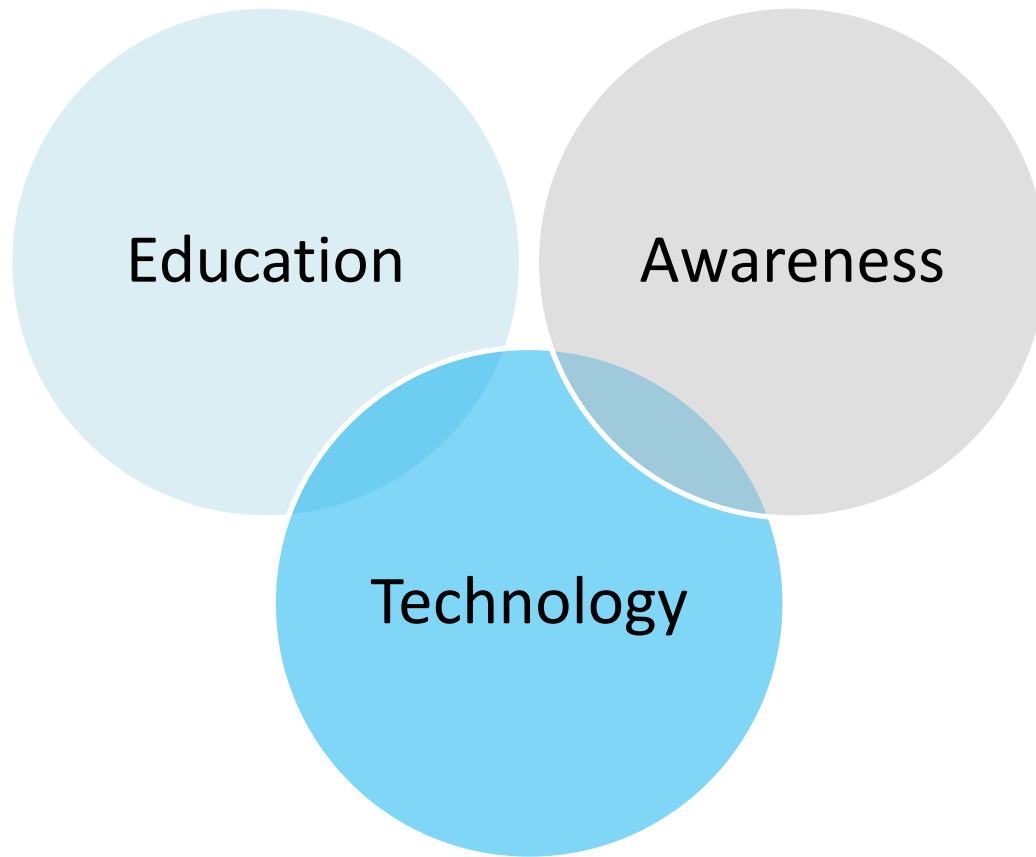
78%

BULLYING

# Technology was our expertise



# Our Solution



FOCUS ON SUPPORTING PEOPLE IN OUR COMMUNITY

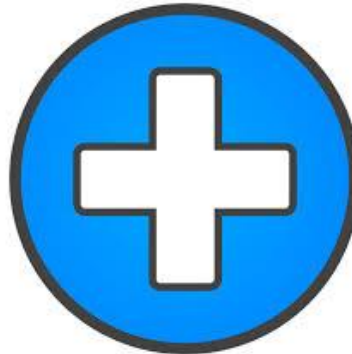
# How it evolved

- Commitment
- Partnering
- Engagement



# Our commitment as a company

Portion of product  
proceeds



# Partners in education & awareness



DVD & Educator's Kit



Training Resources

# We started engaging & spreading the word

SCHOOL BUS SEON'S ANTI-BULLYING CAMPAIGN

## HOW TO BULLY-PROOF YOUR SCHOOL BUS: RESOURCES FOR ANTI-BULLYING EDUCATION & AWARENESS

OCTOBER 9, 2013 LORI JETHA LEAVE A COMMENT



We've all heard the quote: "An ounce of prevention is worth a pound

## DRIVER FACEBOOK CONTEST

MAY 22, 2014 TIA O'GRADY LEAVE A COMMENT



# The Beginnings of Success

- Anti-bullying Coloring Contest
- Bus Driver Facebook Contest
- Littleton, AZ

# Our first awareness initiative



54% Awareness

1400 Contest  
Entries

# Why it was successful

- Started conversations
- Inspired passion
- Engaged Students



# And it led to this:



<https://www.youtube.com/watch?v=fNRoxBDr-CA>

**And this:**

# School Transportation Anti-bullying Education Grant



# And this:

## School Bus Driver Facebook Contest

- 19 school bus drivers entered
- Winner: **Leslie Taggart** — Centralia SD, WA



Leslie Taggart, Centralia School District, Washington.

"A. On my bus my kids know that no matter WHO they are, on my bus everyone is equal. NO ONE is any better than anyone else and they move over for kids to sit with them who are strangers, and it's just like a family on my bus. I run a very full bus between 72-78 daily, and everyone gets along."

B. I love being a school bus driver because I get a chance to help teach kids how to "cope"... school now a days is more of a life lesson than anything, and teaching them how to cope with disappointment, heart break, friends, and how to over all have an outlook on life that everyone will always have an opinion on how THEY think YOUR life SHOULD be... but... its up to YOU on how you let their opinions affect YOU... even if its a mean thought and ugly words... the kids know to smile and say, "you, have a great day..." and walk away with a smile on their face... because the one thing most people want when they run their mouth about you, is to make you react... when you DO NOT react... they stop... I get to be the first smile they see in the

# Part of everything we do



## Social Media



## Tradeshows



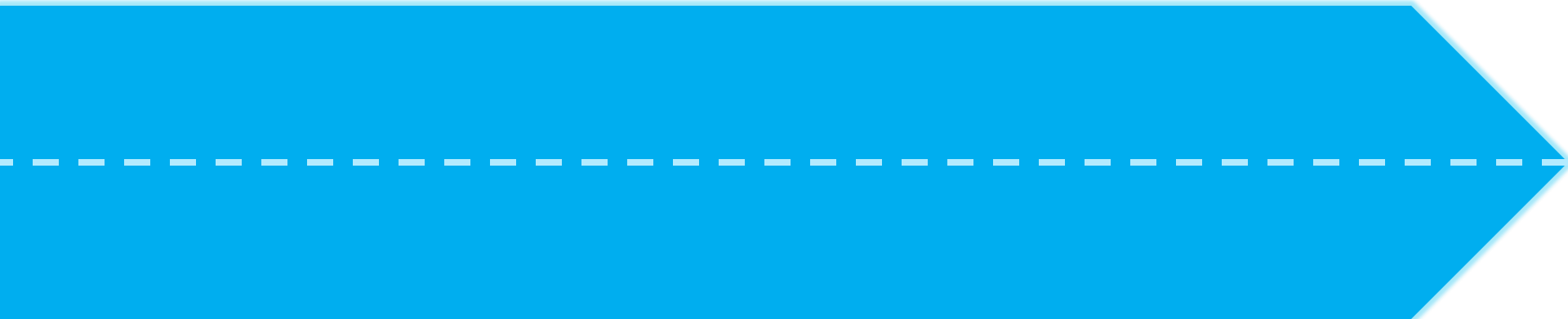
## Online & Print



## Product Packaging

# 5 Things

we learned along the way



# #1

It starts with  
drivers

Bus drivers can have an impact  
**at the start & end of every day.**

They need:

- \* Tools
- \* Training
- \* Encouragement



# #2

Funding is tough

School transportation staff have trouble funding **driver anti-bullying education and awareness.**



# #3

More resources  
are needed

We need more **tools & resources designed for the school bus environment** accessible to all:

- \* Best Practices
- \* Policies
- \* Tools for students
- \* Tools for drivers



# #4

Technology  
helps combat  
bullying

We saw that the practical **use of video and audio surveillance technology** helped:

- \* Provide evidence of bullying
- \* Improve student/driver interaction
- \* Improve student behavior
- \* Report incidences of bullying



# #5

Commitment

*It takes a village....*

It takes **time, effort, & commitment to the cause** to continue making a difference.

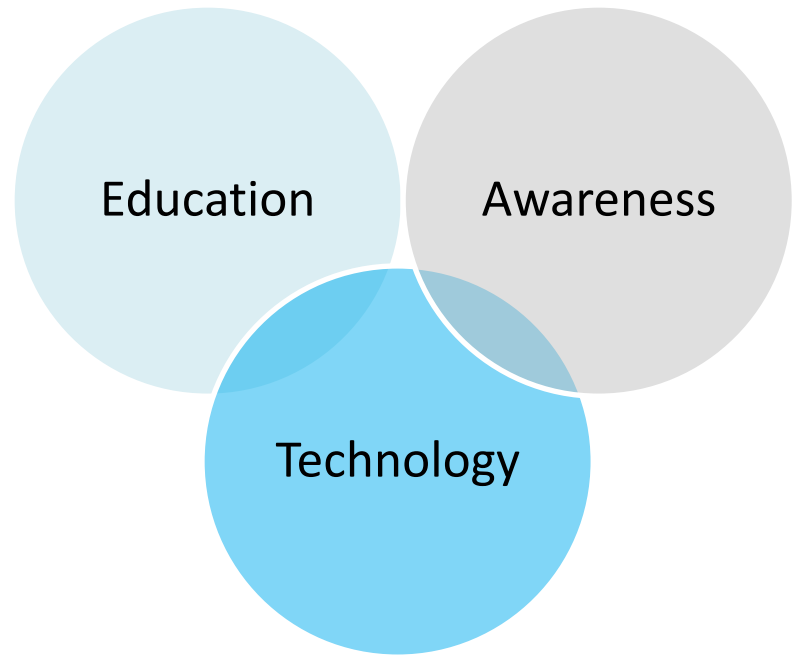
**BUT IT'S WORTH IT!**



# Help us keep it going

- Support resource development
- Share in your state
- Promote our efforts
- Advocate for anti-bullying education





**TOGETHER**

We can make a difference!

# Contact me

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