

NO: **R235**

COUNCIL DATE: **November 5, 2012**

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **October 19, 2012**

FROM: **General Manager, Human Resources
Officer in Charge, Surrey Detachment**

FILE:

SUBJECT: **Stop Bullying: 2013 Film Contest**

RECOMMENDATION

The Human Resources Department and the Surrey RCMP Detachment recommend that Council receive this report as information.

INTENT

The purpose of this report is to provide information about activities that are being planned for the 2nd Annual (2013) Stop Bullying Film Contest in support of “Pink Shirt Day”.

BACKGROUND

Recent events have indicated the severity of the impact of bullying on young people in BC. In 2007, “Pink Shirt Day” was initiated by two Grade 12 students from Nova Scotia after they witnessed a student at their school being bullied for wearing a pink shirt. In response, the students purchased 50 pink shirts from a local store and encouraged their classmates to join them in wearing a “sea of pink” the following day. Hundreds of students showed their support and as media attention of the story spread the annual “Pink Shirt Day” was born.

The City has supported “Pink Shirt Day” by encouraging staff to wear pink and by sharing communications on the issue of bullying through its Diversity Program. In 2012, the City took its support for the issue of bullying a step further. The City, the Surrey RCMP, and CUPE Local 402 partnered to create the 1st Annual Stop Bullying Film Contest with the goal of bringing Surrey youth together to raise awareness about and put an end to bullying.

Students in the Surrey School District (between grades 9 and 12) were invited to submit a video in one of two categories; being Junior students (ages 14 and 15) and Senior students (ages 16 through 18). Each of the submissions was judged with the producers of the winning videos receiving an award. The winning videos are available for viewing on the City’s website at www.surrey.ca/stopbullying.

The Pink Shirt Day Event and the Film Contest are once again being sponsored for 2013 by the City of Surrey, CUPE Local 402, and the Surrey RCMP. The Surrey School District has also joined the partnership. “Pink Shirt Day” in 2013 is on Wednesday, February 27th.

DISCUSSION

The second annual Stop Bullying Film Contest is being organized for the youth of Surrey. The mission statement of the Film Contest is: “To bring Surrey youth together to raise awareness and put an end to bullying”.

The specific goals of the Film Contest are to:

- create awareness about bullying;
- engage Surrey youth in the issue of bullying through a film contest;
- educate the community about bullying; and
- develop ways in which the Community can be involved in putting an end to bullying.

Youth in grades 6 through 12 are eligible to produce and submit a 30 second or 60 second video focused on why bullying must end and how to go about ending it. The Film Contest will have three categories: one for junior students (Grades 6 and 7); one for intermediate students (Grades 8 through 10) and one for senior students (Grades 11 and 12).

Youth will be asked to produce a video that conveys a message about the forms of bullying, the impacts that bullying can have, and about solutions to stop bullying. This approach fits with the Surrey School District’s anti-bullying strategy.

The Film Contest will be launched as part of National Bullying Awareness Week, which is the week of November 12th, 2012. The 2013 marketing poster for the Contest is attached as Appendix I to this report. The Community Savings Credit Union (Newton Branch) has agreed to sponsor the Contest by providing a \$1,000 donation. Activities planned during the launch week include a cheque presentation at the Credit Union and a kick-off event at Johnston Heights Secondary School, the School of the student who submitted one of the winning entries in the 2012 contest.

The 2013 Film Contest will be marketed to Surrey students through the City of Surrey website, information delivered to local elementary schools and high schools, the Surrey Youth Facebook and Twitter accounts and through other direct outreach methods.

Video entries that are received will be evaluated by a panel of independent judges (the panel members have not yet been confirmed). A selection of the entries will be shown at a screening event called “Film Night” to which the student producers of videos along with their families/guests will be invited. It is expected that “Film Night” will take place during February 2013.

Prizes will be awarded for the three best videos in each of the categories referenced above. Each of these nine videos will be posted on the City of Surrey website for viewing by the public. The best video from each category will be announced at a formal event on “Pink Shirt Day” at the Surrey RCMP Main Detachment. This event will be held at noon and will be open to all City employees and the media. The winning videos will also be shown on Shaw TV (on the “Go! Vancouver” program).

The Surrey RCMP Support Services team are working on improving the resources available to youth who are victims of bullying and for parents of children who are victims of bullying.

The 2013 Stop Bullying Film Contest and all the related activities as documented in this report align with the City’s Crime Reduction Strategy (CRS); most specifically, the Prevent and Deter

Strand of the CRS, which identifies “Education and awareness building” as an important means to prevent and deter criminal behaviour.

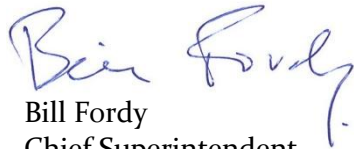
SUSTAINABILITY CONSIDERATIONS

The Stop Bullying 2013 Film Contest and all the related events 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 Pink Shirt Day event and the Stop Bullying 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 Stop Bullying 2013 Film Contest will engage the youth of Surrey in addressing bullying in the City and will assist in empowering those being targeted by bullies. The Contest and the City’s “Pink Shirt Day” activities fit well with the goals and objectives of the Surrey Sustainability Charter and demonstrate a progressive approach to building a strong and safe community.



Bill Fordy
Chief Superintendent
Officer in Charge, Surrey Detachment

Nicola Webb
General Manager
Human Resources

Appendix I: Poster of Stop Bullying 2013 Film Contest

STOP BULLYING

WHAT CAN U DO?

CALLING ALL
**SURREY
YOUTH**
GRADES 6-12

CREATE A **30^{SEC}** OR **60^{SEC}** FILM
FOCUSED ON PUTTING
AN END TO BULLYING

FOR MORE INFO
VISIT OUR WEBSITE OR CALL
604.599.STOP
(604-599-7867)
STOPBULLYING@SURREY.CA

PRIZES
FOR TOP FILM
IN EACH CATEGORY



AWARDS
PRESENTED ON
PINK SHIRT DAY
FEB 27/2013

SUBMISSION DEADLINE
FEB 8/2013





**ENTER OUR 2013 FILM CONTEST
AND SHOW US WHAT CAN U DO
TO BRING AN END TO BULLYING.**

We are inviting youth in Grades 6 to 12 to join together to create a film that highlights how to put a stop to bullying.

Prizes will be awarded for the top films in each of three categories:

JUNIOR (Grades 6 & 7)

INTERMEDIATE (Grades 8-10)

SENIOR (Grades 11 & 12)

The City of Surrey, Surrey RCMP, CUPE Local 402, and the Surrey School District have partnered to bring Surrey youth together to raise awareness and put an end to bullying.



We are looking for films that identify types of bullying, the impact that bullying can have on people, and solutions that we can all put in place to STOP BULLYING. Extra points will be awarded for creativity.



THE WINNING FILM IN EACH CATEGORY WILL BE ANNOUNCED ON

PINK SHIRT DAY

FEB 27/2013

SURREY RCMP MAIN DETACHMENT

www.surrey.ca/stopbullying

