

NATIONAL COMMUNITY OF PRACTICE TOOLKIT



The Gender Bullying Project/Pass It On,
Changing Ways
Case Study



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About the organization

[Changing Ways](#) exists to eliminate men's abusive and violent behaviours against women and children, and to eliminate other forms of gender-based violence in intimate relationships. This advances our broader goal of achieving equality within a safe community where aggressors are held responsible and the community accountable.

The program took place in London, Ontario and surrounding areas in four Elementary Schools, two high schools, and Family and Children Services of St. Thomas and Elgin – each for 5 weeks. In total the programming took place across 6 months.

Program overview

Approach

The project engaged in an organic and evolving approach that prioritized youth as the experts on the issue of gender bullying. Every step of the way, from the literature review; to the focus groups; to the programming itself, the project worked to shift and grow, based on feedback and learnings. This was helpful and relevant when working with the youth who participated in the pilot programming, as it deepened their involvement when the discussions focused on their experiences and voices.

The tools created were implemented through a 5 session programming strategy focused on small and large group discussions.

This project focused on engaging boys and young men between 12-15 years of age with the issue. Focus groups and surveys were carried out with boys and young men, parents and teachers within the Thames Valley District School Board. Agency meetings and feedback forms were completed in order to get input from 10 stakeholders and sister agencies to identify the priority issues for engaging with gender based bullying.

An extensive analysis was conducted of past and current empirically based programs. This literature review showed the lack of programs that address the intersections between sexualized violence and bullying in the middle or high school context. A programming guide was created, informed through the focus groups, feedback from sister agencies and the literature review.

Core Activities

This programming, with five sessions covering conversations on Defining Gender Based Violence (and finding language that fits); Unpacking Masculinity and Sexism; Understanding Cyberbullying; Bystander Intervention, and critiquing the media and its messages, was run across 6 groups with 64 youth in and around the London area. One of the major goals of the project was an increased sense of social responsibility for ending sexualized violence within the youth's lives.

Partnerships

Partners included:

Family and Children Services of St. Thomas and Elgin, Violence Against Women Services, Sexual Assault Centre London, Thames Valley District School Board (TVDSB), Safe Schools and the University of Toronto, University of Western Ontario

Key Results

Our evaluation showed that youth who participated in the Pass it On program attributed greater responsibility to bystanders to intervene to end sexualized bullying. Responsibility to intervene extended to both friends and non-friends. Youth also responded with a larger and fairly sophisticated range of methods for intervening as bystanders. Due to a variety of opportunities for interviews with media and to present at conferences, the project has received various requests to expand our programming into numerous schools and groups. Our evaluation results and the expanding interest in the project has encouraged us to continue exploring and growing the work of engaging boys and young men with ending gender bullying in their lives.

To learn more about the Gender Bullying Project, contact Tim Kelly, Executive Director of Changing Ways – Email: timkelly@changingways.on.ca

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