

NO: **R005**

COUNCIL DATE: **January 9, 2012**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **January 5, 2012**

FROM: **Manager RCMP Support Services
General Manager, Human Resources
Officer in Charge, Surrey RCMP**

FILE: **Anti-Bullying**

SUBJECT: **Anti-Bullying Day - Film Contest**

RECOMMENDATION

It is recommended that Council receive this report as information.

INTENT

The purpose of this report is to provide information about activities that are being planned for 2012 Anti-Bullying Day and a related Youth Film Contest.

BACKGROUND

Anti-Bullying Day (“Pink Shirt Day”) for 2012 is on Wednesday, February 29th.

“Pink Shirt Day” was initiated by two Grade 12 students from Nova Scotia in 2007. Witnessing a Grade 9 student at their school being bullied for wearing a pink polo shirt on his first day, they went out and purchased 50 pink shirts from a local discount store and encouraged their classmates to join them in wearing a “sea of pink” the following day. Hundreds of students turned up in a show of support. As media attention on the story spread the annual Anti-Bullying “Pink Shirt Day” was born.

In Surrey, Anti-Bullying Day is one of the City’s Diversity Awareness events. This year, the event is being coordinated by the Surrey RCMP Support Services team.

DISCUSSION

In support of the 2012 Anti-Bullying Day a Film Contest is being organized for the youth of Surrey. Youth between the ages of 14 and 18 years can produce and submit a 30 second or 60 second video focused on how or why we must put an end to bullying at school, at home or in the workplace. The Contest will have two categories: one for junior students (ages 14 to 15) and one for senior students (ages 16 to 18).

The Contest will be marketed to Surrey students through the City of Surrey website and through other direct outreach methods.

Entries will be evaluated by a panel of independent jurors. The panel members have not yet been confirmed but it is expected that they will be representatives of various organizations associated with film and/or TV show production. All video entries will be shown at a screening event called "Film Night", on Thursday, February 23rd, 2012, to which the student producers of the videos along with their guests, will be invited to view all of the video entries.

Prizes will be awarded for the best three videos in each of the categories, all six of which will be posted on the City of Surrey website for viewing by the public. The best film from each category will be announced at a formal event on Anti-Bullying Day at the Surrey RCMP Main Detachment and will subsequently be shown on Shaw TV. Staff is also working with "Project Change BC" to arrange to have the best films shown at their film festival later in the year. The formal event at the RCMP Detachment on Anti-Bullying Day will be held at noon hour and will be open to all City employees and the media.

The Contest and the related Anti-Bullying Day activities as documented in this report also align well with the City's Crime Reduction Strategy; more particularly, the Prevent and Deter Strand of the CRS, which identifies "Education and awareness building" as an important means to prevent and deter criminal behaviour.

SUSTAINABILITY CONSIDERATIONS

The 2012 Anti-Bullying Day event and the related Film Contest support the Surrey Sustainability Charter's vision statements "*Be a Safe Community*" and "*Promote a Society Where All Residents Feel a Sense of Belonging*". The Day and Contest also support the achievement of the following Socio-Cultural goal of the Charter:

"Cultivate a community that is caring, compassionate, inclusive and respectful of all aspects of diversity, in which all citizens are involved and connected, and have a shared sense of pride in the City".

CONCLUSION

The 2012 Anti-Bullying Film Contest will engage the youth of Surrey in addressing bullying in Surrey and will help to empower those being targeted by bullies to make a stand. The Contest and the City's Anti-Bullying Day activities and formal event fit well with the goals and objectives of the Surrey Sustainability Charter and demonstrate a progressive approach to building a strong and safe community.



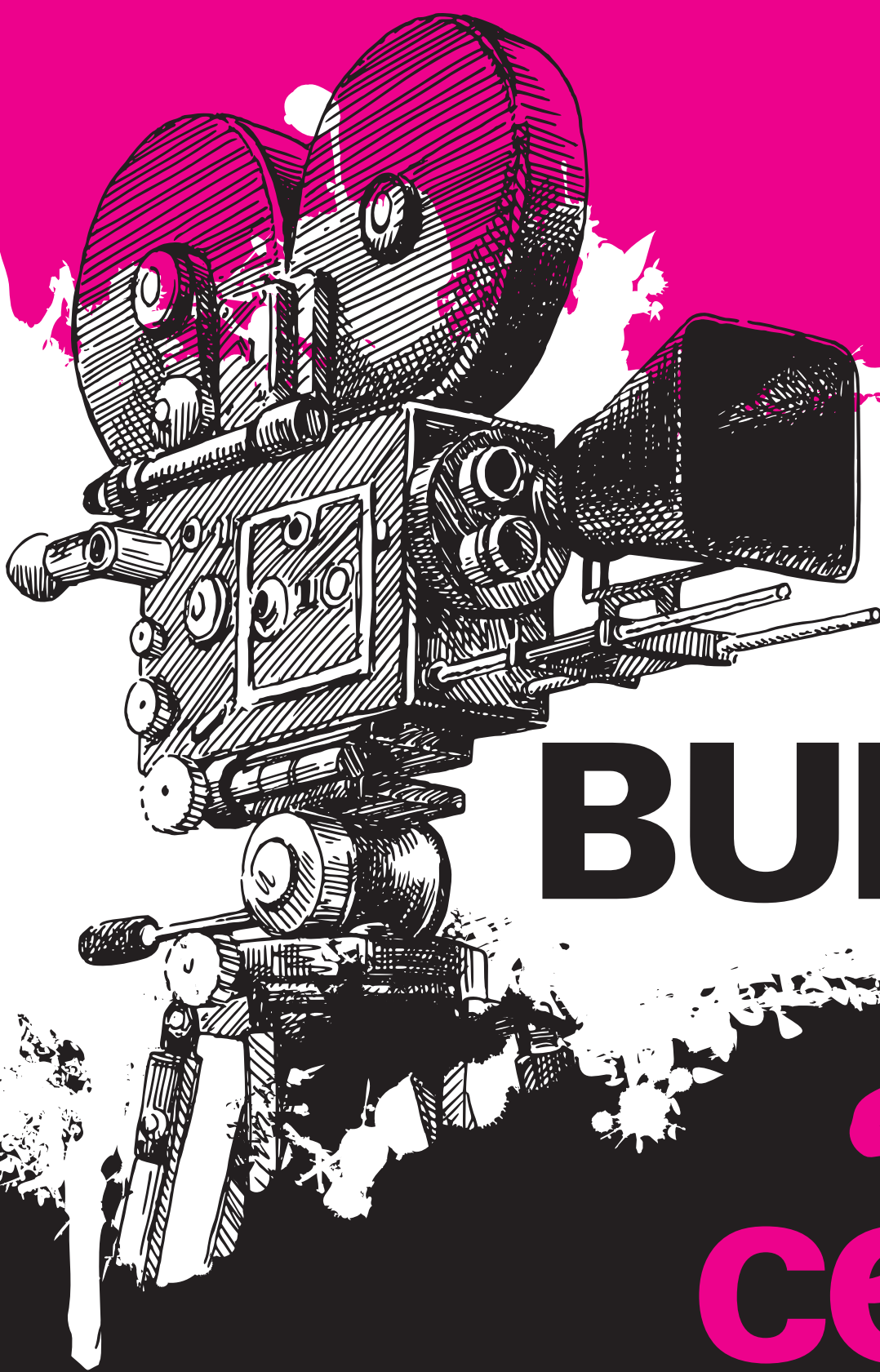
Johan Brand
Manager, RCMP Support Services

Nicola Webb
General Manager, Human Resources



W. Fraser MacRae
Assistant Commissioner
Officer in Charge, Surrey Detachment

Attachment: Poster of Anti-Bullying Film Contest



STOP BULLYING

Film CONTEST

CALLING ALL YOUTH AGES 14 - 18

Create a 30 second or 60 second film focused on how or why we must put an end to bullying at school, at home and in the workplace.



Prizes for the top 3 films!
The winning film will be profiled on Shaw TV

SUBMISSION DEADLINE
FEB 6, 2012

ANTI-BULLYING DAY
FEB 29, 2012



FOR MORE INFO
www.surrey.ca/stopbullying
604-507-5986

