

MYSafe Schools: Cyberbullying Prevention Program for Secondary Schools in Malaysia

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I. Background and Rationale

- Cyberbullying: intentional aggression repeatedly carried out in a digital platform against an individual who cannot easily defend him/herself (1).
- Cyberbullying among the youth has increased over the recent years due to easy access of various online social media platforms; In fact, some studies reveal close to 75% of school-age children experienced some form of cyberaggression worldwide (2).
- Malaysia ranks 4th highest level of social media bullying among secondary students in the world; ranks 2nd in Asia (3).
- Several studies have established the ill-impacts of cyberbullying to students ranging from low self-esteem, school absenteeism, substance abuse, depression, and even suicide (4).

V. Stakeholders

School Administrators

Ministry of Education (MoE)

Parents

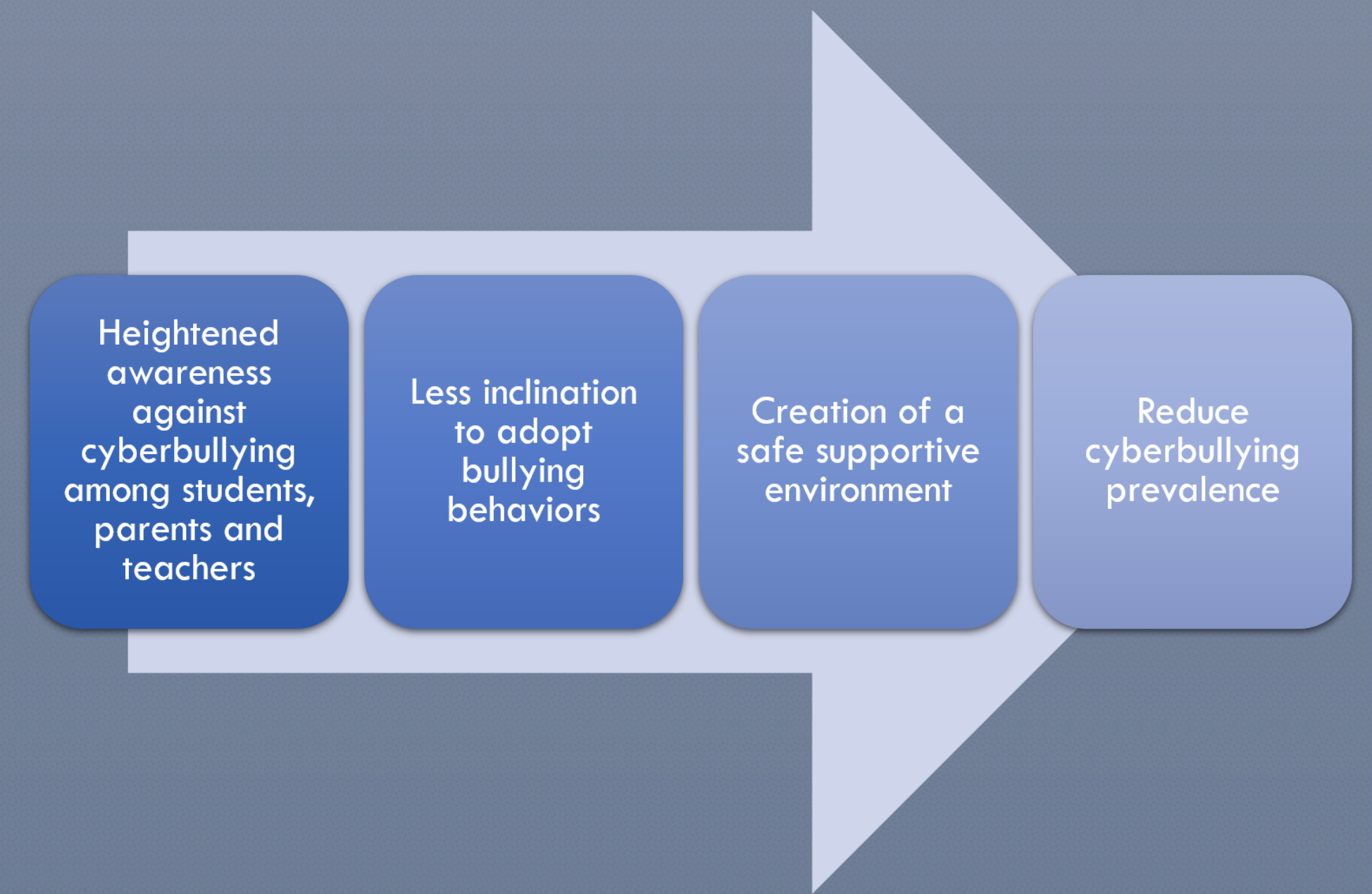
Students

Parent-Teacher Association

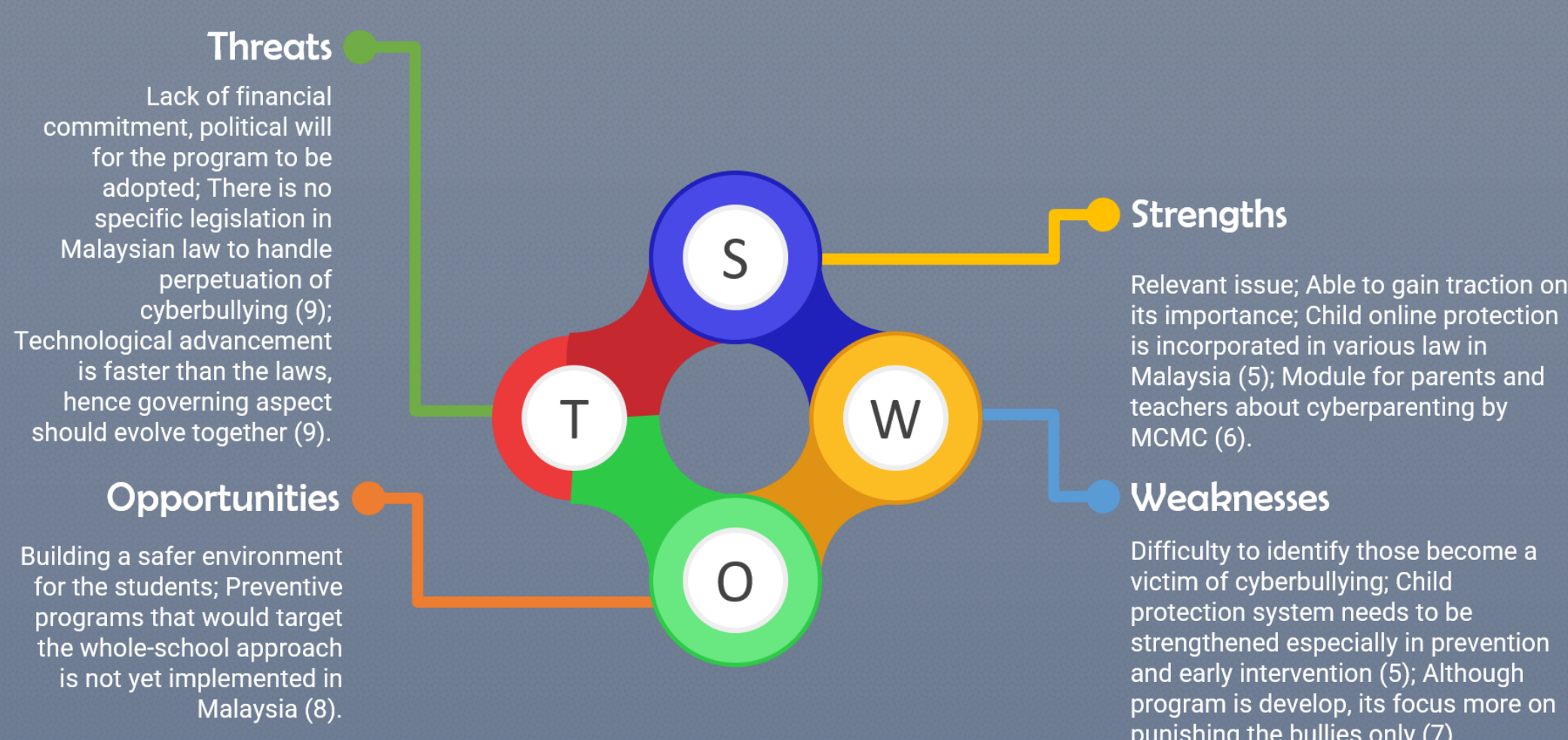
VI. Estimated Budget

Activity	Budget
1. School Funding Support	RM 20,000
2. Teacher's Training (once in 6 months)	RM 10,000
3. Parent's Training (once in 6 months)	RM 10,000
4. Training of Guidance Counsellor (once a year)	RM 3,000
5. Printing materials for pre and post-test evaluation, posters, infographics	RM 5,000
6. Miscellaneous expenses	RM 2,000
TOTAL	RM 50,000

VIII. Potential Impacts



II. Situational Analysis of Cyberbullying in Malaysia

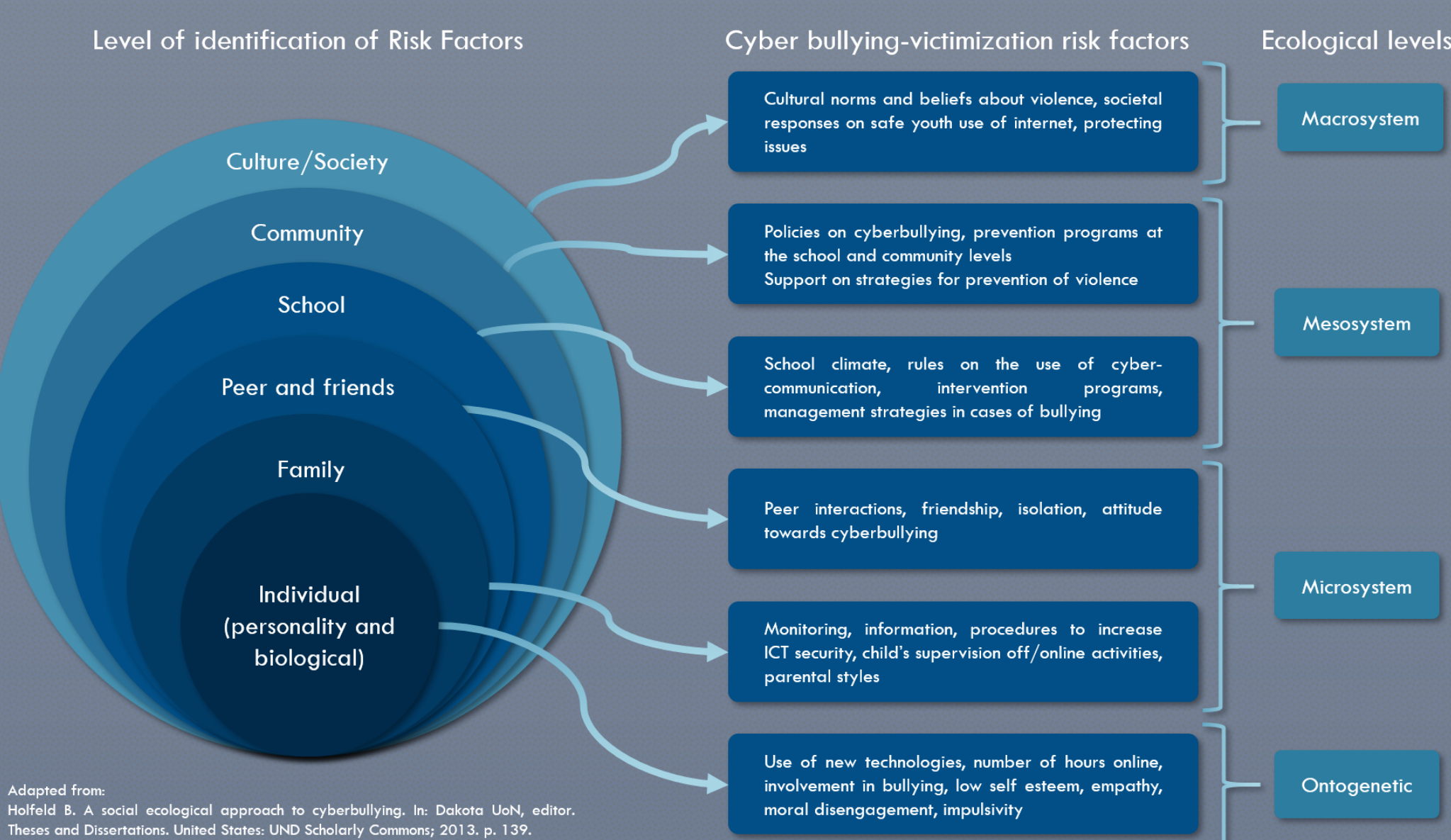


VII. Strategies

Approach: School-Based Intervention Program
Target Groups: Secondary School Students, Teachers, Counsellors, School Administrators, Parents and PTA

Objective	Strategies	Activities	Outcomes	Indicators
A. To increase knowledge about cyberbullying and its negative impacts among secondary students, their parents and teachers	Develop personal skill Targets: Students, Teachers, Parents	1. Educational and awareness campaigns via poster, social media	Increase knowledge about cyberbullying and its negative effect among secondary school students, parents and teachers	a. Number of participant with improved knowledge (pre- and post- test) 2x a year
		2. Parents' trainings related to cyberbullying		a. Presence of buddy and mentor-mentee system in the classroom
B. To empower teachers and parents to be advocates and allies to students against cyberbullying	Create supportive environment Targets: Parents, Counsellor and Teachers	3. Mentor mentee system	Create a safe school environment where students can freely express about cyberbullying and report any forms of cyberbullying	a. Number of meetings between mentor-mentee (min. 2x in six months)
		4. Counsellor trained and able to provide consultation on cyberbullying		a. Number of reported cases that seek consultation/treatment
		5. Parents' trainings related to cyberbullying		b. Number of trainings by guidance counsellor regarding digital issues in six months
C. To introduce a whole-school approach towards preventing and managing cyberbullying behaviors within six months	Create supportive environment Target: School Staff	6. Teachers' training related to cyberbullying	Create a supportive school milieu that prevents and manages cyberbullying behaviours	a. Number of parents reporting of cyberbullying incidences in six months
		7. Cyberbullying Awareness Week		a. Number of teachers receiving training related to cyberbullying in six months
	Create supportive environment Target: Students	8. Buddy system	a. Number of "cyberbullying awareness week" program at least once in six months	
		9. Evaluation of school's capacity to implement anti-cyberbullying programs	a. Number of students included in the Buddy System b. Number of meetings between buddies (min. 2x in six months)	
Build healthy public policy Targets: School Administrators, Parents, Parents-Teacher Association, MoE		Encouraging administration to create anti-bullying policy	a. Number of anti-cyberbullying programs b. Number of meetings bet. PTA in six months c. Funding allocation to fund cyberbullying-related activities at least RM 5,000 in six months	

III. Socio-Ecologic Framework to Cyberbullying (1)



IV. Objectives

- To increase knowledge about cyberbullying and its negative impacts among secondary school students, their parents and teachers in Malaysia
- To empower teachers and parents to be advocates and allies to students against cyberbullying
- To introduce a whole-school approach towards preventing and managing cyberbullying behaviors within 6 months

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IX. Sustainability

- Assimilation of the programs into school policies can effectively foster long-term sustainability
- Regular monitoring and updates to all stakeholders is essential; funding and resource support can be requested from Ministry of Education
- Empowerment of all secondary schools to adopt whole-school approach to combat cyberbullying among students

X. Monitoring & Evaluation

- 6-monthly evaluation for process and outcome indicators
- The outcome will be discussed during parents-teacher meetings
- Inter-school assessment and sharing of learnings, experiences and shortfalls to improve intervention strategy

XI. Challenges & Limitations

- Assurance of adoption of cyberbullying prevention program in school
- Identification of cyberbullying victims and perpetrators may be difficult

Solutions

- Continuous monitoring at schools and open dialogues at PTA meetings can assure adoption of programs
- Creation of a supportive social environment will lead to willingness of victims to seek help