



FOR IMMEDIATE RELEASE

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SHERRI YBARRA
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**SUPERINTENDENT YBARRA LAUNCHES ANTI-BULLYING
INITIATIVE, STRIVES TO CREATE AWARENESS OF RESOURCES**

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(BOISE) – Superintendent Sherri Ybarra announced that an anti-bullying initiative began today and is encouraging a cohesive forefront to show that it is everyone’s responsibility to ensure the safety and wellbeing of our students.

“After twenty years in education, I am very passionate about creating awareness about bullying that continues to threaten students in our schools,” Superintendent Ybarra said. “Unfortunately, with new technology, this issue is still present in our schools, and students have found under-ground ways of "belittling" their peers. All the studies show that drawing attention to this situation and teaching everyone about the updated resources and training that are available are some of the most effective ways of creating a positive change in school climate. Because our students deserve to learn in an environment that is free from bullying and intimidation, this initiative doesn’t only focus on reprimanding the bully, it is also a comprehensive approach that will build confidence and awareness for those that are bullied—actions to take against bullies, and empower adults to get involved. We must work together in order to reduce the presence of bullying in our schools.”

The anti-bullying initiative will be promoted through a television, radio, and multimedia effort and Superintendent Ybarra would welcome anyone interested in promoting this effort to use the produced media to create the most awareness possible.

Superintendent Ybarra continued by saying, “this is an effort that is so close to my heart, and needs to be done to support students with resources that are available to them. I would encourage anyone that is interested to use, share, and promote this message—students around the state need to see that adults are behind them, and that they are not alone. They do have support and resources available not only through the Idaho State Department of Education, but also through their local district support system.”

Questions regarding the anti-bullying initiative may be directed to Jeff Church at (208) 332-6934 or by email at jchurch@sde.idaho.gov.

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