CHAPTER NAME: Junior Auxiliary of Brookhaven

CHAPTER ADDRESS: P. O. Box 189
Brookhaven, MS 39602-0169

POPULATION CATEGORY: UNDER 15,000

NAME OF PROJECT: DUDE THAT’S RUDE

CATEGORY: (Check One) (A) NEW (B)______

ACTIVE MEMBERSHIP OF CHAPTER: 38 MEMBERS

NUMBER OF MEMBERS PARTICIPATING: 10

TOTAL HOURS OF SERVICE GIVEN BY MEMBERS: 105 HOURS

COST OF PROJECT: $540 (PROJECT BOARD MATERIAL, STICKERS, PENCILS)

NUMBER OF PERSONS SERVED: 640 TOTAL (150 THROUGH JIMMY JOHN’S BACKPACK DISTRIBUTION, AND 490 5TH GRADE IN ALL LINCOLN COUNTY SCHOOLS)

YOUR ENTRY MUST BE IN ESSAY FORM (1000 WORDS OR LESS, DOUBLE SPACED)

Send one digital photo per entry either email or on disc.

IT IS UNNECESSARY TO SUBMIT ANY SUPPLEMENTAL MATERIAL. THE AWARD WILL BE JUDGED ON THE NARRATIVE ONLY.
Name of Project: *Dude! That's Rude! Taking a Stand Against Cyberhate*

Total people served: 640 (150 through Jimmy Johns' Backpack Distribution and 490 5th graders in all Lincoln County schools)

Total Service Hours by Active Members: 105 hours for all events and during pre-event preparations

Cost of Project: $540 (project boards materials, stickers, pencils)

The NAJA National Focus of “Keeping It Real in a Virtual World,” inspired the Junior Auxiliary of Brookhaven to brainstorm about how they could help protect the children in our community against cyberbullying. There are so many aspects to the realities of internet abuse – cyberstalking, online bullying, and other acts of abuse – each come back to one thing, stopping it before it begins. So, the committee decided that a "campaign," instead of a single project would better serve the community.

And thus, *"Dude! That's Rude!"* was born.

The "*Dude! That's Rude!"* effort focuses on educating children about internet safety, and also creates a zero tolerance attitude to online bullying. By explaining how to recognize the signs of bullying, negative effects of bullying, and offer solutions to end the practices of bullying, Junior Auxiliary is enlisting all the children in our community into a "task force" that will actively combat online bullying. We help stop abuse before it is allowed to cause harm to others. Urging them to take a stand against by just telling potential bullies that, *"Dude! That's Rude!"*
Real in a Virtual World” are the importance of keeping personal information private, how "photoshopping" photographs can lead to bullying, how child predators may create fake online profiles, stolen identification, becoming a crime target by using “check – in” locations, and lastly, checking the facts -- just because it’s on the internet, does not make it true.

Students learned how posting hurtful or inappropriate posts or pictures may not ever truly be undone. Even those that are "deleted" can be recovered. Once it is on the internet, it may never be completely removed from the web. It can be a problem infinitum – never ending hurt for a cyberbully’s victim(s).

After presenting our campaign

Deleting information you’ve posted online doesn’t make it disappear. Anyone can copy, screen-shot, or photograph what has been posted. It can be saved on servers, hard drives, etc., many times even though you “deleted” it. There is no way to know how far it will go, or who will capture it along the way. Therefore, you should believe that it truly exists forever in cyberscape. Post accordingly.
board, the importance of "Taking a stand against cyber hate" was outlined. We discussed what is considered cyberhate, such as gossiping, spreading rumors, excluding others from social events, taking and sharing unflattering photos of others, making hurtful comments about other's clothing, hair, glasses or braces. In addition, making hurtful comments about a person’s weight, sharing inappropriate photographs, and the use of foul or derogatory (racist, for example) language are all considered cyberhate.

Instead of conforming to the accepted norms of today's virtual world, one often filled with cyberhate, we encouraged children to use the positive effects of social media outlets to share, comment or to "like" good and inspirational messages, to congratulate others, and to always investigate sources of internet information. We encouraged them to compliment their peers and build them up, utilizing the Golden Rule, rather than going down a destructive path of negativism.
So why did we push the focus for cyberhate and bullying? Today’s children seem to feel that they are invincible, they can say whatever they want because they are anonymous – cloaked behind the security of a computer screen. Nothing could be further from the truth. The program showed how there are actual people behind each social media account, and whatever you say or post can have a negative effect on them.

We followed this up by adding to our project board the negative effects of bullying: specifically, evidence that children who are bullied were more likely to skip school, have lower grades, and more likely to suffer from migraines. They also are at a greater risk to suffer from anxiety and depression, and they are more likely to abuse alcohol and drugs.

After educating the children on what is cyberhate and how it affects others, we gave them real life options of how to handle an online bully. We encouraged discussion with the children about cyber bullying and internet safety during the backpack drive and the "Healthy You" health fair. We emphasized four key points to stopping a bully: 1) Report the behavior. Con tact the police or make a complaint to the Facebook/Instagram, etc. Often now, you can make a selection that you want to “report” an offensive post. 2) Block, "unfriend" or "unfollow" the bully. 3) Tell someone. Be it a parent, a teacher, school counselor, even your bus driver. 4) Lastly, we wanted to provide the children with a non-violent, peaceful way to confront a bully about the behavior or action by urging them to replying to the bully with ‘Dude! That’s Rude!’

The campaign kicked off with great success on August 8, 2015 at the Third Annual Jimmy Johns’ backpack drive. The backpack drive was presented by Jimmy Johns, a local
sports personality, and a variety of community sponsors. The group provided backpacks loaded with donated school supplies to children in need. The children and parents were provided with helpful information, as well as rotating among “character stations,” such as “How to tie a tie”, “How to complete a resume, and” “Dude! That’s Rude!” was presented.

More than 150 local children, K-5 through eighth grade participated in this event. When they visited the Junior Auxiliary station, the children
were given internet safety information, and JA members discussed with them the effects of cyberbullying, and how they can have a zero tolerance for online bullying. The children signed a pledge that they vowed to practice good internet safety habits by not releasing private information on the internet, by not posting inappropriate pictures or comments, and to address any online bullying they encounter by saying, "Dude! That's Rude!"

As tangible reminders of the importance of not participating in or tolerating cyberhate behavior, the children were given "Dude! That's Rude!" pencils and stickers that said "Dude! That's Rude! I'm taking a stand against cyber hate!"

The two months-long campaign concluded with the next Life Choices committee project, the "Healthy You" health fair for nearly 490 fifth grade students in all the schools in our county. On September 15-17, 2015, four stations manned by Life Choices Committee members offered information on Exercise, Personal Hygiene, Nutrition, and

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90% of social media-using teens who have witnessed online cruelty say they have ignored mean behavior on social media.
(Pew Internet Research Center, FOSI, Code In the Classroom)
Cyberbullying with "Dude! That's Rude"! Partnering with concerned community organizations and companies, every student received a go-home bag (bags donated by a cellular phone provider) filled with a healthy proportion plate (donated by the local hospital), jump rope, pocket-size hand sanitizer (donated by a local pharmacy), toothbrushes (donated by a local dental clinic), and their Dude! That's Rude! National focus pencils. During this event, the children participating also verbally made a pledge to stand up against cyberhate and they each received a Dude! That's Rude! sticker to remind them of their commitment to combating online abuse.