



Evidence-based prevention of school bullying: KiVa antibullying program

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Bullying

- A widely used definition: Systematic aggressive behavior against a person who finds it difficult to defend him/herself against the perpetrator(s)
 - **Repeated** attacks and **power differential** are central features





Bullying

- Takes numerous forms
 - Most often verbal abuse, public ridicule
 - BUT many other forms as well: physical, relational, cyber, ...
- More than just single attacks
 - bullying represents a rather **stable relationship** embedded in **the larger peer setting**





Evidence-based bullying prevention is needed: three reasons

- Negative short- and long-term consequences of bullying have been documented
- In bullying prevention, all actions are not likely to be equally effective
 - Some can be waste of resources, even counterproductive
- A systematic, research-based program can work, even at the national level: The Finnish experience





Negative short- and long-term consequences of bullying

- Ultimate tragedies – school massacres, youth suicides
 - rare, but often associated with prolonged victimization





Negative short- and long-term consequences of bullying

- Ultimate tragedies – school massacres, youth suicides
 - rare, but often associated with prolonged victimization
- Everyday suffering of millions of children and youth around the world
 - childhood victimization is a major risk factor for later depression (Ttofi et al., 2011)
- Adverse developmental trajectories of perpetrators of bullying





In bullying prevention, all actions are not likely to be equally effective

- Each school develops their own policy...?? Adopts a different program...??

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RESOURCES?? EFFECTS??





A systematic, research-based program can work, even at the national level

- The Finnish experience





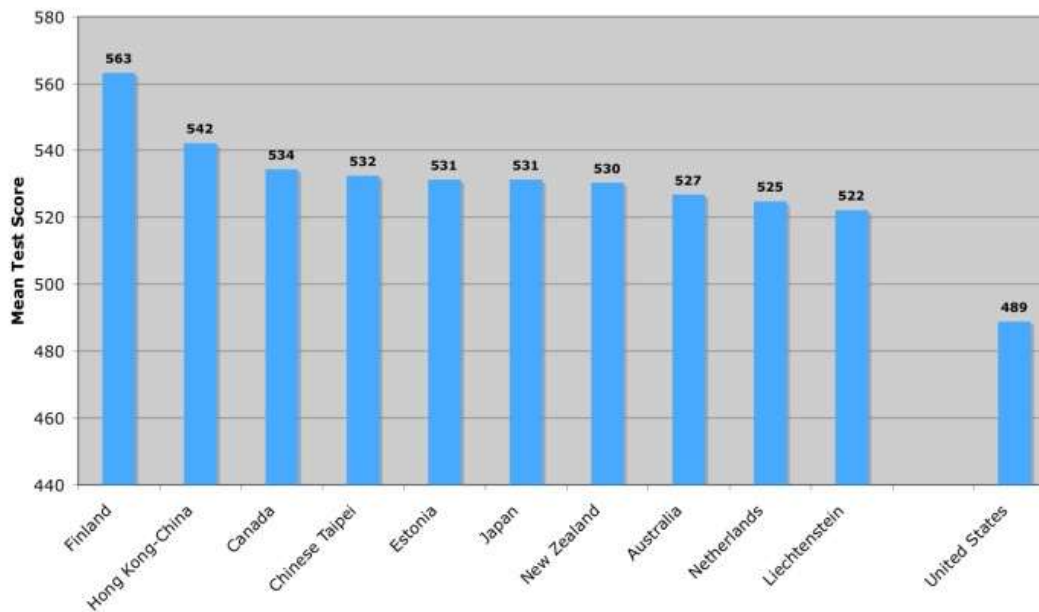
The Finnish experience





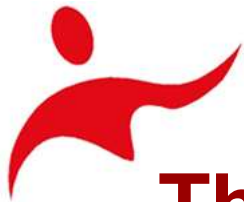
The Finnish experience

Top Ten PISA Science Scores and the United States
"Ranking America" (<http://rankingamerica.wordpress.com>)



Data from Programme for International Student Assessment
http://www.oecd.org/document/2/0,3343,en_32252351_32236191_39718850_1_1_1_1,00.html#tables_figures_dbase





The Finnish experience

- The Finnish government decided that bullying prevention is a priority
- 2006: contract between the Finnish Ministry of Education and Culture & the University of Turku
 - development of a nationwide, research-based antibullying program
 - evaluation of the program
 - implementation of the program across the country





KiVa antibullying program

- The meaning of "KiVa"
- Developed at the University of Turku with funding from the Finnish Ministry of Education and Culture
 - Program co-leaders: Professor Christina Salmivalli and PhD, special researcher Elisa Poskiparta
- In Finland, now used by 90% of schools providing comprehensive education (basic education, grades 1-9)



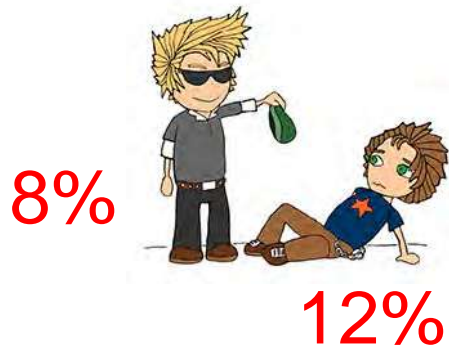


- 2006-2009 Development and evaluation of effectiveness
- 2009 Roll-out in Finland: 1465 schools
- 2010 + 817 schools
- 2011 + 290 schools + Åland Island
- 2012 + 31 schools
- Evaluation study in the Netherlands
- Evaluation study in Delaware, US
- Small pilots in Wales, Luxembourg, Sweden
- 2013
- **Evaluation study in Estonia**
- Evaluation study in Italy
- Evaluation study in Wales
- A small pilot in Japan
- 2014 The first training for international trainers
- Roll-out in Belgium, in the Netherlands, in European school network...





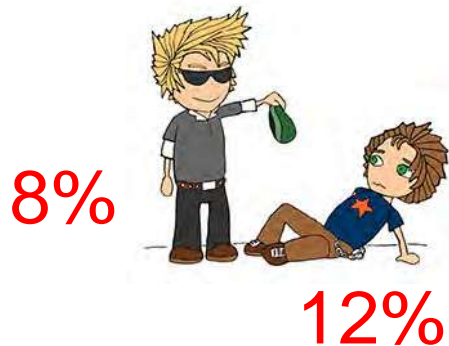
Background of KiVa: The social architecture of bullying





Background of KiVa: The social architecture of bullying

- Participant roles in bullying (Salmivalli et al., 1996)





Background of KiVa: The social architecture of bullying

- Participant roles in bullying (Salmivalli et al., 1996)

assistants of the bully

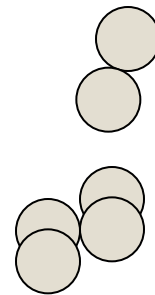
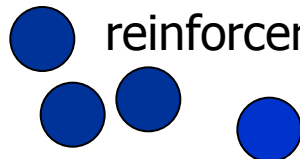


8%



12%

reinforcers of the bully



24%
outsiders



17%
defenders of the victim





In order to reduce bullying...

- We do not necessarily need to change the victims, making them "less vulnerable"
- Influencing the behavior of *bystanders* can reduce the rewards gained by the bullies and consequently, their motivation to bully in the first place

UNIVERSAL

- However, *the victims* need to feel that they are heard and helped by the adults at school
- *The bullies* need to be confronted for their unacceptable behavior





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INDICATED

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An anti-bullying program should include...

- **...something for all students**
→ **universal actions**
- **...something for bullies and victims in particular**
→ **indicated actions**





KiVa antibullying program

- **Universal** actions, **indicated** actions + constant **monitoring**
- A large amount of concrete tools
- Utilizing ICT: virtual learning environments
- KiVa is **more systematic and structured** than most existing anti-bullying programs
 - What to do, when to do it, how to do it,...
- **Strong evidence of effectiveness**





KiVa™ universal and indicated actions



Visible vests for persons supervising recess time



Student lessons and materials involved (teacher manuals, short films)

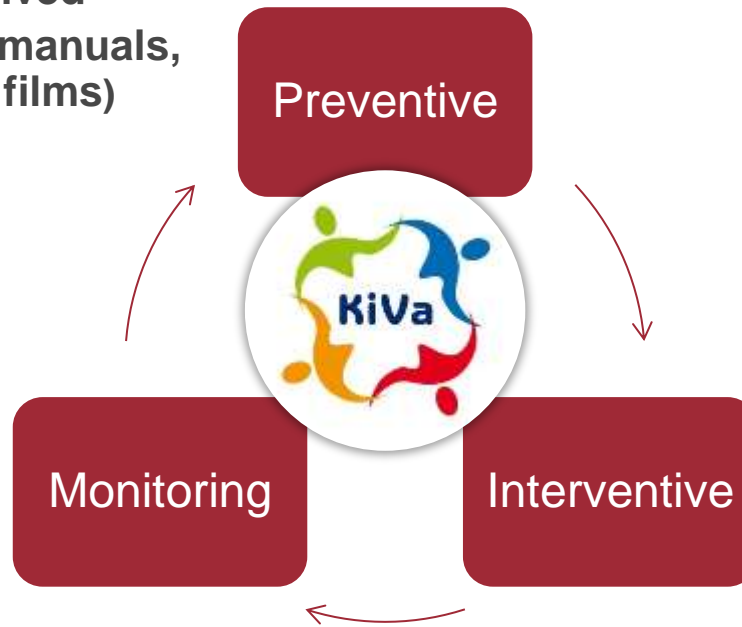


Presentation graphics for student lessons, for the meeting of the school staff, and for meetings with parents



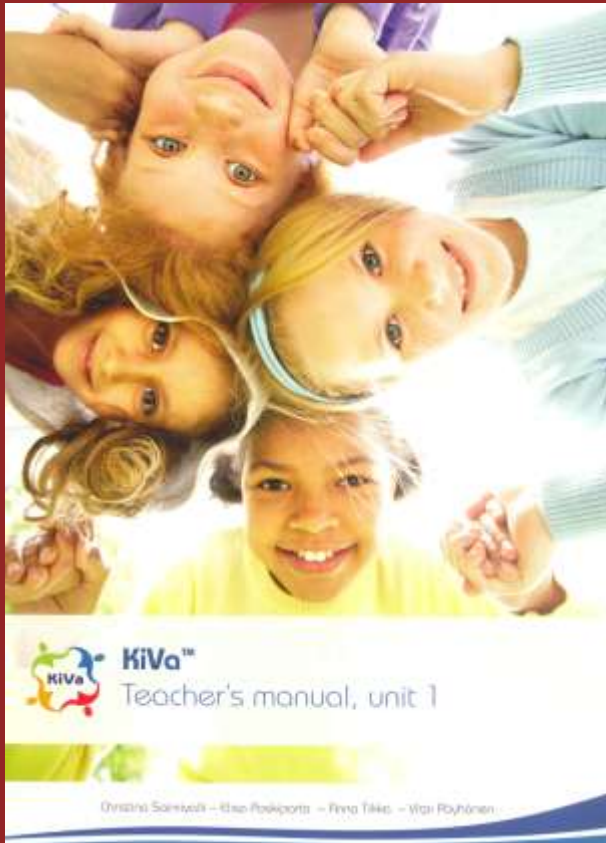
Online antibullying games

Online surveys with feedback of progress
Monitoring implementation and long-term effects



KiVa™ team
Clear guidelines for tackling bullying







Activities included in student lessons



Group discussion



Small group discussions



Learning by doing



Booklet assignment



Short film





KiVa online games: closely connected to student lessons

I KNOW

- Repeating & testing of what has been learnt during the lessons

I CAN

- Learning to take action
- Students go around in a virtual school and come to challenging situations where they have to decide what to say and do

I DO

- Motivation
- Students reflect on their own behavior (how they have done with following the KiVa rules) and get feedback





I CAN / Unit 2





Parents' involvement

Information newsletter to parents (www)

- print and send to each home

Parents' guide (www)



Back-to-school night

- presentation graphics available





To remind about KiVa...

- Posters
- Highly visible vests for recess supervisors (in Finland, teachers)





Does KiVa work?

Strong evidence of effectiveness

In Finland

- Randomized controlled trial 2007-2009
 - 117 intervention and 117 control schools
 - >30,000 students (grades 1–9, 7–15 year old)
- First year of nationwide implementation (2009-2010)
 - 880 Finnish schools (cohort longitudinal design)
 - ~150,000 students (grades 1–9)
- Monitoring based on annual survey (2009–





KiVa...

- influenced **multiple forms of victimization**, including verbal, physical, and cyberbullying

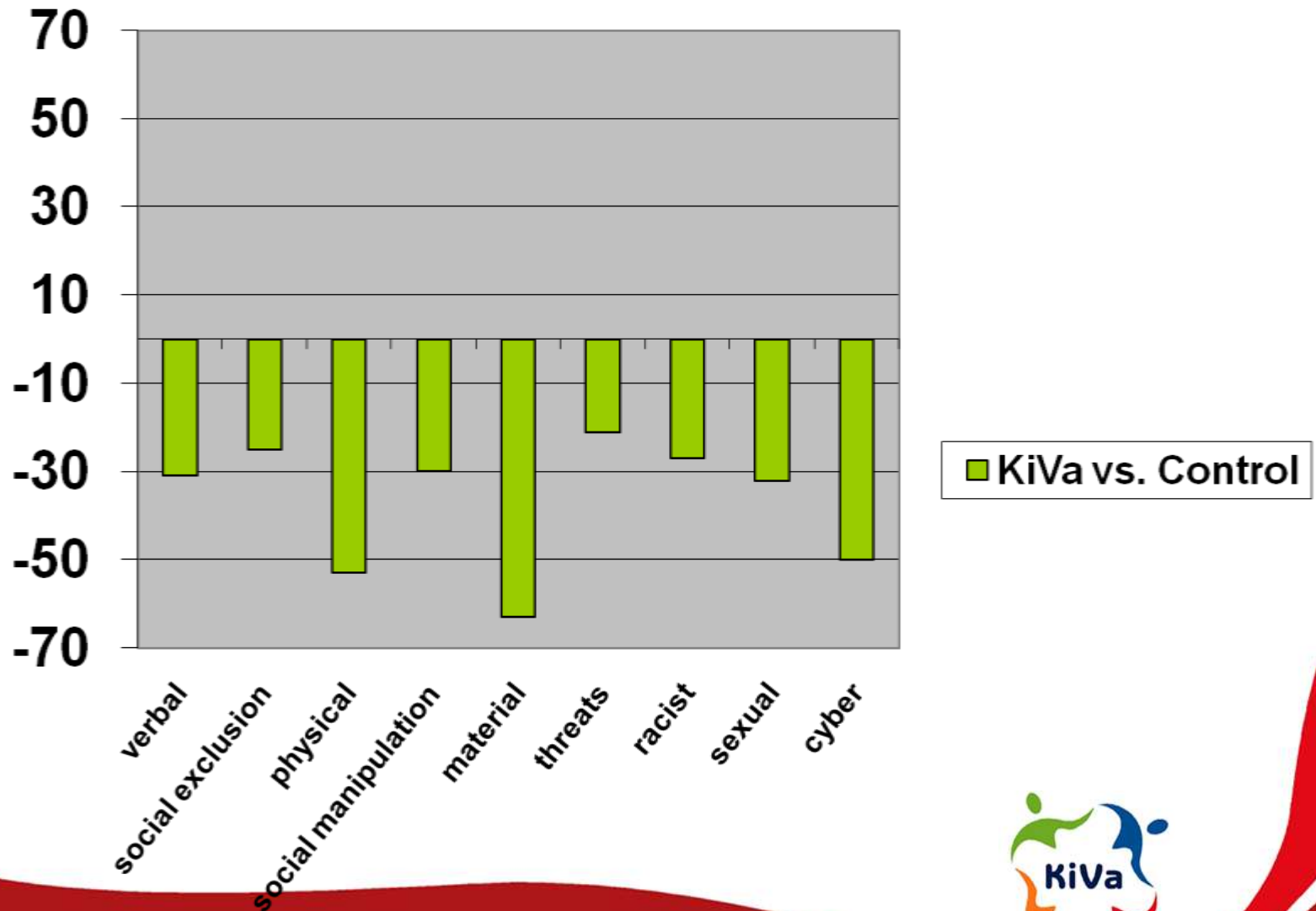


Salmivalli et al. (2011)





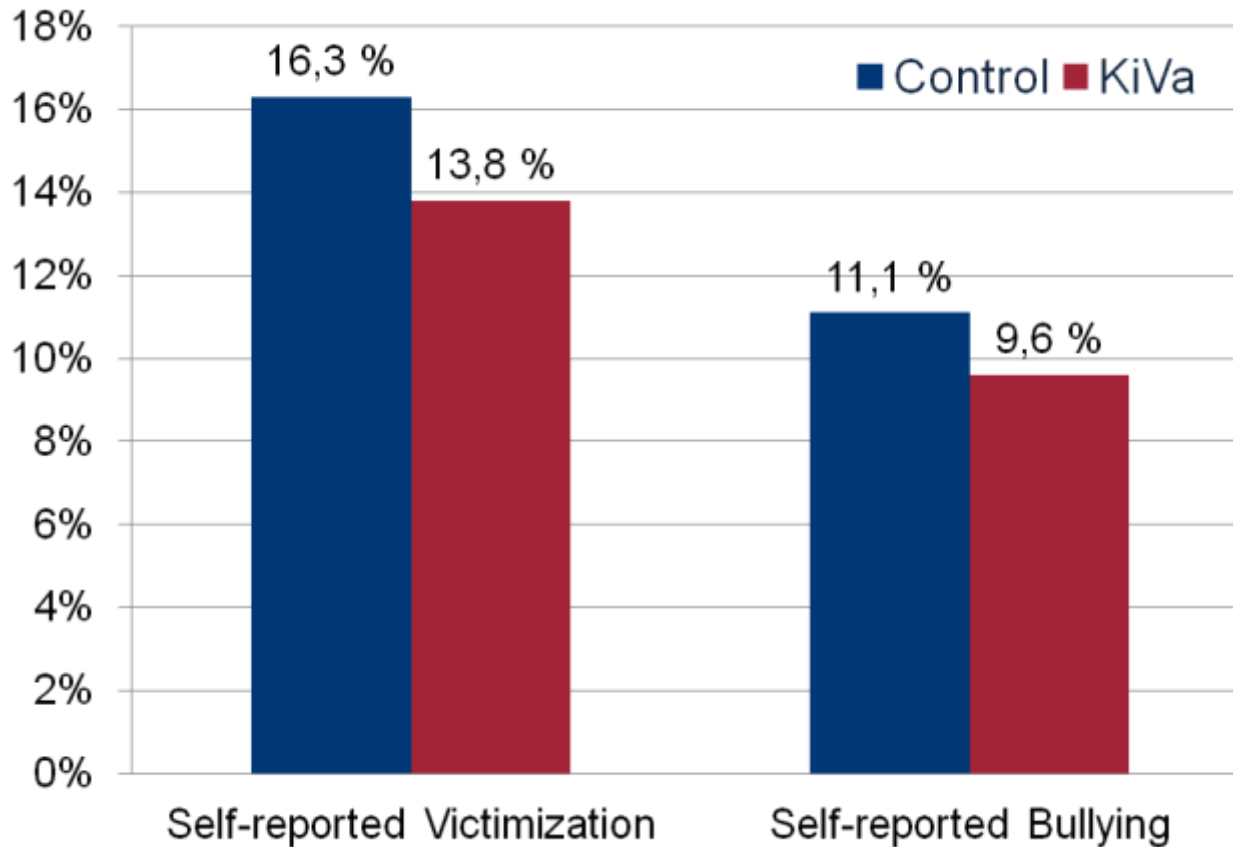
Changes in being bullied by different forms during one school year





Nationwide trial 2009-2010

Kärnä et al. (2011)





The effects are practically significant

- “In the Finnish student population of around 500,000 students, the reductions of this size amount to about 7,500 bullies and 12,500 victims during one school year” (Kärnä, 2011).





Additionally KiVa...

- reduced students' anxiety and depression and had a positive impact on their perceptions of peer climate
(Williford et al, 2011)
- positive effects on school liking and academic motivation
(Salmivalli, Garandeau & Veenstra, 2012)





KiVa also Influenced...

- children's perceptions on their teachers' attitudes and how well the teacher is able to do to reduce bullying
- teachers self-evaluated competence to tackle bullying, and teacher perceptions of bullying.

(Ahtola et al. 2012;
Veenstra et al. in press)





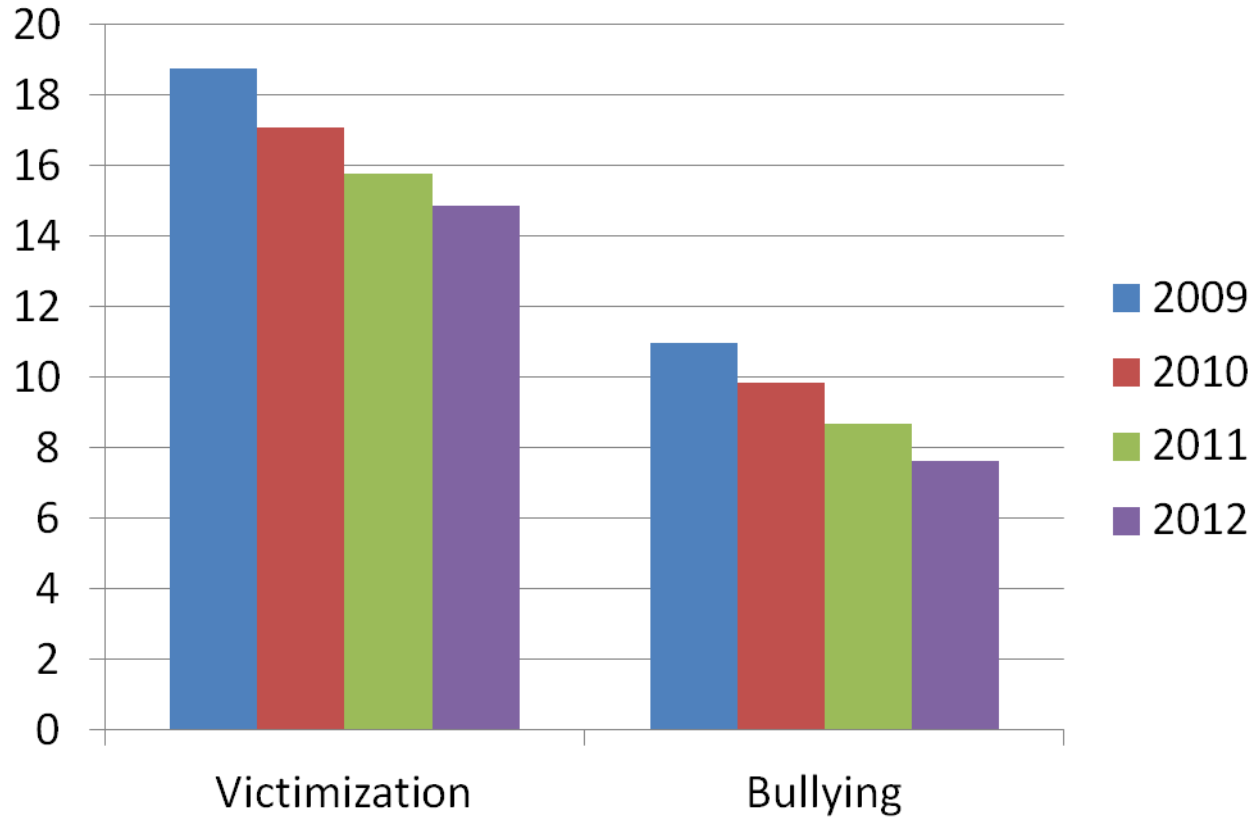
Keep in mind...

- All the effects discussed so far are the effects of KiVa after the first year (nine months of implementation of KiVa)
- Since the broad roll-out in Finland (five years ago), there has been a steady annual decrease in the prevalence of bullying perpetrators as well as targets





Primary schools, % victims and bullies, 2009-2012





KiVa in Estonia

- KiVa antibullying program is already being implemented /evaluated in several countries
 - Belgium, Italy, Luxembourg, The Netherlands, US (Delaware), UK (Wales)
 - good results, extremely positive experiences
- Since 2013, KiVa is being evaluated in Estonian schools as well





KiVa in Estonia

- Foundation Kiusamise Vastu, founded in 2012
- Evaluation of KiVa in 39 schools
 - First survey (pre-test) in 2013
 - Second survey (post-test) in 2014
 - The effects of the KiVa program in Estonian schools
- Roll-out of KiVa in Estonia?





www.kivaprogram.net

