

# Bullying – Not Just on the Play Ground Anymore

*“To Live With Hope and Gratitude Each Day”*

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- > Has 33+ years in HC safety/risk (28+ years in post-acute care)
- > Serves on the AHCA Professional Development Work Group
- > Is a former corporate safety director for several LTC companies
- > Spent his career developing risk & safety strategies, programs & solutions
- > Is a founding member of the Direct Supply-sponsored Loss Prevention Forum

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## Disclaimer

The materials, comments and other information contained in this presentation are intended to provide general information but not advice about certain regulations and initiatives.

This information is not and not intended as legal or other advice, and each situation may vary depending on the particular facts and circumstances.

You should not act upon this information without first consulting with qualified legal counsel.

*Thank you*

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### Learning Objectives

*Bloom's Taxonomy of Action Verbs*

Participants will be better able to:

1. DEFINE bullying, bullies and the bullied (**Knowledge**)
2. IDENTIFY the Impact of Bullying (**Comprehension**)
3. DEMONSTRATE potential individual and organizational-level Interventions to Reduce Bullying (**Application**)




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Alexander & Texas > News > Houston

### Police say nursing home resident killed 2 with arm of wheelchair

By St. John Barnes-Smith | April 23, 2014 | Updated: April 23, 2014 11:14am

'Mr. Jones' had been scared of 'Mr. Red', his roommate ..., since soon after they met.

The 77-year-old man pleaded with his daughter - as recently as (the day of the event) - to get 'Red' out of the room - the two shared with two others. 'Red' frequently made aggressive threats, bullied his roommates and appeared mentally unstable, family members said.

"My Daughter, is there any way we can please move this person out of the room," 'Sara Jones' said her father asked her Tuesday.

That (same) night, her father and another roommate were dead -- killed, police said, when 'Red' beat them with a wheelchair armrest.

Give me an extreme example of bullying

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“Old age is no place for sissies.”  
*Bette Davis*



Photo: Listal.com ©

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But it's no excuse to call  
others a sissy either ...



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What is bullying?

1. “a repeated pattern OR intentional negative actions
2. used by one or more persons
3. with the intent to injure or disturb another,
4. in which there is an imbalance of power”

Moran, C. (2011). The moderating effects of social support on the relationship between bullying and self-esteem in the elderly.



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### Why Do Bullies Exist?

1. A Need:
  - To feel in control
2. A Response:
  - To a perceived (or actual) loss of control
3. An Expression:
  - Of dominance, retribution, jealousy, emotional issues, **fear**

Turkel, A. R. (2007). Sugar and spice and puppy dogs' tails: The psychodynamics of bullying. *Journal of the American Academy of Psychoanalysis and Dynamic Psychiatry*, 35, 243-258. 10

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### Is it new? Have you witnessed it? How frequent?\*

1. 1 in 5 elders
2. Under 80 > over 80
3. 10-20% of AL / SNF residents
4. 46% of competent NH residents report "some"

1. Administration of Aging, Department of Health and Human Services., *Elder Abuse Awareness*. Accessed February 3, 2014 from [www.aoa.gov](http://www.aoa.gov).  
 2. Bonifas. (2011). *Senior bullying, Part 3: What is the impact of bullying?* Accessed February 3, 2014 at <http://www.carelectronics.com>.  
 3. *Bullying in Nursing Homes: Prevalence and Consequences to Psychological Health* by Frank Wood; UMI Number: 3268413; Copyright 2007 by Wood, Frank; Walden University, August 2007. 11

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## Learning Objectives

Participants will be better able to:

1. DEFINE bullying, bullies and the bullied
2. **IDENTIFY the Impact of Bullying**
3. DEMONSTRATE potential individual and organizational-level Interventions to Reduce Bullying




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### Unique Challenges about “elder” bullying?

Residents:

- Live where the threat exists
- Have very few if any “sanctuaries”
- Have a reduced ability to cope  
*(psychological and environmental stressors)*

What does bullying “look like”?

Miller, C., 2012. Nursing for Wellness in Older Adults, Sixth Ed. Lippincott, Williams & Wilkins

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### Men Who Bully

- Direct
- Spontaneous
- Verbally aggressive
- Knows what is “best”
- Seldom forms cliques
- More likely to be physical
- Bullies spouse – “protective”



Photo: Dreamstime.com ©

Searson, L. Senior Bullying. Retrieved on March 1, 2013, from [www.retirement-living.com/senior-bullying](http://www.retirement-living.com/senior-bullying)

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### Women Who Bully

- Gossip
- Sniping
- “Hen Table”
- Has a “history”
- Has a following
- Passive / aggressive
- Manipulates emotions



Photo: Dreamstime.com ©

Searson, L. Senior Bullying. Retrieved on March 1, 2013, from [www.retirement-living.com/senior-bullying](http://www.retirement-living.com/senior-bullying)

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### Bullying Situations



Photo: SeniorHomes.com®

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### What Other Bullying Situations?

- Seating
- Activities
- TV programs
- Common areas (??)
- Community Trips/Outings: Which, Where, Who, When



Photo: SeniorHomes.com®

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#### Triggers:

1. Resources: Shared OR Limited
2. Staff: Not engaged OR Not present

### The "New Move In"

#### WHO:

- Often vulnerable - "Fish out of water"
- Usually female and alone (widowed or divorced)

#### WHY:

- Doesn't know what to expect from others
- "Scattered" support network (spouse, children, friends)

#### WATCH:

- Depression
- Mental illness
- Dependence
- Quiet, passive demeanor

Barbara E. Senior Bullying, Part 5: Intervention Strategies for Bullies. Retrieved on March 1, 2013, from [www.mybettermursinghome.com](http://www.mybettermursinghome.com).

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What Are Your Staff / Staffing Challenges?

- Hurried, harried, hassled
- Not engaged (resident culture)
- Denial (“that doesn’t happen here”)
- Elder is the authority figure (staff culture)



Photo: Dreamstime.com ©

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What Do the “Consequences” of Bullying Look Like?



Photo: The Guardian

Resident, Bystander\*, and Community\*

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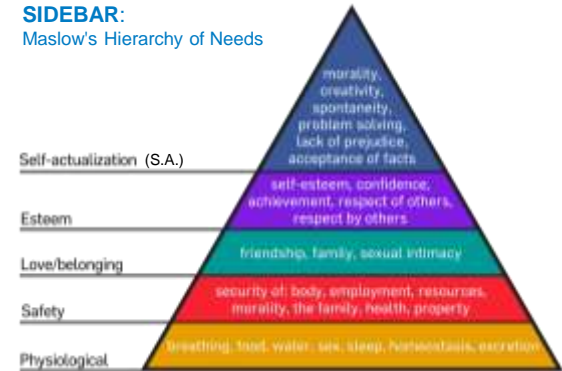
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SIDEBAR:  
Maslow's Hierarchy of Needs



[http://upload.wikimedia.org/wikipedia/commons/thumb/6/60/Maslow%27s\\_Hierarchy\\_of\\_Needs.svg/2000px-Maslow%27s\\_Hierarchy\\_of\\_Needs.svg.png](http://upload.wikimedia.org/wikipedia/commons/thumb/6/60/Maslow%27s_Hierarchy_of_Needs.svg/2000px-Maslow%27s_Hierarchy_of_Needs.svg.png)

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Resident Consequence

- Social Isolation
- Possible move out
- Loss of safety and security
- Depression, anxiety, fear, physical ailments
- Possible physical retaliation by the bullied person



Photo: The Guardian

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Resident Consequence

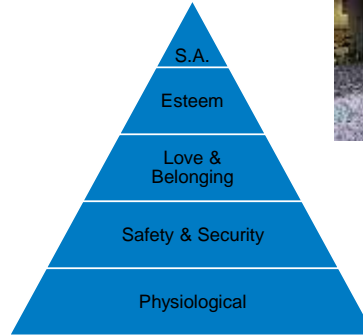


Photo: The Guardian

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Decreasing sense of HOPE

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Quick Sidebar

Psychiatrist Viktor Frankl's memoir ... with its descriptions of life in Nazi death camps and its lessons for spiritual survival.

Between 1942 and 1945 Frankl labored in four different camps, including Auschwitz, while his parents, brother, and pregnant wife perished.

Frankl argues that we cannot avoid suffering but we can choose how to cope with it, find meaning in it, and move forward with renewed purpose.

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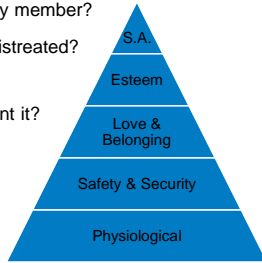
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### Bystander Consequence?

- FEAR:
  - Whose next? Me? MY Family member?
  - Is MY Mom already being mistreated?
- ANGER:
  - What are you doing to prevent it?
  - Does ANYONE even care?
- **LOSSES:**



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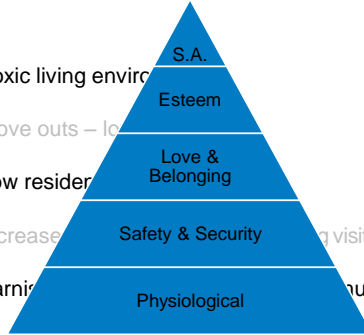
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### Community Consequence?\*

- Toxic living environment
- Move outs – low
- Low residential density
- Increase in school visits
- Tarnish community



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### Learning Objectives

Participants will be better able to:

1. DEFINE bullying, bullies and the bullied.
2. IDENTIFY the Impact of Bullying.
3. **DEMONSTRATE potential individual and organizational-level Interventions to Reduce Bullying.**



**Crucial Thinking**

"In times of life crisis,  
whether wild fires or smoldering stress,  
the first thing I do is go back to basics."

*Edward Albert*

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**Quick Review: Characteristics**

**SOME POSSIBLE CHARACTERISTICS of BULLIES**

1. Lacks Empathy
2. Has Few Friends
3. "Needs" power and control
4. Struggles with individual differences
5. Uses power and control at the expense of others
6. Has low self-esteem -- puts others down to build themselves up
7. Empowered by making others feel threatened, fearful, hurt OR by causing conflict

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**Psychological Consequences of Bullying**

**Painting an Image of One That is Bullied**

<b>MORE:</b>	<b>:LESS</b>
1. Cognitive distraction	Use problem-solving strategies .1
2. Display of resignation	Organizational satisfaction .2
3. Negative / depressed mood	Satisfactory relationships .3
4. Psychological health complaints	Psychological well-being .4
5. Reporting of negative environment	Psychosomatic function .5
6. Use of avoidance or selective ignoring	Perceived control .6
7. Greater fear, anger, resentment, anxiety	Life satisfaction .7
	Self-esteem .8

Bullying in Nursing Homes: Prevalence, and Consequences to Psychological Health by Frank Wood; UMI Number: 3268413; Copyright 2007 by Wood, Frank, Walden University, August 2007

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Which intervention work best?

Remember,

“ONE resident at a time!”

- 1] Foster Empathy, 2] Expand Networking,
- 3] Set Limits, 4] Appropriate Outlets,
- 5] Alternative Controls, 6] Positive Communications

FOSTER EMPATHY

Possible Individual Interventions  
 #1 of 6

**DEFINE:** Empathy

“The ability to understand and share the feelings of another”

**BAD NEWS:** ‘Bullies’ often lack this  
1<sup>st</sup> Example (reflect, empathize)

**GOOD NEWS:** It can be learned  
2<sup>nd</sup> Example (bullied + bully)  
(Baldwin & Murphy, 2004; Siegel, 2007).

**HOW:** “Modeling” is one method

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
 Presentor: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robin Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA

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EXPAND NETWORKING

Possible Individual Interventions  
 #2 of 6

**WHAT:** Help Them Expand Their Social Network

**BAD NEWS:** “By the old I care? No one likes me anyway?”

**GOOD NEWS:** Example encouraged and facilitated experiences)

**HOW:** Social “Cupid”

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
 Presentor: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robin Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA

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### SET LIMITS

Possible Individual Interventions #3 of 6

**WHAT:** Consistently set limits on bullying behavior

**REALITY CHECK:** Bullying behaviors are not acceptable

**GOOD NEWS:** Behaviors are encouraged and facilitated

**HOW:** Consistent Messaging: **P&P**, Family Council, Staffing, Education, Communicate, Communicate, Communicate

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
Presented by: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robin Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA

### APPROPRIATE OUTLETS

Possible Individual Interventions #4 of 6

**WHAT:** Offer appropriate outlets to vent frustrations

**True or False #1:** Some residents have a difficult time tolerating others who they perceive as different

**True or False #2:** These are legitimate feelings and we can't expect individuals to simply not feel what they feel

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
Presented by: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robin Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA



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ALTERNATIVE "CONTOL"

Possible Individual Interventions #5 of 6

**WHAT:** Id. Alternative Ways For "Bullies" To Feel "In Control"

**True or False:** We all want to feel in control

**Question:** Can you "make" others stop "being in charge"?

**Example:** ...

**HOW:** 1] Consider own feeling 2] Enlist 3] Provide "leader" role 4] POSITIVE engagement ...

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
 Presented by: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robyn Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA

POSITIVE COMMUNICATION

Possible Individual Interventions #6 of 6

**WHAT:** Foster the development of positive communication skills

**QUESTION #1:** What is the difference between speaking assertively and speaking aggressively?

**Example:** (FAVORITE chair)

**QUESTION #2:** Can you teach individuals who bully to enable them to express their wants and needs without hurting others feelings?

**HOW:** Teach "I statements"

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
 Presented by: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robyn Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA

3 R's: Resolution, Restoration, Recognition

Other\* Possible Individual Interventions

- But Not For Today**
- 7. Conflict Resolution
  - 8. Restorative Justice
  - 9. "Recognition" Squads

Senior Bullying, Part 5: Intervention Strategies for Bullies; Posted by Dr. El - April 12, 2012 - [Bullying/Senior bullying](#).  
 Presented by: [Potential Individual-Level Interventions to Reduce Bullying Among Seniors: Strategies for Bullies](#) by Robyn Boniles, PhD, MSW, Assistant Professor, School of Social Work, Arizona State University, Phoenix, AZ and Marsha Frankel, LICSW, Clinical Director of Senior Services, Jewish Family & Children's Service, Boston, MA

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Community Rules or Code of Conduct

Possible Organizational Interventions #1 of 3

- > **Concise** (*behaviors & consequences*)
- > **Communicate** (*First contact and often*)
- > **Clarify** (*Resident council, community publications*)
- > **Consistent** (*Application, follow-through, fair, respectful*)




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Several Considerations

Possible Organizational Interventions #2 of 3

- > **Documentation**
- > **Education**
- > **Planning**
- > **Staffing**




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Outside Resources  
*(for the Victim, Bully and Building)*

Possible Organizational Interventions #3 of 3

- Family or RP of the bully/victim
- Licensing representative
- Cleric or spiritual advisor
- Social worker
- Ombudsman
- Psychologist
- Legal




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Thoughts From Others

- EMPOWER the staff to intervene
- "Spawn of the Devil" – changed her shift
- Both Natural and Financial consequences
- Relationship Teams: PALS, Buddies, Ambassadors
- "Knew her at the bank and she has always been mean"
- Army Colonel and his wife – soldiers use to salute their car
- "We reward bad behaviors with private room at the same price"

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Olweus Program Goals:

1. Reduce existing bullying problems
2. Prevent development of new bullying problems
3. Achieve better peer relations



Our School's Anti-Bullying Rules

1. We will not bully others.
2. We will try to help students who are bullied.
3. We will try to include students who are left out.
4. If we know that someone is being bullied, we will tell an adult or another adult on school grounds.



http://ea.npsa.org/documents/bullying/21bw\_rules\_poster.pdf 45

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Perhaps the MOST important ...\*

Making It Stick

The "How" of Adopting and Maintaining Change

Principles + Education + Cultural Change

1. Staff and supervisors receive initial education
2. Review key topic during monthly staff meetings
3. Do Rounds: a] discuss successes/failures b] **W.A.I.T.** c] answer questions d] provide coaching and e] celebrate

**GOAL:** Transition the education from the classroom into the lives of the Residents thru the hearts, minds and responses of the Staff

Changes in Attitudes, Changes in Outcomes  
by Robert D. Retzlmann, Director of Research and Communications

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Learning Objectives

I hope that the time we have spent together will help you to **Did We Achieve Them?**

Participants will be better able to:

- "Help your Residents to Live With Hope and Gratitude Each Day"**
1. DEFINE bullying, bullies and the bullied (**Knowledge**)
  2. IDENTIFY the Impact of Bullying (**Comprehension**)
  3. DEMONSTRATE potential individual and organizational-level Interventions to Reduce Bullying (**Application**).

Questions?



Ray Miller  
[rmiller@directsupply.net](mailto:rmiller@directsupply.net)

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## Resources

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12. Searson, L. *Senior Bullying*. Retrieved on March 1, 2013, from [www.retirement-living.com/senior-bullying/](http://www.retirement-living.com/senior-bullying/).
13. Turkel, A. R. (2007). Sugar and spice and puppy dogs' tails: The psychodynamics of bullying. *Journal of the American Academy of Psychoanalysis and Dynamic Psychiatry*, 35, 243-258.
14. Promoting Positive Behavioral Health in Senior Living Communities
15. <http://www.nursinghometoolkit.com/>; **ADDITIONAL RESOURCES:**  
<http://www.nursinghometoolkit.com/#resources/G24vq>



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# HANDOUT: Resident Bullying: Not Just for the Playground Anymore

**Presented by:** Ray Miller, MSOSH, Director of Risk & Safety, 414 405 0492, [rmiller@directs.com](mailto:rmiller@directs.com)

**Please:** Come prepared to discussion and share your ideas on how your community addresses bullying.

## Outline:

### 1. Define bullying, bullies and the bullied

- Bullying is a “repeated pattern of intentional negative actions (physical and/or psychological) used by one or more persons with the intent to injure or disturb another, in which there is an imbalance of power”.(1)
- In a study of adults 60-99 living in community settings, including residential care settings, 24% of elders reported being bullied by other elders. (4)
- As many as 1 in 5 elders experienced some form of bullying from a peer(s) while in a group setting. (7)
- 70% of assisted living residents are women.(2).
- Women bullies tend to ostracize, gossip and manipulate. Men are more direct, verbally aggressive and more likely to physically assault(3).
- A number of causes can lead to bullying, including: the need for control, retribution, jealousy, and emotional problems. (6)
- Bullying may be associated with loss and a result of seeking control when they feel powerless. (9)

### 2. Identify the Impact of Bullying

- Bullying can cause fear, withdrawal and depression in individuals who are being bullied.(4,8)
- Bullying affects the culture and reputation of the senior living community.
- Bullying is a form of resident abuse(7)
- Changes that occur with aging and loss can impact how effectively an elder responds to psychological & environmental stressors. (5)
- Bystanders experience anger, depression and guilt for not interceding and fear that he/she will be targeted next. (3)

### 3. Demonstrate Potential Organizational-Level and individual Interventions to Reduce Bullying

- Organizational level interventions includes striving to create and nurture an environment that promotes empathy (10)
- Provide regular opportunities for residents and staff to receive training and participate in discussions on communal living (10)
- Teach staff how to recognize and respond to bullying. (10)
- Develop a rapport with the bully to understand where the behaviors are coming from. Engage the help of a trained psychologist in your community as needed. Help them to expand their social network and engage in positive activities (10).
- Set and maintain firm limits on bullying behavior and provide an outlet to vent frustrations. (10)
- Provide support and offer counseling to the residents being bullied. Be vigilant in monitoring for inappropriate behaviors (10)

## Questions for Discussion

1. What are effective organizational approaches you have implemented or considered when establishing a “no-bullying’ expectation in your community?
2. What are your greatest challenges when dealing with bullying behaviors? What have you found works best? What has not been helpful?
3. What are some ways to enlist the help of families and other community resources to help address bullying?

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- <http://www.fiftyplusadvocate.com/archives/8009>
- video: <http://www.youtube.com/watch?v=HkIFgeCLE1g>

The Senior Bullying Series:

[Part One: What is Bullying?](#)

[Part Two: Who Bullies and Who Gets Bullied?](#)

[Part Three: What is the Impact of Bullying?](#)

[Part Four: Potential Organizational-Level Interventions to Reduce Bullying](#)

[Part Five: Intervention Strategies for Bullies](#)

[Part Six: Strategies for Targets of Bullying](#)

[http://www.violencepreventionworks.org/public/olweus\\_videos.page](http://www.violencepreventionworks.org/public/olweus_videos.page)

[http://gregory.k12.sd.us/Olweus\\_Bullying.pdf](http://gregory.k12.sd.us/Olweus_Bullying.pdf)

<http://www.mcknights.com/tackling-resident-on-resident-abuse/article/292555/>

*Moran, C. (2011). The moderating effects of social support on the relationship between bullying and self-esteem in the elderly.*