



nickelodeon

Guide to

**BULLYING**   
**PREVENTION**







Nickelodeon wants everyone to be proud of who they are. To help all kids feel seen, heard, and respected, Nick supports families in speaking out and taking action against bullying. One form of bullying on the rise includes children and adults discriminating against or devaluing others based on their identities – who they are, where they come from, and the communities they belong to. People’s identities should be celebrated and elevated, not diminished. Included in this guide are meaningful actions families can take together to grow their social and emotional skills, strengthen their sense of identity and belonging, and prevent bullying.



## IDENTITY-BASED BULLYING

Kids who are part of marginalized racial, ethnic, religious, or cultural groups and those who belong to the LGBTQ+ and disability communities are more likely to experience bullying than their peers. Bullying someone because of their identity, or their perceived identity, is called identity-based bullying and stems from a person's own prejudices and biases. Bullying is an upsetting and unkind thing for someone to experience, especially if it is based on a core aspect of who they are. Whether experienced in school, on the playground, or online, identity-based bullying can have serious impacts on kids’ mental health and wellbeing. It can lead to low self-esteem, self-doubt, loneliness, and depression. Kids having pride in their sense of identity and strong support from friends, family members, and caring adults, like teachers, can help combat these negative impacts.

**“Bullying is repeated, aggressive behavior towards another person that involves a real or perceived power imbalance. Kids who bully tend to use their power—such as physical strength, access to embarrassing information, or popularity—to control or harm others. Bullying can have long-lasting negative consequences for those who bully and those who are the victims of bullying; this is why schools and parents must work hard to eliminate bullying when it happens.”**

*- Dr. Lorea Martínez, Educator and Social Emotional Learning Expert*



Watch for the [warning signs of bullying](#). If your child is being bullied, they may be reluctant to go to school, complain about physical ailments like headaches or stomach aches, be unusually quiet or withdrawn, or have trouble sleeping.


What if your child is bullying others? Watch for [bullying behaviors](#). Even in supportive school communities and caring families, kids can engage, intentionally or not, in bullying behaviors. Kids sometimes pick on others as a way to fit in, gain attention, or get what they want; they may be expressing an unmet need that they're having trouble putting into words. They may also be experiencing bullying themselves. Many times, they don't fully understand how deeply their words and actions can affect others. If your child is bullying, start a conversation with them about their feelings, wants, and needs. Share with them how their bullying behaviors impact others, listen to them, and validate their feelings. [Explore new strategies together](#) that they can use to make new friends, boost their self-esteem, and express their feelings.

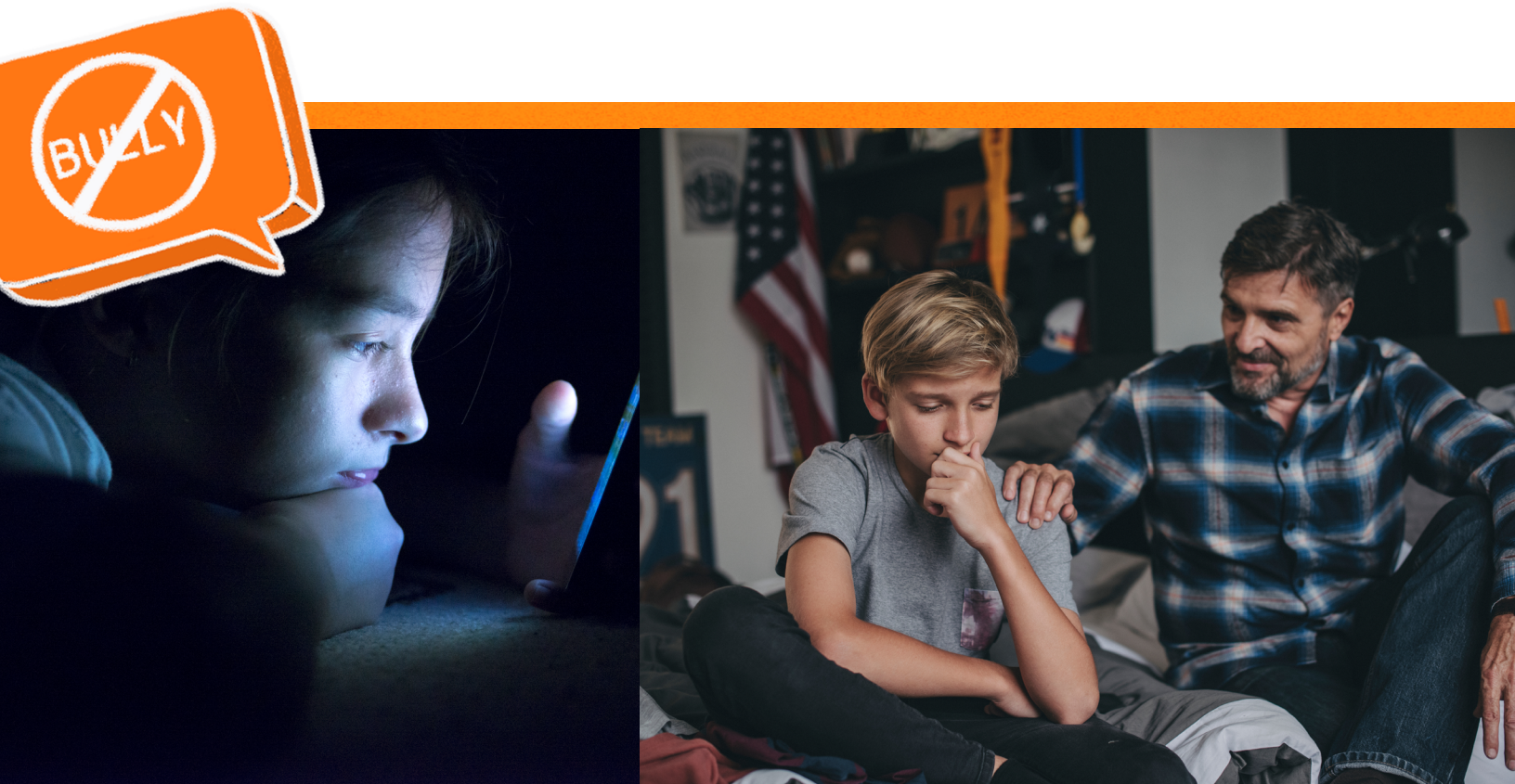
## TAKING ACTION AS A FAMILY

All families have a role to play in helping kids feel safe, seen, and celebrated. With each action below, you and your family will take a stand against bullying and contribute to making the world a more kind, caring, and accepting place.

- **Respect people's identities and experiences.** Encourage your kids to listen to others' thoughts and perspectives, ask about their backgrounds and interests, and [celebrate what makes them unique](#). As a family, explore [this Nick Helps resource](#) to better understand how a person's identity, like their race, gender, and ability, shape who they are and how they experience the world. Then, check out this [booklist from The Conscious Kid](#), with stories about being an upstander and treating each other with empathy and kindness.
- **Build pride in your family's heritage and cultures.** Strengthening your child's connection to cultural and family values encourages healthy identity development and [boosts their confidence and resilience](#). These skills play a key role in positive mental health and provide protection from the negative impacts of bias, discrimination, and identity-based bullying in the wider world. Find inspiration with these Nick actors as they share how they [stay true to themselves](#).



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- **Model being an Upstander.** Speak up if you hear or see someone being mean or rude to others. Through your actions, your kids will learn to act in support of those who are being treated unfairly. Like these characters from [Nickelodeon's Monster High: The Movie](#), encourage your kids to step up or step out. Step up by asking the person bullying for an explanation of why they are doing or saying mean things. Or step out by not giving them an audience and helping the person being bullied to step away. Together, check out some of the ways you can be [an Upstander](#) and [stop bullying](#) in its tracks.
  - **Encourage inclusivity.** Inspire your kids to include others who may be feeling left out. A great place to start is by asking them questions about other people's feelings and emotions. These questions build empathy and understanding. Listen as [Nickelodeon stars](#) share how one friendly action can make a difference. Then, as a family, brainstorm all the ways your kids can be actively inclusive at school, on the playground, or in your neighborhood.
  - **Represent your values online, too.** How you treat others doesn't only extend to the hallway or the playground – cyberbullying is on the rise on social media and in gaming communities. In this [special from Nick News](#), explore how your family can combat bullying online and contribute to a more connected, caring global community.





- **Provide a safe space for your kid to express their feelings.** Having a caring adult who asks about their feelings, listens to what they have to say, and validates their experiences can have a meaningful impact on their actions, behaviors, and beliefs. For those who are being bullied, as well as those who have been a part of bullying, talking about big emotions — such as anxiety, embarrassment, stress, fear, excitement, frustration, or longing — lets them know they are safe and that their feelings are acknowledged and validated. It also gives you an opportunity to suggest or [model strategies for navigating these feelings](#).
- **Speak honestly and openly with your kids about stereotypes, biases, and bullying.** Having conversations with kids about these topics can be challenging, so Nickelodeon and their partners created [special guides](#) to help you get started. Read through the language, tips, and discussion starters included in one (or all!) of the Talk and Take Action Guides. Then, explore the reflection activities and family action steps together with your kids.
  - [Stopping AAPI Hate](#)
  - [Countering Antisemitism](#)
  - [Challenging Latinx Discrimination](#)
  - [Dismantling Anti-Blackness](#)
  - [Combatting LGBTQ+ Discrimination](#)

Together, you can make a more inclusive world!

## WANT TO LEARN MORE? NICK IS HERE TO HELP.

[NickHelps.com](#)

for kids of all ages

[NickParents.com](#)

for parents and caregivers

[NickCommunity.com](#)

for youth organizations and educator

### Special Thanks

Nickelodeon extends appreciation to [The Conscious Kid](#), [Dr. Lorea Martínez](#), Shayna Pimentel, Laura Stricker, and Janella Watson for their contributions to this guide.

