

Community Engagement Tip Sheet

This tip sheet is designed to help you create a diverse network of supporters and advocates who can help address bullying in your community. Successful community-wide bullying prevention and response efforts can be implemented by taking the following steps:

1. *Identify Stakeholders*

The issue of bullying affects everyone, and all community members have important roles to play in developing approaches to address and prevent it. Participants for a community-wide bullying prevention effort should include invitations to the following groups:

- Elected Officials/Community Leaders | Health & Safety Professionals
- Law Enforcement Officials | Child Care/After School & Out of School Professionals
- Faith Leaders | Corporate & Business Professionals
- Mental Health & Social Service Professionals | Educators (including Special Education Professionals)
- Parents & Caregivers | Youth Leaders Organization Members
- City/County Recreation Professionals | Others

2. *Develop Outreach Strategies*

Once you have identified stakeholders, it is important to develop separate engagement strategies. You should have strategies for individuals you already know versus those you will be reaching out to for the first time. You should prioritize outreach activities to ensure that you stay within your timeline. You should also build in time for marketing the community events to generate interest. This will involve identifying what different stakeholders have to gain by participating and promoting different aspects of the event. For example, parents may be most interested in learning about cyberbullying. Meanwhile, educators may be more interested in learning about classroom prevention strategies. The next steps, outlined below, are designed to help you to build an ongoing community efforts.

3. *Build Strategic Partnerships*

Creating alliances and partnerships among individuals and organizations is a critical component of successful community engagement efforts. Effective partnerships present opportunities for collaborating, sharing ideas, and supporting one another's efforts. Partnerships should be pursued based on an organization's ability to reach stakeholders and help prevention efforts throughout the community. In the world of bullying prevention, a partnership could mean presenting training on bullying, co-hosting a webcast, or helping an individual find reliable resources. It is important to remember that preventing and addressing bullying is a shared responsibility of many stakeholders. You will want to consider building partnerships with a variety of community organizations.



