



PHYSICIANS CAMPAIGN
TO
END BULLYING



CHAMPIONING
THE WELL-BEING
OF ALL CHILDREN

We are a growing collaborative of physicians, healthcare providers, and multi sector children's advocates who believe bullying poses a significant public health challenge and recognize that physicians and healthcare providers are on the front lines to respond to this call.

We believe it takes an innovative and structured approach to making collaboration work across government, private sector, nonprofit and communities to address the complex nature of bullying in our society. The Bully Project, NoBLE, Physician Advocates, SAMHSA, and members of the

Federal Partners in Bullying Prevention envision a new national campaign for healthcare providers - building on the vital work already accomplished by the medical community . . . The Physicians Campaign to End Bullying: Championing the Well Being of All Children.

The Physician's Campaign is an educational action initiative, designed from a clinical perspective to equip physicians and healthcare providers with up to date information regarding the impact of exposure to bullying and efficient ways to screen and help their patients.

THE CAMPAIGN
MISSION

- Galvanize all physicians caring for children and adolescents to transform the medical response to bullying. Screen all youth with the knowledge that:
 - a. What happens to them impacts their health - a trauma informed approach to care
 - b. A physician's query and response may be life changing
- Foster communities of healthcare providers that will work together and partner with local stakeholders in their anti-bullying efforts . . . to encourage compassion, empathy and wellness.

The Campaign aspires to energize all children's physicians to harness their legacy as children's rights champions, to support all physicians nationwide in attaining the necessary information and tools for screening and responding to all children exposed to bullying . . . with the goal of optimizing their wellness. To accomplish this vision, the Campaign believes that both an empathetic and medical understanding of bullying is paramount.

Far too many children are depressed, anxious or experience psychosomatic sequelae such as abdominal pain, headaches, or enuresis . . . as a result of being bullied. The trauma is potentially intensified when each interaction with an adult brings them no closer to safety, healing, and resolution.

In addition, those who bully also suffer, with studies revealing increased risk for depression, substance use, academic problems, and violence later in adolescence and adulthood. Witnesses too, are not exempt and are at increased risk for mental health consequences.

Studies have revealed that involvement in bullying in any capacity is associated with an increased risk for suicidal ideation and behavior.

Injuries and scars, physical and emotional, can have a lasting impact on the overall health of these young patients throughout their lives. Tragically, too many physicians committed to treating their young patients are not armed with the knowledge, training or tools to help . . . when symptoms of bullying exposure arise.

The Physicians Campaign is designed to support medical practitioners as first responders in these scenarios to assist healthcare providers with tools and a wealth of resources. By providing a deeper understanding of bullying and its adverse health consequences, and by addressing the barriers physicians face, clinicians should be able to translate the research into clinical practice. Both simple evaluation techniques and coding procedures are being evaluated. Assessment tools and metrics will be integrated into the pilot initiative.

THE CAMPAIGN VISION INCORPORATES:

Physicians are on the front lines with children and adolescents and are, at times, their only champion.



A 2 hour continuing medical education program: 45 minute version of the documentary BULLY, (Lee Hirsch, 2012), a related case based educational film, and Q&A (in person or over the internet). This format allows the program to be given anywhere in the country.

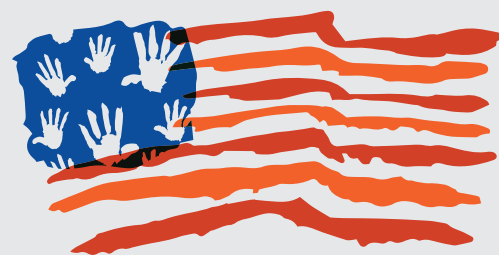
By honing their expertise to detect bullying exposure, they can be critical catalysts, instrumental in improving the lives of youth.



The creation of a comprehensive website with information and resources. It will support physicians' efforts and be a one-stop for up-to-date resources. The Physicians Campaign is advocating for specific ICD coding as it pertains to screening and counseling.



Partnering, innovating, and working with stakeholders to create a world where the health impact from exposure to bullying is eradicated.



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We seek to expand this collaborative; inviting physicians, national associations, hospitals, educators, families, and all stakeholders into this educational action initiative. Together, we are the innovators of a future without bullying. We welcome your passion, expertise and partnership as we launch this national campaign.

For further information contact:
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