

Members' Statement – November 21, 2007
National Bullying Awareness Week

Well, thank you, Mr. Speaker. We are in the very middle of National Bullying Awareness Week, November 19 to 24. No one deserves to be bullied, but research shows that 1 in every 4 Canadian children in grades 4 to 6 reports being bullied and 1 in 10 admits to bullying others.

The government of Alberta has taken a leadership role in preventing bullying in our province. Alberta's strategy for the prevention of bullying raises awareness of what bullying is, it identifies what we can do to stop it, and it encourages changes in societal attitudes towards bullying. Under this mandate our government launched the third phase of the bullying prevention and public awareness campaign this morning at H.E. Beriault school in Edmonton. The Reverse It; Be Better than Bullying campaign is aimed at children and youth between 7 and 13 years of age. It builds on previous campaigns and is focused on educating children, youth, and adults in prevention and safe intervention. It's based on research that shows that bullying behaviour is best changed by having the person who is exhibiting the bullying behaviour develop empathy for the victim.

I encourage adults who want to learn more about bullying to visit ww.bullyfreealberta.ca. Links are available there for websites for children and youth, as is access to the 24-hour bullying prevention helpline number.

Mr. Speaker, bullying is hurtful and harmful, and in an ideal world it would not be part of growing up. Perhaps we can all agree that bullying can prevent children and youth from reaching their full potential and that together we can decrease bullying and help create stronger communities.

I just want to add that I'm really glad there are many young people in the gallery here today. I trust they will do all they can today and every day to make positive choices for themselves and others around them.

Thank you, Mr. Speaker.