



CITY OF BEVERLY HILLS STAFF REPORT

Meeting Date: October 2, 2012
To: Honorable Mayor & City Council
From: James Latta, L.C.S.W., Human Services Administrator
Subject: October is National Bullying Prevention Month

INTRODUCTION

In support of National Bullying Prevention Month, the Human Relations Commission is sponsoring a bullying prevention video competition.

DISCUSSION

Over the course of the last year, the Human Relations Commission has been working on outreach to the Beverly Hills community on bullying prevention. Under the umbrella of the well-received Embrace Civility campaign, the Commission could once again focus on active roles as were chosen for the civility award: *acts as a role model*, *takes a stand in support*, and *promotes positive human relations*.

In bullying, there are three key roles: the *bully*, the *bullied* and the *bystander*. Noting that some people are bullies, some get bullied, but everyone is in some way a bystander, the Commission consensus was to focus on ongoing education and outreach for *the bystander* and plan a community event tied to the annual bullying prevention month in October 2012. The community event is a video competition that asks people to stop and think about *their* role in bullying.

The prompt for the video competition is:

*Everyone plays a role in bullying...
The bully, the bullied and the bystander or...
The person who makes a difference!
What's your take?*

The Human Relations Commission will provide additional detail about the competition during their presentation.

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FISCAL IMPACT

There is no direct fiscal impact. All aspects of this award are tied to existing programs and within the scope of existing staff responsibilities.

RECOMMENDATION

The recommendation is for the community to take a moment to stop and think about *their* role in bullying and for those who are interested to share their experience by entering the video competition.

Steve Zoet
Approved By

A handwritten signature in black ink, appearing to read 'Steve Zoet', is written over a horizontal line. The signature is stylized and cursive.