

**American Medical Association Alliance, Inc.
Stop America's Violence Everywhere
"Talk to Your Kids about Bullying" Bookmark
Teaching Suggestions**



ALLIANCE MEMBER, TEACHER, COUNSELOR OR PARENT PREPARATION

The AMA Alliance "Talk to Your Kids about Bullying" bookmark is a companion piece to the extremely popular "I Can Handle Bullies" activity book and is intended for parents and caretakers of elementary or middle school students. Because bullying affects children in one way or another — as victims, bullies or bystanders — the bookmark encourages parents to talk to their children about bullying. Specifically, it provides tips for when children are bullied or are bullies.

As recent research reveals, bullying is a serious and often overlooked problem in the United States. According to a study published in the April 25, 2001 issue of the *Journal of the American Medical Association (JAMA)*, nearly one third of American children and teenagers report that they have experienced bullying either as a target or a perpetrator. Bullying is commonly characterized as an imbalance of power with an intention to harm or disturb, which occurs repeatedly.

Bullying prevention is an integral part of the AMA Alliance SAVE initiative, which began in 1995 to combat the growing problem of violence in schools and communities nationwide. Today, more than 600 county and state Alliances participate in SAVE activities to teach children conflict resolution skills and educate the public about violence prevention. Other SAVE resources include, "Hands Are Not for Hitting" activity books and place mats (a conflict resolution activity for children in grades K-3), "Monitor the Media" brochures (educational information for adults and kids about media violence), and the SAVE Schools from Violence planning guide. For more information, contact the AMA Alliance at 312-464-4470, AMAA@ama-assn.org or visit its Web site at www.ama-assn.org/go/alliance.

DISTRIBUTION IDEAS

- Parent-teacher conferences
- Back-to-school nights
- Envelope stuffers
- Health fairs
- Physicians' offices
- Local bookstores
- Daycare centers
- Legislators

If you would like to add a distribution idea to the list, please contact Megan Pellegrini at 312-464-4470 or Megan_Pellegrini@ama-assn.org.