



Cyber bullying campaign a great success

A CAMPAIGN to shut down cyber bullying in the North King Country is proving to be a hit says Journey Church pastor Terry Bradley.

His campaign called 'Cyber bullying is not OK' began during term 1 when he joined forces with schools, police, Netsafe and the community to create a cultural change where the issue is 'permanently deleted'.

Campaign supporter, Social Sector youth services manager Hilary Karaitiana says cyber bullying, where people are teased, bullied and/or abused via negative messages on mobile phones or the internet, is a rising problem in society and can have disastrous effects on victims including public humiliation, depression, self-harm and even suicide.

Beginning in local schools, Mr Bradley has been spreading the anti-cyber bullying message via newsletters highlighting what cyber bullying is, how it harms and what can be done to stop it.

The campaign culminates this week with an interactive anti-bullying drama performance by Piopio College students at Te Kuiti Primary School yesterday and Pukenui School today, school presentations by Netsafe's Lee Chisholm and a 'Cyber bullying is not OK Week' (June 16-20) where local businesses are asked to show their support through posters and window displays.

"The message we want to get across is that when you feel like posting a negative message online, just back off and cool down because there are much better ways to deal with your frustration," says Mr Bradley.

"And what makes cyber bullying even worse is that when you've posted that message it's there permanently even if you don't feel that way the next day.

"So our campaign is about raising awareness around cyber bullying, creating a cultural change where it

doesn't exist anymore and providing support where possible."

LOCAL WEBSITE

Mr Bradley says even though the major campaign drive finishes this month, he plans to continue his mission online at the journeychurch.org.nz website which has advice, downloadable resources and links to other helpful websites.

"The neat thing about his whole campaign is that the young people have been a big part of the problem solving process and because they've taken ownership of it, it really seems to be influencing their peers.

"Ultimately though, we'd like to see the whole culture change where people learn to deal with their issues in a way that doesn't lead to escalation but rather rising above it and coming out the other side as friends not enemies.

"That's the goal."

Mrs Karaitiana says the general attitude towards cyber bullying is certainly starting to change for the better.

"Key people in the community such as guidance councillors and police have said they've noticed a marked decrease in cyber bullying incidents since the campaign began.

"It has worked so well because it also highlights a parent's role in monitoring their children's use on Facebook not only as perpetrators of cyber bullying but also to check they're not victims of abuse.

"Furthermore, Maniapoto FM has done a tremendous job through talk-back in keeping the issue out in front of the people.

"The key now is maintaining that momentum and we need the support from the entire community to achieve that.

For more information, advice and/or support regarding cyber safety visit - connectsmart.co.nz



CAMPAIGN CHAMPIONS: 'Cyber Bullying is not OK' campaign leaders Terry Bradley (left) and Social Sector youth services manager Hilary Karaitiana are on a mission to permanently delete online abuse in the North King Country.


Waitomo District Youth Council

Cyber Bullying is not OK

The Youth Council supports the 'code of conduct' to combat cyber bullying. Facebook is a great way to meet new people and keep in touch with friends. Sometimes people can use it for the wrong reasons and put others down or make them feel alone.

Let's set the standard for how social networking should be used! We need to stick together and support each other through these issues.

You can approach any of your WDYC members about Cyber Bullying:
 Louis Bell, Aroha-Wehi King, Keegan Grainger, Glen Maag-Strickland, Zoe Ball, Matthew Maxwell, Mahaleighyah Watene, Sydney-Jem Karaitiana, Taonui Campbell, Pikipo Takerei, Isaiah Wallace, Francois Turner, Louisa Macdonald, Vaida Poole and Grace Kroon.



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The small words hurt the most

SAY NO

to cyber bullying



New Zealand POLICE / In an emergency dial 111
 Nga Pirihimana o Aotearoa

Need help to protect your children against cyberbullying?

Come in and see us to install **Net Nanny**, the #1 ranked parental control software online protection from online predators and cyberbullying.


PC Soft
 201-Rora-Street, Te Kuiti 3910 | 07 878 7759





STOP

CYBER BULLYING

By Cody Kiriona.