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Media Release

Hillsboro School District Officially Launches Student-led Anti-Bullying Campaign

Messaging asks students to think before they act and examine what it means to be a true friend

October 2, 2014, Hillsboro, OR – In alignment with October’s designation as “National Bullying Prevention Month,” Hillsboro School District high school students are ready to officially launch their anti-bullying campaign: *Re-Think, Re-Define, Where do you stand?*

The students responsible for creating the campaign are members of the Mayor’s Youth Advisory Committee, or YAC—a group chartered by the Mayor to increase youth involvement in local government.

Some members of the group along with their advisor, Kristi Wilson, met with the District’s Safety Director, Casey Waletich, in July 2013 to discuss the project. A meeting with the full group took place in September of that year, and by December they had been connected with Lines for Life, a non-profit organization dedicated to preventing substance abuse and suicide by providing support for people dealing with bullying, depression, addiction, mental health, and other issues. Lines for Life held educational workshops for the students in December and January, and then worked with the students to create a video and marketing campaign in the winter and spring.

The students’ key message to their peers is to examine the difference between being a true friend and a “frenemy”—someone who says they’re your friend, but whose actions are more like those of an enemy.

YAC members are currently working with their individual schools’ advisors and administrators to create a communication plan they feel will best resonate with their student body. The plan is to do multi-faceted roll-outs at each of the high schools this fall, and then to begin sharing the message with middle schools in the spring.

For more information and to view the public service announcement, please visit <http://www.hsd.k12.or.us/Departments/Safety/BullyingPrevention.aspx>.

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