

# BULLYING. CALL IT WHEN YOU SEE IT.



## Weekly School Messages:

Please share these anti-bullying messages with your school community weekly via your communication channels, e.g., social media, morning school announcements, newsletters. Tag **@ChildrensMercy** and **@SportingKC** on Facebook, Instagram, and Twitter and use the hashtag **#RedCardKC**.

For more information about Red Card, go to [www.redcardkc.com](http://www.redcardkc.com) Please contact Children's Mercy with any questions at [redcardkc@cmh.edu](mailto:redcardkc@cmh.edu)

## 2019 – 2020 School Year:

August 2019		
	Message	Social
August 12 – 16	We're teaming up with Children's Mercy and Sporting KC this year with the #RedCardKC program to address bullying in our school. In soccer, the red card is used to highlight instances of the worst behavior on the field. In the RedCard Campaign, we will use the Red Card as a way to encourage positive behavior at school, on playgrounds, on the bus and in the community.	We're teaming up with @ChildrensMercy & @SportingKC for the #RedCardKC program to address bullying in our school. The red card is used to not only highlight instances of #bullying, but also encourage positive behavior at schools and in the community. Learn more at RedCardKC.com
August 19 – 23	Kids and teens who are affected by bullying can experience long-term feelings of being alone isolation, rejection and depression. Call it when you see it. Stop bullying.	Kids and teens who are affected by #bullying can experience long-term feelings of isolation, rejection and depression. Call it when you see it. Stop bullying. RedCardKC.com @ChildrensMercy #RedCardKC
August 26 - 30	If you are bullied, tell them to stop in a calm, clear voice. Or, if that doesn't feel safe, walk away, stay away and talk to an adult you trust.	If you are bullied, tell them to stop in a calm, clear voice. Or, if that doesn't feel safe, walk away, stay away and talk to an adult you trust.

		RedCardKC.com @ChildrensMercy #RedCardKC
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<b>September 2019</b>		
	<b>Public Announcement</b>	<b>Social</b>
September 2 – 6	Being different is OK. Bullying is not. Making fun of someone’s appearance is not funny, it’s bullying. Call it when you see it and stop bullying.	Being different is OK. #Bullying is not. Making fun of someone’s appearance is not funny, it’s bullying. Call it when you see it and stop bullying. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
September 9 – 13	Cyberbullying is bullying. 35% of kids have been bullied online. Don’t threaten, tease or spread rumors about others online. If you see or think someone is being cyberbullied, make the call – report it.	Cyberbullying is #bullying. 35% of kids have been threatened online. If you see or think someone is being cyberbullied, make the call – report it. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
September 16 – 20	Help create a safe space for all students. Take a stand against bullying and call it when you see it.	Help create a safe space for all students. Take a stand against #bullying and call it when you see it. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
September 23 - 27	Social bullying happens when you leave someone out on purpose, embarrass them in public or spread rumors about them. Treat everyone with respect.	Social #bullying happens when you leave someone out on purpose, embarrass them in public or spread rumors about them. Treat everyone with respect. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
September 30 – October 4	Next month is National Bullying Prevention Month. We challenge you to be kind to all students by giving positive encouragement, showing empathy and including others. Do your part.	Next month is #NationalBullyingPreventionMonth. We challenge you to be kind to all students by giving positive encouragement, showing empathy and including others. Do your part and learn more at RedCardKC.com @ChildrensMercy #RedCardKC

<b>October 2019 - National Bullying Prevention Month</b>		
	<b>Public Announcement</b>	<b>Social</b>
October 7 – 11	64% of kids who were bullied did not report it. Help stop bullying in our school by reporting any bullying. Call it when you see it.	64% of kids who were bullied did not report it. Help stop bullying in our school by reporting any bullying. Call it when you see it with #RedCardKC.

		Learn more at RedCardKC.com @ChildrensMercy
October 14 – 18	Name-calling, insults and even teasing are all forms of verbal abuse. And they can leave behind real scars. If you are being bullied, speak up and report it.	Name-calling, insults and even teasing are all forms of verbal abuse. And they can leave behind real scars. If you are being bullied, speak up and report it. Learn how at RedCardKC.com @ChildrensMercy #RedCardKC
October 21 – 25	Most bullying happens when others aren't around. If you feel you are being bullied, stay near trusted adults and kids and report the bullying.	Most #bullying happens when others aren't around. If you feel you are being bullied, stay near trusted adults and kids and report the bullying. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
October 28 – November 1	National Bullying Prevention Month is in October, but we can prevent bullying all year long. Bullying, call it when you see it.	#NationalBullyingPreventionMonth is in October, but we can prevent #bullying all year long. Bullying, call it when you see it. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC

<b>November 2019</b>		
	<b>Public Announcement</b>	<b>Social</b>
November 4 – 8	6 out of 10 Kansas City area students say they witness bullying in school every day. Every person, in every role, has the right to be in an environment that is fun, safe, and healthy. Bullying: Call it when you see it.	6 out of 10 #KansasCity area students say they witness bullying in school every day. Every person, in every role, has the right to be in an environment that is fun, safe, and healthy. #Bullying: Call it when you see it. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
November 11 – 15	It hurts when you're being bullied for being different. But there are things you can do. Walk away, talk to an adult you trust and protect yourself.	It hurts when you're being bullied for being different. But there are things you can do. Walk away, talk to an adult you trust and protect yourself. Learn how at RedCardKC.com @ChildrensMercy #RedCardKC
November 18 – 22	Students of all genders, race and religion can be bullied. Bullying someone because they are different is not okay.	Students of all genders, race and religion can be bullied. #Bullying someone because they are different is not okay. Learn how to stop bullying at RedCardKC.com @ChildrensMercy #RedCardKC
November 25 - 29	If you see bullying happen, help stop the bullying. When people who see bullying	If you see #bullying happen, help stop the bullying. When bystanders

	intervene, the bullying stops within 10 seconds. Get an adult and report it. We want everyone to help prevent bullying.	intervene, bullying stops within 10 seconds. Get an adult and report it. We want everyone to help prevent bullying. Learn how at RedCardKC.com @ChildrensMercy #RedCardKC
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<b>December 2019</b>		
	<b>Public Announcement</b>	<b>Social</b>
December 2 – 6	Kids who are bullied are at risk for health issues, depression, anxiety and dropping out of school. You can help stop bullying by treating everyone with respect and reporting bullying when you see it.	Kids who are bullied are at risk for health issues, depression, anxiety and dropping out of school. You can help stop #bullying by treating everyone with respect and reporting bullying when you see it. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
December 9 – 13	Spreading rumors is bullying. Don't participate in this talk AND Do not respond to or forward any cyberbullying images or posts. Call it when you see it and tell a trusted adult.	53% of kids admit to having said something mean to another person online. Spreading rumors is #bullying. Don't participate in this talk AND do not respond to or forward any cyberbullying images or posts. Call it when you see it and tell a trusted adult. RedCardKC.com @ChildrensMercy #RedCardKC
December 16 – 20	Bullying aims to hurt, harm and humiliate a student. Don't let it happen at our school. Pull that red card and call it when you see it.	#Bullying aims to hurt, harm and humiliate a student. Don't let it happen at our school. Pull that red card and call it when you see it. RedCardKC.com @ChildrensMercy #RedCardKC
December 23 – 27	N/A – Winter Break	The most common reason why people experience bullying is because of attitudes towards their appearance. Learn how to stop #bullying at RedCardKC.com @ChildrensMercy #RedCardKC
December 30 – January 3	N/A – Winter Break	#Bullying is <i>NEVER, EVER</i> the fault of the person on the receiving end of it. Visit RedCardKC.com to learn how to help stop bullying. @ChildrensMercy #RedCardKC

<b>January 2020</b>
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	<b>Public Announcement</b>	<b>Social</b>
January 6 – 10	A lot of bullying happens online. If you see things that make you sad or scared, talk to an adult. If it is cyberbullying, report it.	A lot of #bullying happens online. If you see things that make you sad or scared, talk to an adult. If it is cyberbullying, report it. RedCardKC.com @ChildrensMercy #RedCardKC
January 13 – 17	If you are being hit, shoved, poked, bitten or stolen from – that is bullying. Report it to an adult.	If you are being hit, shoved, poked, bitten or stolen from – that is #bullying. Report it to an adult. Visit RedCardKC.com to learn more. @ChildrensMercy #RedCardKC
January 20 – 24	Most kids say they have seen bullying in their schools. Help us stop bullying at school by reporting any bullying incident. Call it when you see it.	Most kids say they have seen bullying in their schools. Help stop bullying at school by reporting any bullying incident. Call it when you see it. Visit RedCardKC.com to learn more. @ChildrensMercy #RedCardKC
January 27 – February 31	Preventing bullying in our school starts with you. Treat everyone with kindness and respect. Stop and think before you say or do anything that can hurt someone.	Preventing #bullying in our school starts with you. Treat everyone with kindness and respect. Stop and think before you say or do anything that can hurt someone. RedCardKC.com @ChildrensMercy #RedCardKC

<b>February 2020</b>		
	<b>Public Announcement</b>	<b>Social</b>
February 3 – 7	Empower yourself. You have the power to stand up against a bully. If bullying happens to you can laugh it off, ask them to stop, or tell an adult.	Empower yourself. You have the power to stand up against a bully. If #bullying happens to you can laugh it off, ask them to stop, or tell an adult. Learn more techniques at RedCardKC.com @ChildrensMercy #RedCardKC
February 10 - 14	People who are bullied, often go on to bully others. Call it when you see it and stop bullying in its tracks.	People who are bullied, often go on to bully others. Call it when you see it and stop #bullying in its tracks. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
February 17 – February 21	Take a stand. A lot of bullying happens online. You can stop cyberbullying by reporting it and by not forwarding the hurtful message.	Take a stand. A lot of bullying happens online. You can stop cyberbullying by reporting it. More tips at RedCardKC.com @ChildrensMercy #RedCardKC

February 24 - 28	Bullying has no place in the Kansas City metro. Speak up against bullying and call it when you see it.	#Bullying has no place in the #KansasCity metro. Speak up against bullying and call it when you see it. Learn more at RedCardKC.com @ChildrensMercy #RedCardKC
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<b>March 2020</b>		
	<b>Public Announcement</b>	<b>Social</b>
March 2 – 6	True or false, spreading rumors is a form of bullying? The answer is: true. Don't spread rumors and don't bully. Call it when you see it.	True or false, spreading rumors is a form of bullying? The answer is: true. Don't spread rumors and don't bully. Call it when you see it. Visit RedCardKC.com to learn more. @ChildrensMercy #RedCardKC
March 9 – 13	Bullying can happen anywhere. On the bus, in a school building and on the playground. Call it when you see it – wherever it happens.	#Bullying can happen anywhere. On the bus, in a school building and on the playground. Call it when you see it – wherever it happens. Learn how to help at RedCardKC.com @ChildrensMercy #RedCardKC
March 16 – 20	58% of kids have not told their parents or an adult about something mean or hurtful that happened to them online. Help stop bullying by reporting it as soon as it happens.	58% of kids have not told their parents or an adult about something mean or hurtful that happened to them online. Help stop #bullying by reporting it as soon as it happens. Visit RedCardKC.com to learn more. @ChildrensMercy #RedCardKC
March 23 – 27	N/A – Spring Break	People with a physical disability, are unfortunately more likely to experience bullying than a person without a physical disability. #SeriouslyPeople Learn how to stop #bullying at RedCardKC.com @ChildrensMercy #RedCardKC
March 30 – April 3	Every 7 minutes a child is bullied. Help us prevent bullying by reporting all instances and calling it when you see it.	Every 7 minutes a child is bullied. Help us prevent #bullying by reporting all instances and calling it when you see it. RedCardKC.com @ChildrensMercy #RedCardKC

<b>April 2020</b>		
	<b>Public Announcement</b>	<b>Social</b>
April 6 – 10	Bullying is not an identity. It is a learned behavior. Call it. Stop it.	Bullying is not an identity. It is a learned behavior. Call it. Stop it with #RedCardKC @ChildrensMercy

April 13 – 17	Being yourself is a positive, bullying is not. If you see someone being bullied – report it. Just watching it happen or, worse, egging on the child doing the bullying only encourages the behavior.	Being yourself is a positive, #bullying is not. If you see someone being bullied – report it. Just watching it happen or, worse, egging on the child doing the bullying only encourages the behavior. RedCardKC.com @ChildrensMercy #RedCardKC
April 20 – 24	Cyberbullying is bullying. If you see it happening, don't respond and tell an adult. Don't spread the bullying by passing it on. Call it when you see it.	Cyberbullying is #bullying. If you see it happening, don't respond and tell an adult. Don't spread the bullying by passing it on. Visit RedCardKC.com for more tips. @ChildrensMercy #RedCardKC
April 27 – May 1	If you see someone who was bullied, you can offer them support. Become a positive friend to help them feel safe again at school.	If you see someone who was bullied, you can offer them support. Become a positive friend to help them feel safe again at school. Learn how at RedCardKC.com @ChildrensMercy #RedCardKC

<b>May 2020</b>		
	<b>Public Announcement</b>	<b>Social</b>
May 4 – 8	Bullying can happen in public or in private, and sometimes only the target and the bully are aware. Cyberbullying is real. Call it when you see it.	Bullying can happen in public or in private, and sometimes only the target and the bully are aware. Cyberbullying is real. Call it when you see it. RedCardKC.com @ChildrensMercy #RedCardKC
May 11 – 15	Take a stand. Bullying prevention is most effective when the community comes together. We all can play a role in ending bullying.	Take a stand. #Bullying prevention is most effective when the community comes together. We all can play a role in ending bullying. Learn how to help at RedCardKC.com @ChildrensMercy #RedCardKC