

## **Bullying Prevention Social Media Campaign**

### **Building a Social Media Strategy to Address Hate, Bullying and Victimization based on Race, Ethnicity, Language, Culture and Country of Origin**

Too many young people in California face discrimination, violence, and abuse, due to their race, ethnicity, language, culture, and country of origin. This negative treatment often is associated with bullying, hate and harassment. These experiences take a significant toll on victims and communities by impacting emotional and physical safety. No one should be subjected to bullying because of who they are, where they come from, or the bias of others.

To address the risks associated with bullying, hate speech and related behavior, and to support young people who have had these traumatic experiences, the State of California has allocated \$5 million to address the rise in bullying and to combat associated risks. This investment is intended to support victims, prevent further bullying, and promote resiliency.

To effectively invest these funds, the Mental Health Services Oversight and Accountability Commission is seeking subject matter experts, community leaders, and other advisors with an emphasis on youth and young adults. These advisors will be asked to develop a proposal to respond to the threats and risks facing young people linked to bullying and hate speech. This proposal will build upon a social media foundation to reach children, youth, and young adults across the state.

Assembling an advisory group will help ensure the Commission accesses the best tools, content, and knowledge to support victims and promote prevention and resiliency. Creating community awareness and engagement around these challenges is an important strategy to ensure children, youth, and young adults know they have community support and peer allies.

### **FREQUENTLY ASKED QUESTIONS**

In the 2021-22 State Budget, the Commission received \$5 million to support an initiative to counter bullying related to race, ethnicity, language, culture, and country of origin. The law outlines specific requirements for how those funds are used, as detailed below.

One key requirement for the use of these funds is the formation of an advisory group to develop a proposal for the Commission's consideration on how best to invest these funds. Based on budget language, the Commission has identified deadlines and requirements for the advisory group to support the successful implementation of an anti-bullying strategy.

### **What are the deadlines?**

The Commission recognizes the urgency of this work, and the budget authority establishes a strict timeline for the use of these funds.

- An advisory group must be convened by August 31, 2021.
- The Commission must enter contracts to implement a proposal by October 31, 2021.
- The Commission must spend the \$5 million no later than June 30, 2023.

### **Who must be included in the advisory group?**

The advisory group will reflect a diverse group of people who each bring important insight and perspective to this project. The group will include people with bullying expertise or experience, those who have worked with victims, organizational representatives that are addressing racial justice, health care providers, and others. The advisory group must include:

- Youth
- Transition aged youth
- Mental health providers
- Representatives of community-based organizations that work on issues associated with racial justice and understanding
- Representative of state agencies working on similar issues, such as the Department of Public Health
- Others as needed

### **What is the role of the Advisory Group?**

The law states the advisory group is to develop a social media proposal that will deliver trusted content on how to reduce the risks associated with bullying and build resiliency among children and youth. That proposal should include:

- A social media strategy
- Compiled knowledge from within the advisory group and trusted guidance provided by mental health providers
- Recommendations for spending the \$5 million: one or more contracts, one or more languages, etc.

### **What will be in the social media proposal?**

The advisory group will determine the content of the social media strategy and can utilize many different approaches to reach an expansive audience. The proposal must be delivered statewide.

- The advisory group can determine what is included in the social media program
- Many different strategies should be considered and utilized
- The advisory group may consider creating different programs, explore various ways to deliver content, evaluate success of current services etc.

**What is the overall goal of this project?**

The goal of this project is to help victims of bullying and bring collective awareness to the discrimination, violence, and abuse many people face due to their race, culture, language, and country of origin.