# A CDSBEO
# Anti-Bullying
# &
# Community Outreach App

**April 27, 2015**

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❖ **Welcome and Introductions**

❖ **Stage On: The Vision and Development Journey**

# What?

❖ **CDSBEO in partnership with InTouch Mobile began work on the development of a CDSBEO Anti-Bullying and Community Outreach App in October 2013**

❖ **An App was originally developed through a partnership with InTouch Mobile and the Toronto District School Board**

❖ **The pilot App was vetted through students, parents, educators and community members and has was fine-tuned along the way**

# Who?

❖ **We wanted a tool that would be accessible and useful to:**

➤ **Gr. 7-12 students in CDSBEO,**

➤ **students' parents/guardians,**

➤ **staff,**

➤ **community stakeholders and partners.**

# Why?

❖ **Safe School Legislation and our own CDSBEO Policies & Procedures clearly outline that we have a duty to collect, investigate and respond to all reported incidents of bullying and victimization.**

❖ **As part of our overall (larger) anti-bullying strategy, we felt that this app will allow students and parents to quickly, conveniently and anonymously report incidents and areas of concern with regards to bullying and victimization in our schools.**

# Why?

❖ **Research had indicated that this form communication tool greatly increased the incidents of reporting compared to all other reporting vehicles in place.**

  ➤ Some of the types of reports that have been noted are;

   ▪ *"My friend is being abused by her boyfriend,"*

   ▪ *"I am concerned that my friend is making some bad choices and needs help."*

❖ **We knew that this App had the potential to capture the attention of students and their parents, using a form of communication that most have already embraced.**

# How?

❖ The App had to  free for all users and needed to have multiple accessible routes;
   ➢ *texting from any phone (that is capable of texting),*
   ➢ *by calling a toll-free phone number,*
   ➢ *through a webchat for anyone that doesn't have access to a phone.*

❖ This app/service will link to a live operator system, who will respond to concerns from 8:30 am-4:30pm and 24/7 through an automated system.

❖ Operators are trained to ask specific/probing questions

# How?

- http://www.youtube.com/watch?v=z2JWa5adyeU

# How?

- ❖ A written report is generated and forwarded (via email) to the administrator(s) of the school for investigation and follow-up.

- ❖ Reports are generated within two minutes of being received and recorded by the operator.

- ❖ Reports generated after hours are emailed to administrator(s) during the night for follow-up the next day.

- ❖ If an operator senses imminent danger, a phone call to the school administrator and/or board designate will accompany any emails.

- ❖ After hours, the caller is prompted to call 911 if there is imminent danger.

# How?

- ❖ When a person accesses the APP they will have the following links immediately available to them;
  - ➢ *Administration*
  - ➢ *Kids Help Line*
  - ➢ *Safe Schools Reporting (we can call this whatever we want)*
  - ➢ *Crime Stoppers*

- ❖ From these four main links we have the ability to add service channels, for example;
  - ➢ *Acts of Kindness Reporting (highlighting)*
  - ➢ *School Announcements*
  - ➢ *Board Announcements/Information*
  - ➢ *School Sports*

# When?

❖ **The initial research phase for CDSBEO was completed by late October of 2013.**

❖ **The development and set up of the school sites for our 26 schools with Grades 7 (and up) then began.**
  ➢ **This included the production and distribution of promotional material to let students, parents, staff and community members know about the system, during October to December of 2013**

❖ **Our plan was to have the system fully operational in CDSBEO for January 1, 2014**

# Stage Two

## The Launch
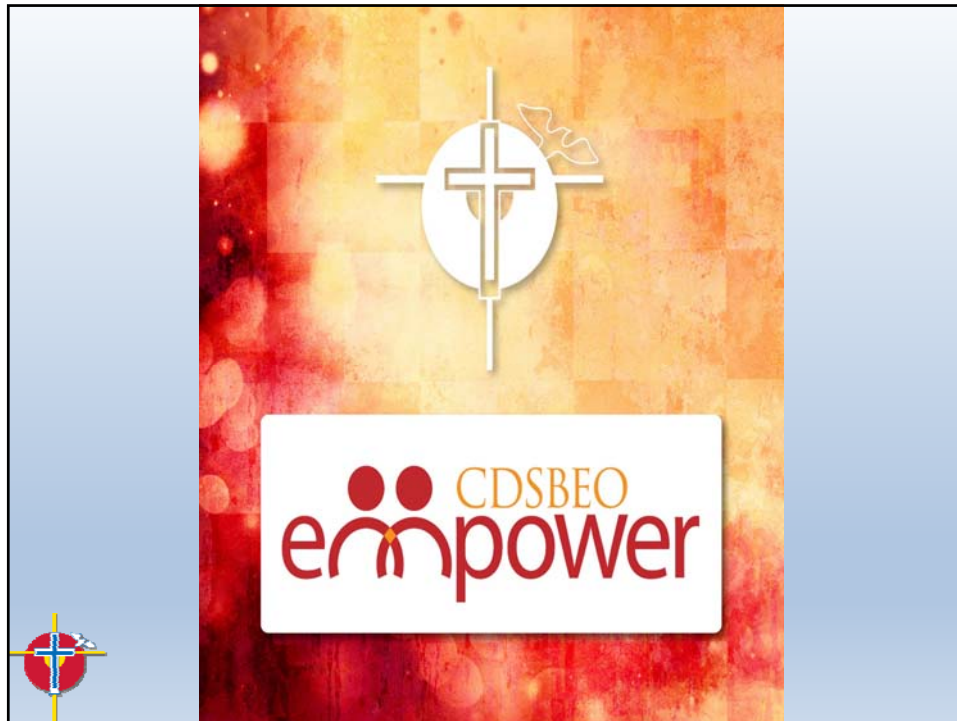
# What is CDSBEO Empower ?

❖ **CDSBEO Empower is a free anonymous reporting service provided by the CDSBEO, which enables students, staff, and parents to provide their school with tips on bullying and student safety. It also provides access to community mental health supports, and an opportunity to report acts of kindness, and share good news stories.**

❖ **Empower provides a timely response to all anonymous text reports.**

❖ **Tips submitted to Empower are shared with the appropriate school, where normal school and Board protocols will be followed.**

# Why Empower?

❖**Accessibility**

➢**Text a report from any mobile phone**

➢**Call from a landline or mobile phone**

➢**Smartphone app or web chat via www.cdsbeo.on.ca**

➢**Real-time school data and alerts**

➢**Direct access to third-party counselling**

# How Does Empower Work?

❖ **Send Empower a text at 613-704-2628, via the FREE Android or iOS app, or by web chat at www.cdsbeo.on.ca.**

❖ **The service centre receives the message, showing a scrambled sender's number.**

❖ **The sender will receive an automated reply to say that the service has received their text.**

❖ **The operator reviews the text and asks basic questions. (e.g. What happened? Where?)**

❖ **The tip and related information is sent to the appropriate school.**

❖ **The school responds to the information received.**

# Why Empower?

❖**Anonymity**

➢Report bullying, crime, or violence without fear of reprisal, judgment or discovery

❖**Accountability**

➢**Incident tracking**

➢**Instant notification**

# Frequently Asked Questions

❖ **Will texting Empower cost me money?**
  ➢ **It depends on your phone plan. Standard text messaging rates apply.**

❖ **What should I report?**
  ➢ **You can share anonymous tips on bullying, student safety and crime.**

❖ **What number do I text?**
  ➢ **Text or call 613-704-2628. This creates what we call a 'conversation.' You can also download and install the Empower app, available for iOS and Android. Just search "CDSBEO Empower" in your app store.**

# Frequently Asked Questions

❖ **Can I also call that number?**
  ➢ Yes, but Empower will not engage in phone conversations. The automated prompts allow you to connect via text, or to contact emergency supports.

❖ **Will Empower provide counselling?**
  ➢ No. Empower's operators will never offer counselling, however students will have access to the Mental Health and Addiction (MHA) Hopeline via the app, which provides contact information for community MHA support agencies, which offer counselling.

# Frequently Asked Questions

❖ **Who is Empower available to?**
  ➢ Empower anonymous reporting is available to all CDSBEO intermediate and senior students in grades 7 to 12 and their parents now.

❖ **How will my tip be used?**
  ➢ Empower labels each tip according to the type of incident and the location where it occurred (e.g. #bullying, #theft, #onschoolproperty).
  ➢ Tagging allows the CDSBEO to learn more about the use of the service, as well as the needs of our students and schools.

# Frequently Asked Questions

❖ **How will my tip be used?**
  ➢ **CDSBEO will review conversations frequently to better understand how tips are handled, the volume of tips received, and customer satisfaction.**
  ➢ **Your tip will always remain anonymous in the Empower system. School officials may ask for your identity if your tip is of an urgent nature that requires face-to-face conversation.**