International House NY
Fabio Michel Hanna
Stop Cyberbullying Now
Brazil

I would like to submit this proposal for Stop Cyberbullying Now, a project that would create a community to prevent adolescents from committing cyberbullying in the largest slum in Brazil.

Proposal Narrative

This project's mission is to build a more knowledgeable and active community to become upstanders to prevent cyberbullying in the largest slum in Brazil. Upstanders will foster cyberbullying prevention by helping to build a safe and peaceful community for adolescents.

According to a 2017 UNICEF report[1], Brazil is the fifth most populous country globally, with approximately 30 percent of the population under 18. Cyberbullying is unwanted, aggressive behavior among school-aged children that has been widely practiced over social media. Children and adolescents across Brazil increasingly connect using electronic communication channels such as phones, social networking sites, apps, and online games. The vast majority of their online experiences are positive, but many are negative. Examples of cyberbullying include unwanted or embarrassing text messages, emails, and pictures or videos. Cyberbullying can also take more subtle forms, such as social exclusion and ridicule.

A UNESCO study[2] has reported that 4 out of 10 children in Brazil who were Internet users (40% or approximately 9.3 million children) said they had seen someone being discriminated against on the Internet in the 12 months before the interview. Furthermore, among children who were Internet users, 20% reported having been subjected to bullying, and 12% had behaved offensively online. This study showed not only a high prevalence of bullying among Brazilian adolescents but also an association between risk behavior and bullying, severe consequences for the mental health of young people, a lack of awareness among adolescents about cyberbullying and its consequences, and a lack of strategies to manage this type of aggression. This is particularly true of low-income communities such as Paraisópolis, the largest slum in Brazil, located in the City of São Paulo, with an estimated population of 100,000.

This project will be a ten-week educational program during the students' vacation that will incorporate a community approach to address cyberbullying among adolescents in a group of 65 adolescents from 12 to 17 years old and 10 teachers in Pró-Saber Educational Paraisópolis favela (slum). Besides promoting cyber awareness, this project is intended to be a pilot program that will serve as a benchmark for further expansion and development initiatives. It would help to establish a national educational organization in Brazil that would be exclusively dedicated to creating a safe public school environment by reducing cyberbullying.

Relying on extensive research about cyberbullying education, this pilot program will adopt an efficient approach. The students will have classes with other volunteers and myself (online or offline)[3], who will all have experience with cyberbullying cases, cybersecurity, and mental health. Classes will last 6 hours each and will occur 5 times a week for 10 weeks. Parents, teachers, and staff members of Pró-Saber Educational will also support the positive circle of connection among the students.

This specific NGO was chosen for solid reasons. First, the NGO has many cyberbullying cases and does not have enough resources (money, knowledge, and experience) to implement a cyberbullying prevention project. Second, this project will help students and teachers to stop cyberbullying in the community and motivate them to become better citizens. Third, I have a good relationship with this

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[1] https://www.unicef.org/media/47761/file/Child_Protection_2017_Annual_Results_Report.pdf
[2] https://en.unesco.org/news/cyberbullying-brazil-findings-brazilian-kids-online-survey
[3] This project will be conducted remotely if the COVID-19 pandemic still represents a public health concern by then.
[4] UN Sustainable Development Goal 3 https://sdgs.un.org/goals/goal3

NGO, and the NGO leadership is enthusiastic about this pilot.

Proposed Activities
The main activity is to use a community approach to address cyberbullying among adolescents in a favela (slum) in Brazil.

The schedule will be divided into ten weeks with the following objectives:
- Week 1 –Create a safe space for the stakeholders by defining cyberbullying, and implementing a framework to address cyberbullying.
- Weeks 2,3 – Present case studies and narratives, including online videos and books, that reveal the impacts of cyberbullying. Engage participants to start sketching out solutions and building upstander skills.
- Weeks 4,5 – Build community among parents, teachers, staff members, and adolescents.
- Weeks 6,7 – Offer skills training to the adolescents: how to browse the Internet safely, where to find help with cyberbullying, how to increase awareness, how to create an educational campaign, how to offer support and advice after cyberbullying, how to engage the community to help resolve issues related to cyberbullying.
- Week 8 – Guide the participants in developing a website to let others know about the project.
- Weeks 9,10 – Offer training to future leaders who will continue the project, let the adolescents give a final presentation about the lessons learned to all participants (students, teachers, staff members, and parents) and have a final celebration. In addition, run assessments and get feedback from the participants.

This project will offer a coffee break, brunch, and late lunch each day as an essential component to encourage the attendees to participate[3]. Food will be delivered to the participants' homes if the project must be conducted online due to the pandemic[3].

The Project's Goals[3]
Short-term:
    a. Learn what cyberbullying is, how to prevent it, and how to respond to it if the adolescents are experiencing cyberbullyng.
    b. Develop awareness about the mental health consequences of cyberbullying.
    c. Developing upstander skills among the participants.
Long-term:
    a. Promote behavior change in the stakeholders (students, teachers, staff, parents) by creating and engaging the community to wage awareness of cyberbullying and its impact.
    b. Prevent social or academic loss due to cyberbullying.
Sustainability:
    a. The NGO will implement the project in the community and assist the community in implementing its objectives.
    b. The project's volunteers, student leaders, and I will continue working with the NGO to build a local stop cyberbullying program in the slum for the adolescents.

Indicators of Success
This project considers as indicators of success statistically significant improvements in the students' behavior. It will assess:
    a. Reduction of cyberbullying among the participants.
    b. Reduction of academic loss due to cyberbullying.
    c. Reduction of depression and violence among the participants.
    d. Engagement of the stakeholders to implement and sustain the project.

Projects for Peace Budget Template

Name: Fabio Hanna
Project Name: Stop Cyberbullying Now
School: Columbia University

TOTAL FUNDS REMAINING:
0

Total Additional Funding:		

TOTAL EXPENDITURES:
10000

Student Expenses					Project Expenses				
Travel (Including Airfare)	Lodging	Communications	Food (Biweekly)	Miscellaneous	Non-Student Travel and Lodging	Direct Equipment and Supplies	Marketing and Event Support	Staffing Costs	Miscellaneous
		20		20	110.00	650.00	100.00	135.00	40
		20		20	60.00	650.00	100.00	135.00	40
		20		20	60.00	650.00	100.00	135.00	30
		20		20	60.00	650.00	90.00	135.00	
		20		20	60.00	650.00	80.00	135.00	
		10		10	60.00	650.00	80.00	135.00	
		10		10	60.00	650.00	80.00	135.00	
		10		10	60.00	650.00	100.00	135.00	40
		10		10	60.00	650.00	100.00	135.00	40
		10		10	100.00	650.00	100.00	135.00	40
Total	Total	Total	Total	Total	Total	Total	Total	Total	Total
0	0	150	0	150	690	#REF!	6500	1350	230

Total Student Expenses:
300

Total Project Expenses:
9700

This form should be used to prepare your final budget and submitted with your project's final report.