

Stopping Bullying Now!

How the Be an 11 Program can help deal with this growing problem

When celebrities speak, the public listens. Often the message is merely their current pet peeve and hardly worth our attention, but sometimes what they say sheds light on a serious social issue. At such times their fame is useful because it can rally the public to do something positive about an important problem. Such is the case with the problem of

bullying. Many celebrities today are promoting anti-bullying strategies by sharing with the public their experiences of having been bullied when they were growing up, including the following:

- Christina Aguilera
- Jessica Alba
- Christian Bale
- Chris Colfer
- Miley Cyrus
- Eminem
- Megan Fox
- Demi Lovato
- Robert Pattinson
- Michael Phelps
- Rihanna
- Chris Rock
- Jessica Simpson
- Kristen Stewart
- Taylor Swift
- Emma Watson



The Be an 11 program teaches young men and women to work together to be winners.

Just how serious is the problem of bullying? To find out, the National Center for Educational Statistics conducted a survey about bullying that involved 6,500 students, ages 12 through 18, during the 2008-2009 school year. Researchers found that approximately 28 percent of the students had reported being bullied. The incidence of bullying decreased with grade level: The rate of bullying in grade 6 was 39.4 percent but dropped to 20.4 percent by grade 12.

The American Academy of Child and Adolescent Psychiatry (AACAP) represents more than 8,500 child and adolescent psychiatrists. A 2012 information sheet published by the organization provided this warning about the seriousness of bullying: "Children who are bullied experience real suffering that can interfere with their social and emotional development, as well as their school performance. Some victims of bullying have even attempted suicide



BFS Founder Dr. Greg Shepard is the creator of the Be an 11 character education program. He has inspired countless young men and women to set high goals and develop action plans to achieve those goals. Shepard is shown here at a Be an 11 clinic and with his family.

rather than continue to endure such harassment and punishment.” For more information about how to help a child who has been bullied, a good place to start is with the AACAP’s information sheet #80: “Bullying: Facts for Families,” available through www.aacap.org.

Why do young people bully? According to the AACAP, bullies are often victims of physical abuse or of being bullied themselves, and may be depressed or angry about events in their lives. Victims of bullies often have few friends and fit a profile of being passive and easily intimidated. Children who are bullied are often smaller or younger, and are less capable of defending themselves.

If a child is identified as a bully, the AACAP believes intervention is necessary as quickly as possible: “Talk to your child’s pediatrician, teacher, principal, school counselor or family physician. If the bullying continues, a comprehensive evaluation by a child and adolescent psychiatrist or other mental health professional should be arranged. The evaluation can help you and your child understand what is causing the bullying, and help you develop a plan to stop the destructive behavior.”

In addition to recommending AACAP’s position on seeking professional help for bullies and their victims, at BFS we also believe in taking

a proactive approach by encouraging schools to adopt the Be an 11 program.

To help young people fulfill their potential, BFS offers a character education program called Be an 11. This program is designed to inspire student-athletes to set worthy goals, both athletic and personal, and then help them develop action plans to achieve those goals. Along the way, they learn about the importance of making positive choices, maintaining their self-respect, and being team players and role models for others. Our BFS clinicians are not simply polished professional speakers; 95 percent of our clinicians are certified teachers who are currently employed in high schools, and 20 hold master’s degrees.

The creator of the Be an 11 program is Dr. Greg Shepard, the founder of BFS. Coach Shepard believes that because athletes are admired by their peers, after an athletic program holds a Be an 11 seminar there is a trickle-down effect of positive changes among the entire student body. “Elevens pull others up spiritually, mentally and physically. They are pleasant to be around in every situation and among all groups of people. Elevens are loving and respectful to others, especially their family members.”

Who can be an Eleven? Anyone – it’s all about attitude. “Being an Eleven is not a matter of talent or intelligence but

a willingness to try continually to raise your personal bar of excellence,” says Shepard. “Changing your attitude will change your life.”

Now that bullying is receiving the attention it merits through the testimonials of celebrities and others who have experienced it firsthand, it’s time to become proactive and take appropriate measures to stop the problem and help the victims. The Be an 11 program is doing its part. By becoming true Elevens, our young people will change lives not only today but also in years to come. **BFS**

Bullying

Bullying is a common experience for many children and adolescents and is increasingly becoming a serious public health problem. While many think of bullying as physical or verbal intimidation that occurs in the school yard, more and more it is occurring through technology, such as online chats, text messages, email, and social networking websites. No matter its form, bullying can not only cause a child's school performance to suffer, but can also significantly impact a child's physical and mental health.

The Facts

Surveys indicate that as many as half of all children are bullied at some time during their school years, and at least 10% are bullied on a regular basis.

- An estimated 14% of children in grades 6-10 have been the victims of cyber bullying within the previous two months.¹
- Whether they are the victim or the perpetrator, bullying behavior can lead to serious consequences, including poor social-emotional adjustment, depression, psychotic symptoms, and even suicide.^{2,3}
- Suicide was the 3rd leading cause of death for individuals ages 15-24 in the U.S. in 2006.⁴
- Bullies identified by age 8 are six times more likely to be convicted of a crime by age 24, and five times more likely to end up with serious criminal records by age 30, if there is no intervention.⁵
- Schools that have a lack of adult supervision during classroom breaks and do not consistently enforce anti-bullying rules are more likely to have bullying incidents.⁶
- When communities and schools implement programs that deal specifically with aggression toward others, bullying and delinquency markedly decline. Studies of one bullying prevention program found a 45% decrease in bullying incidents after four years of implementation⁷ and a significant decrease in student report of involvement in delinquency, theft, vandalism and school behavior.⁸

Take Action

While every state currently has anti-bullying or school safety laws, they vary significantly in their definitions of bullying, the scope of their coverage, and the support

AMERICAN ACADEMY OF CHILD & ADOLESCENT PSYCHIATRY

For more information, please contact the Department of Government Affairs at 202.966.7200

For professional advice from mental health experts on bullying, visit www.aacap.org and download the AACAP’s information sheet #80: “Bullying: Facts for Families.”

“Be An 11 has
changed my life!
I WILL
BE AN 11!”
- Katie Heinlen

BE AN 11 Seminars

“The most inspiring night of my life!”

~Kyle Meyers, Rutherford B. Hayes High, OH

“Reaffirmed the reason I
entered coaching
25 years ago.”

- Coach Al McFarland



“Every school in the nation should schedule a
Be An 11 Seminar today!

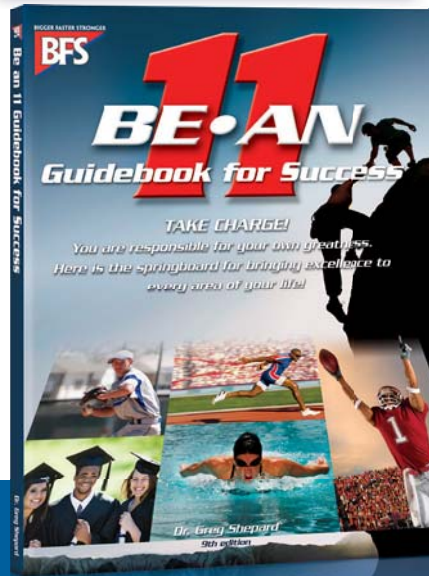
It is without a doubt the best thing that has
happened to our school.”

- Coach T. Cox



“This is exactly what our school
- and community - needed.”

- Coach Fox



HERE'S HOW IT WORKS - BE AN 11 SEMINAR \$2,990 Item #800K

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- ▶ The cost is only \$2,990 for 50 athletes. Additional athletes only \$30 each. Includes the Be an 11 Guidebook!
- ▶ All travel fees included in price. No hidden fees!
- ▶ Book your dates now! First come - First Serve.

INTERESTED SCHOOLS CAN REQUEST A FREE BE AN 11 BOOK & SEMINAR LITERATURE

- ▶ Christian B11 Seminar is also available
CALL FOR DETAILS
- ▶ Package your Be An 11 Seminar with a Total Program Clinic or a BFS Weight Room Safety Certification (WRSC) and save while bringing the BFS program to your school. See the inside front cover of this magazine to learn about how to bundle and save on BFS camps and clinics!

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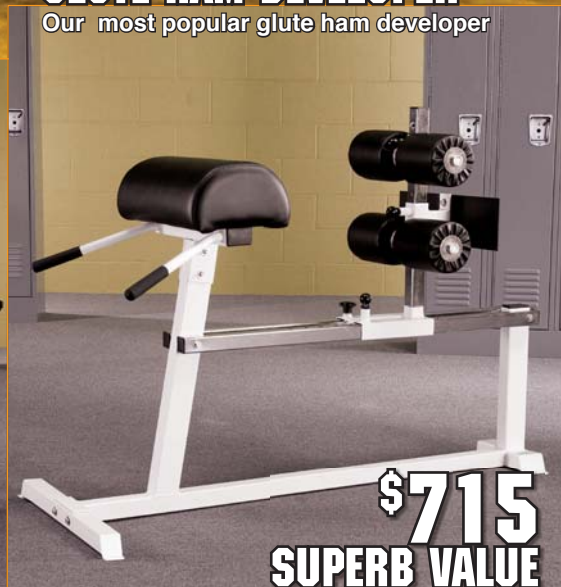
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