





# The KiVa program

- Evidence-based program to prevent and reduce bullying
- Developed at the University of Turku, Finland with funding from the Finnish Ministry of Education and Culture





# The KiVa program

- Our school staff has received a vast selection of KiVa material in addition to training for the program implementation.





- KiVa is not a passing “project”, but a permanent way of action to prevent and stop bullying.





# What is bullying?

- Harmful behavior/degrading treatment which is
  - deliberate
  - repeated
  - targeted at a relatively defenseless or a less powerful person





# What is not bullying?

- Bullying is not...
  - a conflict
  - an argument
  - a fight
- ...instead it is a manifestation of a repressive relationship; an abuse of power and strength
- On average, 10% of school-aged children are targeted by systematic bullying





# Forms of bullying

- Most often bullying is verbal: name-calling, public ridicule
- Indirect bullying means treatment such as excluding a person from a group, or spreading mean stories about him/her
- Physical bullying can be pushing, hitting, kicking...
- Cyberbullying is a relatively new form of bullying which employs computers and cell phones





## **Bullying doesn't concern only the bullies and the victims**

- In most bullying incidents there is a group of peers present
- How peer witnesses respond in bullying situations is critical for...
  - how the bullied child feels
  - how the bullying situation proceeds
  - how long the bullying lasts

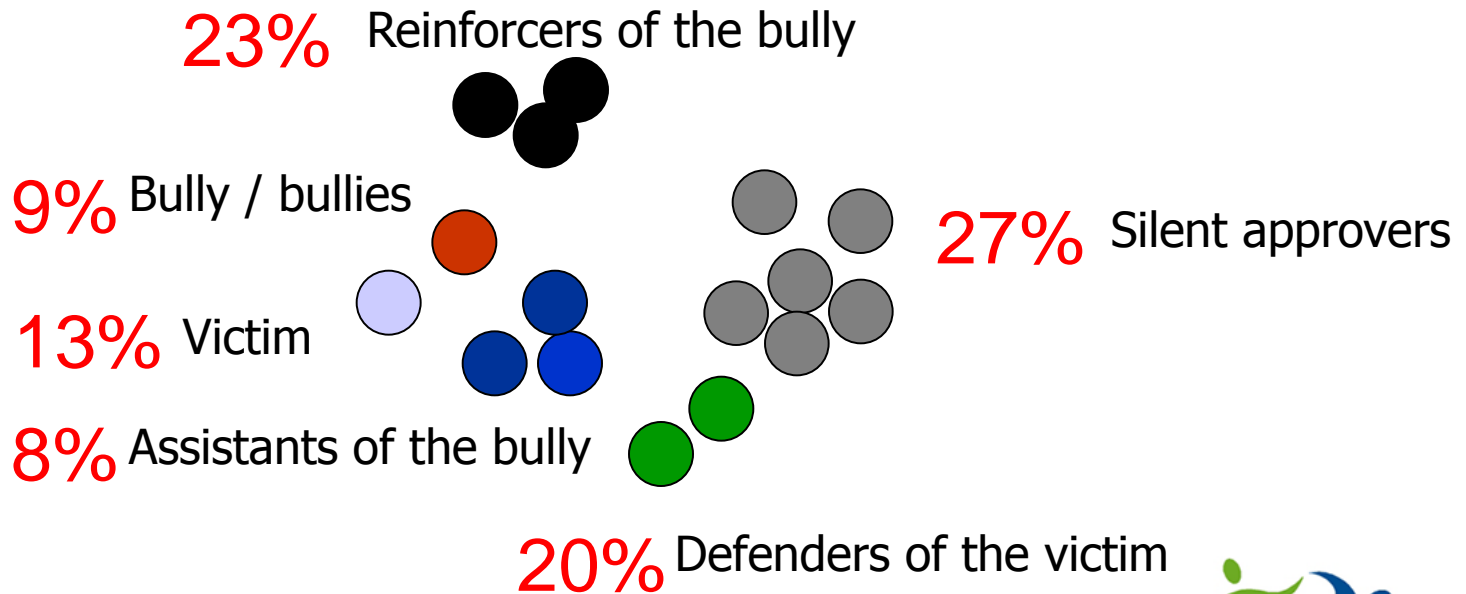






# The significance of the group

- Roles in bullying situations (Salmivalli et al., 1996)
- What do other students do when someone is being bullied?





## Bullying and the group

- Most children do not condone bullying – many do however end up following the bully’s behavior, laughing, or remaining silent
- Bullying-related group norms often dictate that being the victim’s friend is not allowed; you are not “supposed” to accept him/her





- It is important that all the students understand that they can make a difference!
  - “Let’s stop bullying together!”

**This is the key idea behind  
the KiVa program**





# Goals of the KiVa program

- To reduce bullying
- To prevent new bullying incidents from occurring
- To minimize the negative effects caused by bullying





# What does being part of the KiVa program mean?

- Preventive actions
  - apply to all students in the school
- Tackling cases of bullying coming to attention
  - concerns the students who have taken part in bullying





## Preventive (universal) actions: Student lessons

- Delivered in selected grade levels
- 10 student lessons (containing two 45-minute sessions each) about bullying, held over the course of the school year
  - topics included: treating others with respect; accepting people's differences, recognizing and regulating emotions, identifying bullying, acting constructively when witnessing bullying or when being bullied.





## Student lessons

- 1. Respect is for everyone
  - 2. In a group
  - 3. Recognizing bullying
  - 4. Hidden forms of bullying
  - 5. Consequences of bullying
  - 6. Group involvement in bullying
  - 7. Confronting bullying as a group
  - 8. What to do if I get bullied?
  - 9. KiVa school – let's do it together!
  - 10. How are we doing?
- 
- Discussions, learning by doing, short films, assignments...









## Student lessons

- Lesson goals:
  - To understand the significance of the group in bullying situations
  - To increase empathy for the victims
  - To learn ways of supporting the victim, and for taking responsibility for not allowing bullying to occur in the group





## KiVa rules

- Constructed over the course of the year
- Once a certain topic has been covered, a rule related to it is agreed on
- At the end of the year all the rules are put together to form the class KiVa contract





# The KiVa game

- Antibullying computer game
- Students play the game during the lessons and/or between them (also at home if Internet access is available)
- Students get to revisit concepts learned during the lessons (e.g., class KiVa rules) and practice antibullying actions





# Some characters in the KiVa game





# Signs that our school is a KiVa school

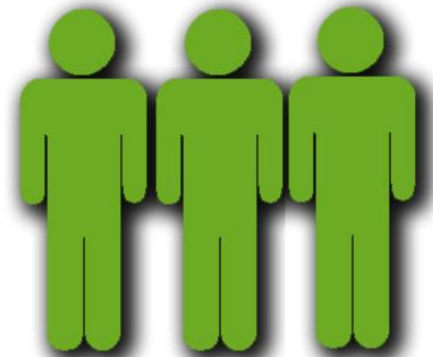
- Posters on the school walls
- KiVa vests for recess monitors
  - signal that bullying is being taken seriously, and that the monitors' duty is to ensure everyone's safety





# Tackling bullying

- The KiVa team
  - Each school implementing the program has a KiVa team which tackles acute bullying cases
  - Consists of 3 adults from among the school personnel





# Tackling bullying

- When a suspected bullying case comes to the attention of the school,
  - the adult who was the first to hear about it will consider whether it is bullying, and then forward the case to the KiVa team if necessary
  - The KiVa team members will
    - discuss the situation with the bullied student
    - discuss the situation with the students who have taken part in the bullying
    - organize follow-up discussions with children
  - The classroom teacher will
    - meet up with several of the victim's classmates and encourage them to support the victim





# Cooperation with parents

- Parents are informed of the cases which have been addressed by the team
- If need be, the parents can be invited to the school to discuss the case. However, that is not the standard procedure
  - the students are first given the chance to change their behavior







## **Tackling discussions conducted by the KiVa teams are efficient**

- In 98% of the cases during the pilot phase of the program the victim felt that the situation had improved for the better!





# Parents' Guide

- Parents' Guide is available on the KiVa website
- [kivaprogram.net/wales/parents](http://kivaprogram.net/wales/parents)
  - information about bullying
  - information about how parents can help in reducing bullying and support their bullied child





## Does KiVa have the desired effects?

- The University of Turku, Finland, has conducted research on the effects of KiVa during the pilot phase of the program (2007-2009) and the nationwide use (from 2009 on)
- There is clear evidence that **the program reduces the occurrence of bullying and victimization**





## “Side effects”?

- Several positive “side effects”
- Better class atmosphere
  - My class has a good atmosphere
  - Helping others is common in my class
  - I’m happy that I’m in my class
- Increased school motivation
  - Learning makes me happy
  - I want to learn many things
  - I think I do well at school





# What could parents do to reduce bullying?

- Take any bullying situation seriously
- Cooperate with the school
  - inform the school about a bullying case
  - trust in the school's ability to handle the matter
- Discuss bullying with your child even if s/he is not being bullied or s/he is not bullying others
  - what should be done if you notice bullying?
    - Let's encourage children to not join in on bullying, to support the victims, and to tell adults about bullying!



