

BULLYING. CALL IT WHEN YOU SEE IT.



Weekly School Messages:

These are weekly anti-bullying messages that can be shared with your school community via your communication channels, e.g., social media, morning school announcements, newsletters. Please tag **@ChildrensMercy** and **@SportingKC** on your channels and use the hashtag **#RedCardKC**, when posting on social media.

For more information about RED CARD, visit to <http://www.redcardkc.com>. Please contact the RED CARD team with any questions at redcardkc@cmh.edu

2024-2025 School Year:

August 2024		
Week	Message	Social
8/12	We're teaming up with Children's Mercy and Sporting Kansas City and bringing the RED CARD KC campaign to our school and putting an end to bullying. Bullying is NEVER, ever okay and the RED CARD campaign will help us all CALL IT, when you see it.	We're teaming up with @ChildrensMercy & @SportingKC and bringing the #RedCardKC program to our school and putting an end to bullying. We are ready to #CallIt! Learn more at RedCardKC.com
8/19	Bullying is repeated toxic, unwanted, aggressive behavior that involves a real or perceived imbalance of power. Let's CALL IT when we see it!	Bullying is repeated toxic, unwanted, aggressive behavior that involves a real or perceived imbalance of power. Let's #CALLIT when we see it! Learn more at RedCardKC.com #RedCardKC
8/26	After experiencing bullying, students may become more isolated and feel lonely. Keeping an open line of	After experiencing bullying, students may

	communication is a great way to encourage students to talk about bullying.	become more isolated and feel lonely. Keeping an open line of communication is a great way to encourage students to talk about bullying. #RedCardKC
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September 2024		
Week of	Public Announcement	Social
9/2	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 ourselves. Treat everyone with kindness and respect. Stop and think before you say or do anything that can hurt someone. #RedCardKC
9/9	After experiencing bullying, students may become more isolated and feel lonely. Keeping an open line of communication is a great way to encourage students to talk about bullying.	After experiencing bullying, students may become more isolated and feel lonely. Keeping an open line of communication is a great way to encourage students to talk about bullying. #RedCardKC
9/16	If you are being bullied, tell them to stop in a calm, clear voice. Or, if that doesn't work or doesn't feel safe, walk away, stay away and talk to an adult you trust.	If you are being bullied, tell them to stop in a calm, clear voice. Or, if that doesn't work or doesn't feel safe, walk away, stay away and talk to an adult you trust. #RedCardKC
9/23	Next month is National Bullying Prevention Month. We challenge each of you to be kind to each other by giving positive encouragement, showing empathy and being inclusive. Let's all do our part and eliminate bullying in our school.	October is National Bullying Prevention Month. We challenge our students to be kind to each other by giving positive encouragement, showing empathy and being inclusive. Let's all do our part and eliminate bullying in our school. Learn more at RedCardKC.com #RedCardKC

October 2024 - National Bullying Prevention Month		
Week of	Public Announcement	Social
9/30	RED CARD WEEK. Saturday 10/5 is our RED CARD Night at Sporting KC. This is the perfect week to have a RED CARD Spirit week at your school leading up to the 10/5 game.	RED CARD SPIRIT WEEK. Join us in putting an end to bullying by wearing RED every day this week and #CallingIt. Learn more at RedCardKC.com #RedCardKC

10/7	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 #RedCardKC
10/14	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. 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. #CALLIT when you see it. #RedCardKC
10/21	Being different is OK. Bullying is not. Making fun of someone's differences 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 differences is not funny, it's bullying. #CALLIT when you see it and stop bullying. Learn more at RedCardKC.com #RedCardKC
10/28	National Bullying Prevention Month is coming to an end, but we can prevent bullying all year long. Bullying, let's all CALL IT when we see it.	National Bullying Prevention Month is coming to an end, but we can prevent bullying all year long. Bullying, let's all #CALLIT when we see it. Learn more at RedCardKC.com. #RedCardKC

November 2024		
Week of	Public Announcement	Social
11/4	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.	Spreading rumors is bullying. Don't participate in this talk AND do not respond to or forward any cyberbullying images or posts. #CALLIT when you see it and tell a trusted adult. #RedCardKC
11/11	Communication is the key to helping students stop bullying. Find a trusted adult and start a conversation about bullying.	Communication is the key to helping students stop bullying. Find a trusted adult and start a conversation about bullying. Learn more at RedCardKC.com #RedCardKC
11/18	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 #CALLIT when you see it. Learn more at RedCardKC.com #RedCardKC
11/25	64% of students who were bullied did not report it. Help stop bullying in our school by reporting it. Find a trusted adult and CALL IT when you see it.	64% of students who were bullied did not report it. Help stop bullying in our school by reporting any bullying. Find a trusted adult and #CALLIT when you see it. #RedCardKC.

December 2024		
Week of	Public Announcement	Social
12/2	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 #RedCardKC
12/9	If you see bullying happening, help by changing the story. . When people who see bullying intervene, the bullying stops within 10 seconds. Find a trusted adult and report it. We want everyone to help prevent bullying.	Spreading rumors is bullying. Don't participate in this talk AND do not respond to or forward any cyberbullying images or posts. #CALLIT when you see it and tell a trusted adult. #RedCardKC
12/16	It's almost winter break! Remember that bullying doesn't only happen in school. Change the story by calling it when you see it.	If you see #bullying happening, help by changing the story. When bystanders intervene, bullying stops within 10 seconds. Find a trusted adult and report it. We want everyone to help prevent bullying. #RedCardKC

January 2025		
Week of	Public Announcement	Social

1/13	Bullying can happen in public or in private, and sometimes only the target and the bully are aware. Let's call it when we see it.	Learn the warning signs of a student being bullied: lost or destroyed possessions, declining grades, decreased self-esteem, sudden loss of friends, self-destructive behaviors and not wanting to go to school. #RedCardKC
1/20	Being yourself is enough and is a positive, bullying is not. If you see someone being bullied – report it. Just watching it happen or, worse, egging on the student 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 student doing the bullying only encourages the behavior. #RedCardKC
1/27	Students 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.	Students 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. #RedCardKC

February 2025		
Week of	Public Announcement	Social
2/3	Bystanders, or those who see bullying, can make a huge difference when they intervene on behalf of someone being bullied.	Bystanders, or those who see bullying, can make a huge difference when they intervene on behalf of someone being bullied. #RedCardKC
2/10	Cyberbullying is bullying. If you see it happening, don't respond. Stop and find a trusted adult to talk to. Don't spread bullying by passing it on. Call it when you see it.	Cyberbullying is #bullying. If you see it happening, don't respond. Stop and find a trusted adult to talk to. Don't spread bullying by passing it on. #RedCardKC
2/17	If you see someone who was bullied, you can offer them support. Become a positive friend to help them feel safe again at school. We all need a buddy.	If you see someone who was bullied, you can offer them support. Become a positive friend to help them

		feel safe again at school. #RedCardKC
2/24	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 #RedCardKC

March 2025		
Week of	Public Announcement	Social
3/3	In soccer, the RED CARD indicates a serious offense, and the player is removed from the game. Our school uses RED CARD in a way to not only highlight instances of bullying, but to encourage students and adults to speak up against it.	In soccer, the RED CARD indicates a serious offense, and the player is removed from the game. Our school uses #RedCardKC in a way to not only highlight instances of bullying, but to encourage students and adults to speak up against it.
3/10	Students who experience bullying may want to discuss it with a trusted adult, but not know how to bring it up. Let the adult know what you want from the situation, or if you don't know just tell them what happened. It is okay to say how talking about it makes you feel.	Students who experience bullying may want to discuss it with a trusted adult, but not know how to bring it up. Parents, visit RedCardKC.com for tips on how you can start a conversation. #RedCardKC
3/17	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
3/24	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. #RedCardKC

April 2025		
Week of	Public Announcement	Social
4/1	Bullying isn't something that happens somewhere else to someone else. It can happen right here, and it's one of the	Bullying isn't something that happens somewhere else to someone else. It can

	most toxic social issues of our time. Call it when you see it. Stop bullying.	happen right here, and it's one of the most toxic social issues of our time. Call it when you see it. Stop bullying. #RedCardKC
4/7	Take a stand. A lot of bullying happens online. You can stop cyberbullying by reporting it and by not forwarding hurtful messages.	Take a stand. A lot of bullying happens online. You can stop cyberbullying by reporting it. More tips at RedCardKC.com #RedCardKC
4/14	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. #RedCardKC
4/21	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 #RedCardKC

May 2025		
Week of	Public Announcement	Social
4/28	Bullying affects all youth, including those who are bullied, those who bully others, and those who witness bullying. The effects of bullying may continue into adulthood.	Bullying affects all youth, including those who are bullied, those who bully others, and those who witness bullying. The effects of bullying may continue into adulthood. #RedCardKC
5/5	Bullying prevention doesn't end when school ends. Let's take a stand, as bullying prevention is most effective when the community comes together. We all can play a role in ending bullying.	Bullying prevention doesn't end when school ends. Let's take a stand, as bullying prevention is most effective when the community comes together. We all can play a role in ending bullying. #RedCardKC