

**CHARACTERCOUNTS!**<sup>®</sup>

# Cyberbullying – K-12

Call 1-800-711-2670 for  
Technical Support



# Welcome to the Webinar!

**Presenter:**

**Taaji Rauf**

**CHARACTER COUNTS! Program Representative**

# How To Ask Questions

- Please **'Private Chat'** the **'CC! Presenter'**
- Please make sure to have your speakers on by clicking **'Unmute My Speakers'** 
- If you have technical difficulties, call 800-711-2670 x838

# Topics of Discussion

- Cyberbullying Information, types, categories, and tactics.
- Why are students engaging in Cyberbullying?
- What can you do to address Cyberbullying?
- **CHARACTER COUNTS! Six Pillar Connection, our TEAM approach, and support from the National Office of CHARACTER COUNTS!**

**\*Reminder:**  
**Send in your Questions**



**Private Chat: CC! Presenter**

# Cyberbullying Information

- 42% of children of all ages have been bullied while online
- 1- 4 instances of Cyberbullying have happened more than once.
- Instant Messaging, Facebook In boxing, chat rooms, and on-line text messaging are commonly used tools for cyber- bullies
- Cyberbullies are twice as likely to be girls.

Sources: Yale University, i-SAFE Survey



# Types of Cyberbullying

- **Posting disrespectful pictures on blogs, social networks, and websites.**
- **Making fake profiles.**
- **Starting rumors through social networks.**
- **Mean text Messages or e-mails.**
- **Students from different schools.**

# Categories of Cyberbullying

## Real- Time

- Chat Rooms
- Cell Phones
- Text Messages
- Instant Messages
- Online Gaming
- Constant Phone Calls
- Video Chats

## Delayed

- Social Networks: Facebook, Instagram, Twitter, Kik (on-line text), Oovo, blogs, websites, YouTube, Vine, Keek, Skype
- E-mail
- Photo- shopped Pictures
- Stealing Passwords
- Internet Polling/ Surveys



# Cyberbullying Tactics

- Gossip
- Exclusion
- Impersonation
- Harassment
- Cyberstalking
- Online fights ( Flaming)
- Outing and Trickery
- Cyberthreats

# Why are students engaging in Cyberbullying?

- Some students think it is funny and fun.
- Self protection, revenge, or retaliation
- The I'm Bored syndrome
- To promote their status or to build their ego.
- Students may want to feel a sense of control by engaging in Cyberbullying.

# Signs a student is Cyberbullying or being Cyberbullied:

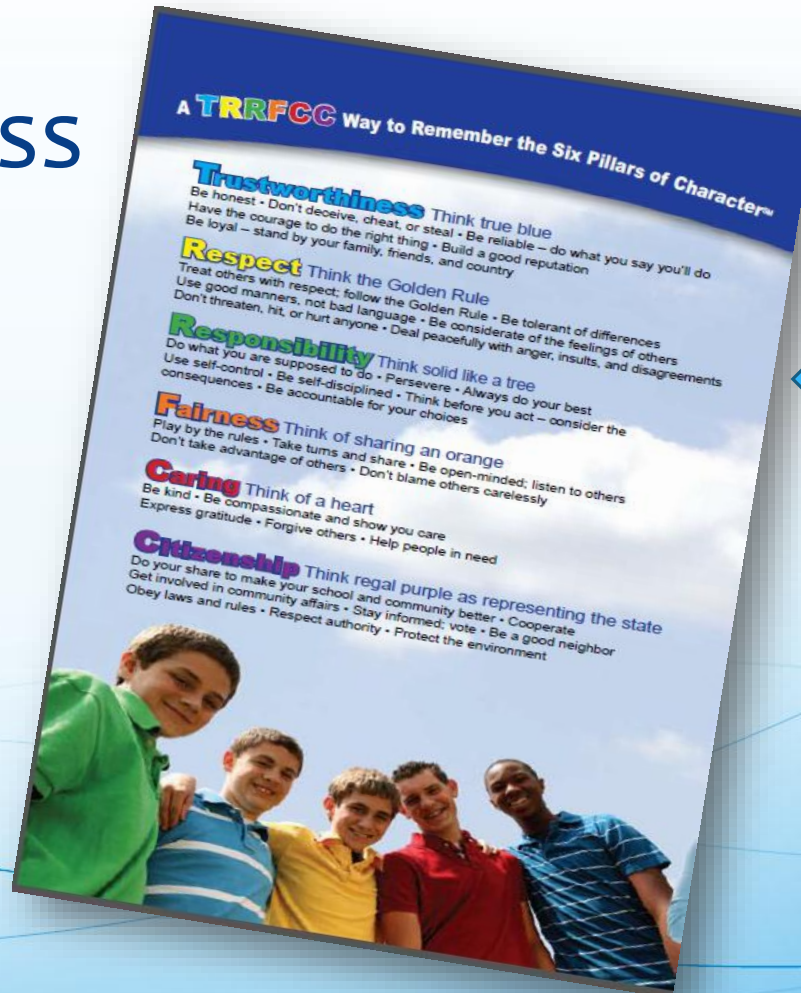
- Computer Avoidance
- Computer Obsession
- Rapid or sudden change in behavior at home or school.
- Nightmares
- Extreme sadness while they are on the computer.
- Obsession with views, likes, dislikes, and retweets.

## Here is what you can do to:

- **Establish strict computer usage guidelines**
- **Embrace technology and social networks.**
- **Learn abbreviations**
- **Make sure that parents know all usernames and passwords.**
- **Limit Social Network usage during school hours as much as possible.**
- **Pay attention to Blogs and Websites students create.**

# Six Pillars of Character

Trustworthiness  
Respect  
Responsibility  
Fairness  
Caring  
Citizenship



# How to use the Six Pillars to prevent Cyberbullying.

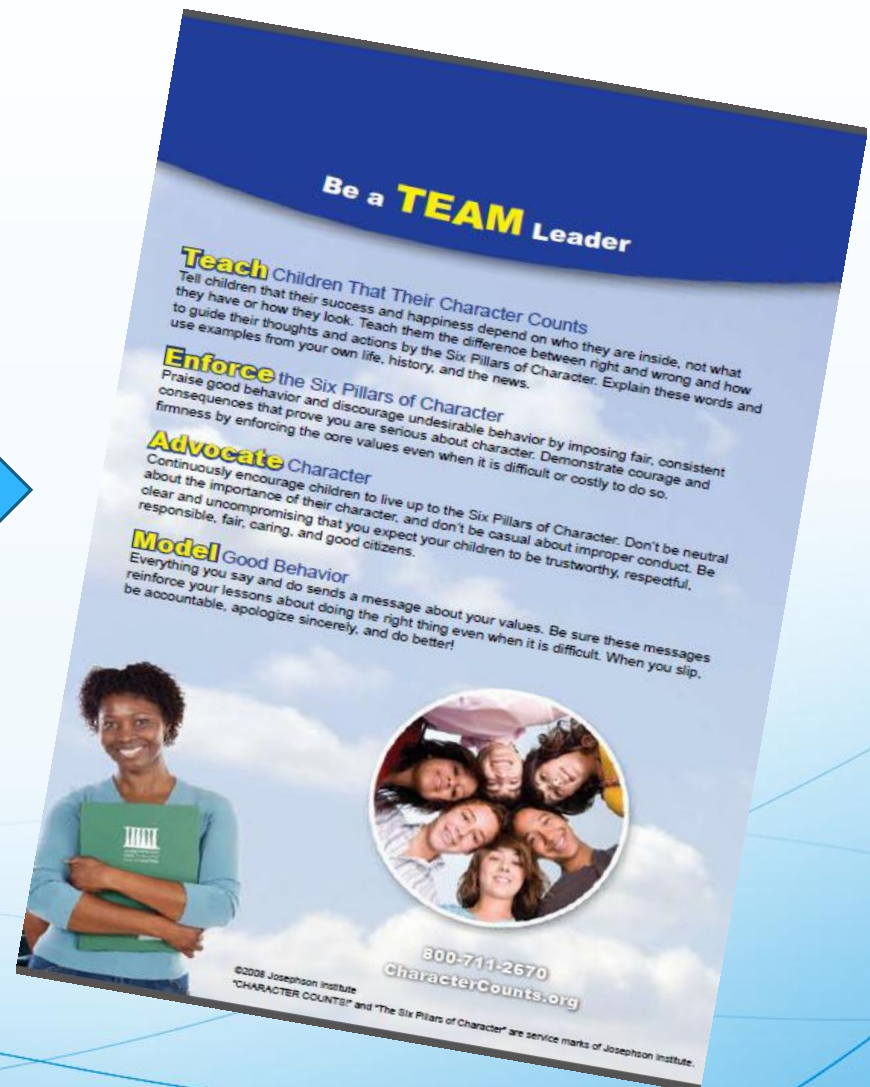
- Educate students about the CC! Climate and Culture at your school.
- Teach children about the positive impact using the Six Pillars has while they are at school.
- Take action for in school cyber bullying by focusing on using CC! language.
- Make sure students are aware that CC! is about a constant culture of kindness.
- Student Engagement and Leadership in CC!



# The T.E.A.M Approach

Teach  
Enforce  
Advocate  
Model

Handout



**What can you do today at  
[www.CharacterCounts.org](http://www.CharacterCounts.org)**





# Sign up for CHARACTER COUNTS! Membership

## CC! Membership Application

CHARACTER COUNTS! MEMBERSHIP APPLICATION	
<b>PRIMARY CONTACT</b>	<b>BILLING CONTACT</b>
Contact Person & Title	Name
Organization	Organization
Street Address	Street Address
City State ZIP	City State ZIP
Phone Fax	Phone Fax
Email Website	Email
<b>ADDITIONAL CONTACT (IF ANY)</b>	
Contact Person & Title	Name
Organization	Organization
<b>BENEFITS OF CHARACTER COUNTS! MEMBERSHIP</b>	
<b>Webinars</b>	
- Unlimited free <a href="#">webinar recordings</a> on a variety of topics	
<b>Trainings</b>	
- Special rates on <a href="#">Character Development Seminars</a> , in-service workshops and mini-workshops	
<b>Request Materials</b>	
- 75 percent discount on <a href="#">CC! Request Materials</a>	
<b>Special Privileges</b>	
- Listing with a link to your organization on the <a href="#">CC! members website</a>	
- Possible inclusion in CC! email media outlets	
- Use of CC! membership emblem and logo (with permission)	
- Eligibility to serve as a CC! Ambassador	
- Free enrollment in the CC! Community and Student Ambassador Programs	
<b>MEMBERSHIP AGREEMENT</b>	
- The National Office of CHARACTER COUNTS! will send membership updates and information via phone, email or printed mail to only one primary person of contact for your organization. This person will provide authorization for arrangements between your organization and the National Office of CHARACTER COUNTS!	
- CC! members may not make copies of CC! materials for non-members or borrow electronic copies of CC! materials and network to non-members.	
- Membership will only cover one organization unless specified otherwise and may not be combined with multiple entities.	
- Members shall not include "CHARACTER COUNTS!" as part of their organization name.	
- Members are not permitted to represent the National Office of CHARACTER COUNTS!	
- Members must receive written permission from the CC! National Office before duplicating CC! training materials, products or logos.	
- Members agree to integrate character education into their programs and, specifically, to promote the Six Pillars of Character (integrity, respect, responsibility, fairness, caring and citizenship).	
- The National Office of CHARACTER COUNTS! reserves the right to terminate membership at any time.	

# Get Trained

OUR CENTERS FOR ETHICS:

 YOUTH

 SPORTS

 BUSINESS

 PUBLIC SERV

Center Overview | Get Started | Programs | Training | Fundin

## Our in-service workshops come to you



**Book your workshop: 800-711-2670**

Get the training you need to change lives. You'll learn proven strategies to help you overcome whatever challenges your school or organization faces.

At CHARACTER COUNTS! we can customize workshops to your individual needs. And we'll bring the specialized trainers to you.

### **One-day in-service workshops**

Call **800-711-2670** to schedule a one-day workshop on one of these topics:

<http://charactercounts.org/training/in-service.html>

# In-Service Trainings

## Topics Include:

- **Addressing Bullying**
- **Curriculum Integration & Classroom Mgt.**
- **CC! for Counselors**
- **Sportsmanship**
- **Mini-Workshops Available too!**


**Contact a CC! Program Representative for more details:**

Call 1-800-711-2670 or [charactercounts@jiethics.org](mailto:charactercounts@jiethics.org)


# Get Materials

# Handouts

**CHARACTER COUNTS!**  
overview



Now that you're a trained character educator, here are the key points you'll need to remember. You can count on CHARACTER COUNTS! headquarters for help and guidance. Our website is full of free resources, lesson plans, strategies, and tips. National CHARACTER COUNTS! Week, celebrated every October, is a great way to connect with others around the globe who are dedicated to changing lives through character education. Visit [www.CharacterCounts.org](http://www.CharacterCounts.org) often to keep up with the latest news and resources.



800-711-2670  
CharacterCounts.org

JOSEPHSON  
INSTITUTE  
Center for Youth Ethics

**CHARACTER COUNTS!** Professional Development



Press the restart button on your school's climate.

Success comes in **3** packages:

- Character Development Seminars
- CHARACTER COUNTS! In-Service Days
- CHARACTER COUNTS! Webinars

You can dramatically reduce behavior problems and put your focus where it belongs—academics. When professional development enhances social and emotional learning goals, discipline referrals can dramatically decrease. See why schools across the nation have found CHARACTER COUNTS! to be the solution to their most difficult problems. Press the restart button on your school's culture and register for training today.

**CHARACTER COUNTS! COALITION MEMBERSHIP APPLICATION**

PRIMARY CONTACT		BILLING CONTACT	
Name of Organization	Name	Name	
Contact Person & Title	Organization	Organization	
Mailing Address	Address	Address	
City	State	City	State
Phone	Fax	Phone	Fax
Email	Website	Email	

**ORGANIZATIONAL DEMOGRAPHICS**

Is your group a 501(c)(3) nonprofit?  Yes  No

My organization is a(n):

Individual school       School district       Other

Number of full-time staff: \_\_\_\_\_      Number of schools in the district: \_\_\_\_\_      Number of full-time staff: \_\_\_\_\_

Number of students: \_\_\_\_\_      Number of students in the district: \_\_\_\_\_      Number of youth served: \_\_\_\_\_

**HOW DID YOU HEAR ABOUT CHARACTER COUNTS! AND THE COALITION?**

GCJ website       Word of mouth

E-mail       Advertisement (where?): \_\_\_\_\_

Meeting       Conference (which one?): \_\_\_\_\_

Other (Please explain): \_\_\_\_\_

**PAYMENT INFORMATION**

The Coalition membership period is for one year. Renewal is on an annual basis. We are joining the GCJ Coalition as a(n):

Individual school. Enclosed is payment of \$200.

School district. Enclosed is payment for \$1,000.

Other (community, youth-services org., business, other.\*). Enclosed is payment for \$200 / \$600 / \$1,000 (once one).

Annual Budget	Membership Dues
Less than \$1 million	\$200
\$1 million - \$5 million	\$600
More than \$5 million	\$1,000

\*The membership dues for "Other" organizations are based on your annual budget. Please use the chart below to determine your dues.

**PAYMENT METHOD**

Purchase Order. Please fill out an official purchase order from your institution along with this application.

Check Enclosed. Please make payable to "Josephson Institute." Please send this completed application with check, purchase order, or credit-card authorization. Signature required. \_\_\_\_\_ Date: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Billing ZIP: \_\_\_\_\_

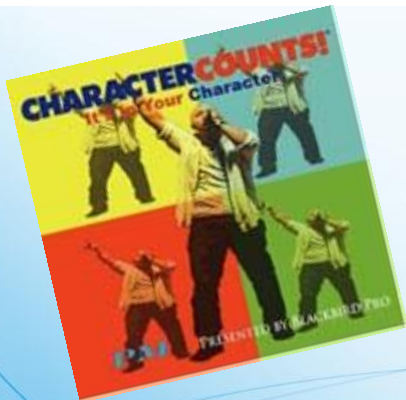
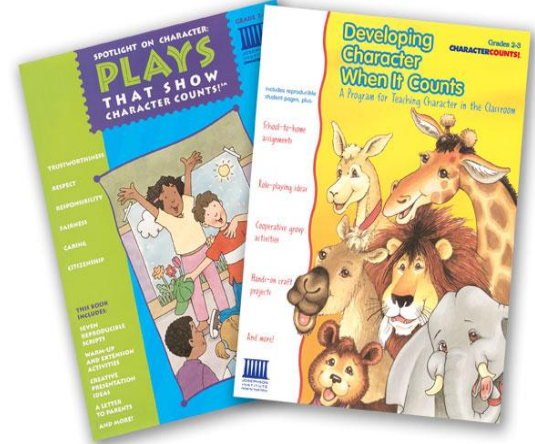
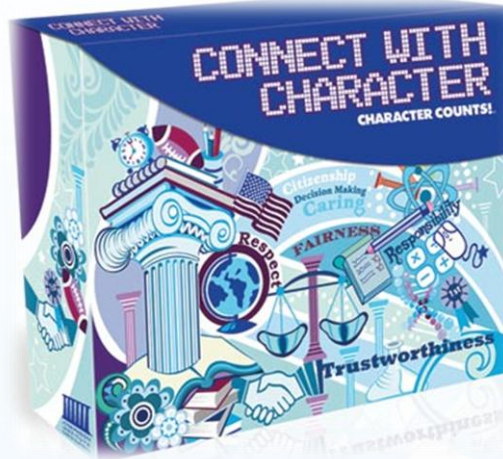
Mail to: Josephson Institute, Attn: Membership  
3841 Newport Blvd., Suite 300  
Los Angeles, CA 90048

Fax to: 310-846-8688  
Any questions, please call 800-711-2670  
or email [co@jethics.org](mailto:co@jethics.org)

80011 Josephson Institute      www.CharacterCounts.org      "CHARACTER COUNTS!" is a registered trademark of Josephson Institute

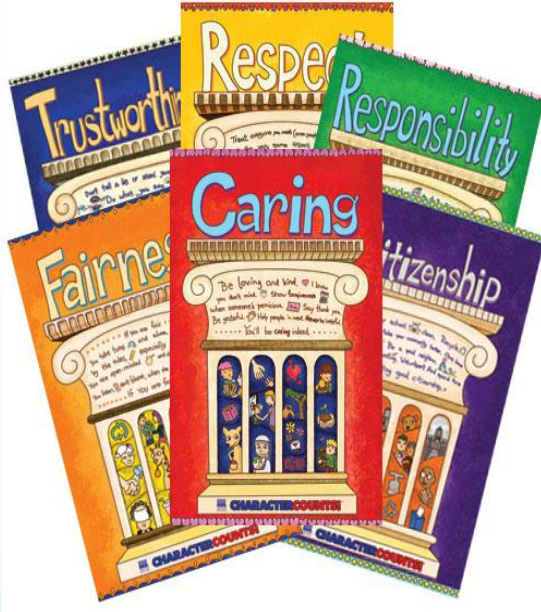


# Curriculum & Multi Media





# Posters & Banners





# Incentives & Awareness Items



JOSEPHSON INSTITUTE  
Center for Youth Ethics

HOME | ABOUT | BOARD | CONTACT | SEARCH:

OUR CENTERS FOR ETHICS:  
[YOUTH](#) | [SPORTS](#) | [BUSINESS](#) | [PUBLIC SERVICE](#) | [POLICING](#)

[Center Overview](#) | [Get Started](#) | [Programs](#) | [Training](#) | [Funding](#) | [News](#) | [Resources](#) | [Store](#)



## CHARACTERCOUNTS! Lesson Plan Bank

We're here to help you integrate character education into K-12 curriculum.

[ShareThis](#)

**CHARACTERCOUNTS!** > Character Education Lesson Plan Bank



**FEATURED LESSON:**  
Stranded! In this lesson students will imagine they're being sent to a desert island and will have to take six things with them. How will they get their message out? What treasury of compliments will they find?  
[More holiday-theme lesson plans >](#)

**TRAINING**



We're the nation's leader in character education. [Learn More >](#)

**FREE DOWNLOAD**



Download a free lesson plan for CHARACTER COUNTS! Pledge Certificates

**Search by the Six Pillars of Character**

- Trustworthiness
- Fairness
- Respect
- Caring
- Responsibility
- Citizenship

**Search by age**  
-- choose one --

**Search by subject**  
-- choose one --

**Share your lesson plans**

All our character education lesson plans are created by educators. Do you have one you'd like to share? [Submit your lesson plan >](#)

**State standards alignment**

These lesson plans are aligned with state standards according to the McREL Compendium of K-12 Standards. Visit [McREL.org](#) to learn more.

**Plant the seeds of character**



[Shop Now](#)

- Sign-up for free updates and newsletters
- More curriculum strategies

©2009 Josephson Institute. All rights reserved. [about](#) | [store](#) | [seminars](#) | [work\\_for\\_us](#) | [contact\\_us](#) | 800-711-2670  
 "CHARACTER COUNTS!" is a registered trademark of Josephson Institute. The Institute's Centers:  
[Youth Ethics](#) | [Sports Ethics](#) | [Business Ethics](#) | [Public Service Ethics](#) | [Policing Ethics](#)

Explore the  
Lesson Plan Bank

<http://charactercounts.org/lesson-plans/index.html>

# Check out the Quotations Bank



**CHARACTERCOUNTS!**  
**Quotations Bank**

"All that we are is the result of what we have thought."  
—Buddha

Quote of the moment

If you don't want anyone to know, don't do it.  
—Chinese proverb

Quotes on the Six Pillars of Character

Trustworthiness	Responsibility	Caring
Respect	Fairness	Citizenship

Search by keyword

Google™ Custom Search   x

Browse by category

▶ Business ethics, management	▶ Loyalty, friendship, gratitude
▶ Character	▶ Memory, the past
▶ Choice, freedom	▶ Money, greed
▶ Conscience	▶ Obstacles, adversity, suffering
▶ Courage, fear, worry	▶ Parenting
▶ Creativity, imagination	▶ Passion, enthusiasm

ShareThis

**CHARACTERCOUNTS!**  
Learn more »

Put character in the driver's seat

SHOP NOW

Free newsletters

<http://josephsoninstitute.org/quotes/>



# Friend us on Facebook

The screenshot shows the Facebook interface for the CHARACTER COUNTS! Official Page. At the top, there is a dark blue navigation bar with the Facebook logo on the left and login fields for 'Email or Phone' and 'Password' on the right, along with a 'Log In' button and a 'Keep me logged in' checkbox. Below the navigation bar, a white box contains the text 'CHARACTER COUNTS! Official Page is on Facebook.' and a call to action: 'To connect with CHARACTER COUNTS! Official Page, sign up for Facebook today.' with 'Sign Up' and 'Log In' buttons.

The main content area features a profile picture of a school building and a banner with the text 'CHARACTER COUNTS! Official Page' and '8,036 likes · 1,140 talking about this · 24 were here'. Below the banner, there is a 'Like' button and a settings icon. The page is categorized as a 'Non-Profit: Organization' with a description: 'CHARACTER COUNTS! is a national K-12 character development program based on core ethical values known as the Six Pillars of Character: trustworthiness, respect, ...'. Navigation tabs for 'About', 'Photos', 'Likes', 'Events', and 'Videos' are visible. The 'Likes' tab shows a count of 8,036.

Under the 'Highlights' section, there are two posts. The first is a link shared by the page: 'CHARACTER COUNTS! Official Page shared a link via HootSuite. about an hour ago'. The link text reads: 'Meet Christina Butler named New CC! Relationship Manager.' and the URL is 'http://charactercounts.org/chron/2013/01/08/christina-butler-named-new-cc-relationships-manager/'. The second post is from user 'Emily Cho' with the text: 'Hello! Does anyone have suggestions for children's books t...' and a timestamp of 'January 6 at 11:33pm'.

<https://www.facebook.com/CharacterCounts>

# Next Steps...

1. Please take the **Survey after today's webinar.**
2. **Receive a participant packet:** Power Point Slides, handouts, and a recording of this webinar.
3. **Contact a CC! Program Representative** for consultation on how to get started today!  
**1-800-711-2670 or [charactercounts@jiethics.org](mailto:charactercounts@jiethics.org)**

# CHARACTER COUNTS! National Office

**We're here to help!**

**1-800-711-2670**



**[charactercounts@jiethics.org](mailto:charactercounts@jiethics.org)**

# Questions and Answers



# **CHARACTER****COUNTS!**<sup>®</sup>

**Thank you!**

**Taaji Rauf, CC! Program Representative**

[trauf@jiethics.org](mailto:trauf@jiethics.org)

**1-800-711-2670**