

Title of Project: Stop Cyberbullying Now  
Country: Brazil  
Nominated Institution: International House  
Designated Leader: Fabio Michel Hanna

### **Summary:**

This is a 13-week educational project that incorporates a community approach to address cyberbullying among adolescents. It involves a group of approximately 46 children and adolescents from 9 to 15 years old and one teacher in the Instituto Solid Rock Brazil, Center of Children and Adolescents (CCA) in São Paulo, Brazil. The project also involves the leadership and staff members of the CCA and parents. Besides promoting cyber awareness, this pilot project will serve as a benchmark for further expansion and development initiatives. Furthermore, it could help establish a national educational organization in Brazil that would be dedicated to creating a safer public-school environment by reducing cyberbullying. To maximize efficiency, Stop Cyberbullying Now is a hybrid project that offers one-hour online classes of four times a week for 13 weeks. The classes were led by me and educators who all have experience building self-esteem that validates the uniqueness of individuals, giving rise to a sense of accomplishment and feelings of self-worth. Stop Cyberbullying Now can succeed only when the participants recognize their self-worth while developing their awareness of cyberbullying. In addition, the project offers restorative dialogues, workshops on cybersecurity, and mental health workshops. Parents, teachers, and staff members of CCA help support the positive circle of connection among the participants.

### **Project Description:**

This project aims to build a more knowledgeable and active community to become upstanders to prevent cyberbullying in the Instituto Solid Rock Brazil, Center of Children and Adolescents (CCA) in São Paulo, Brazil. The project's strategy is to offer art workshops to develop the participants' self-esteem, meditation to expand their consciousness, and restorative dialogues to discuss cyberbullying incidents, including how not to commit cyberbullying and avoid further incidents. In addition, it offers cybersecurity workshops to prevent participants from becoming cyberbullying targets and to develop ambassadors who will help the wider community prevent future cyberbullying incidents.

The project's website, [www.cybercrime.com](http://www.cybercrime.com), will be launched in six months with the collaboration of the participants. Moreover, many cases of cyberbullying start with another type of cybercrime. Therefore, the website will provide educational resources to help prevent children and adolescents from becoming victims of cyberbullying and cybercrimes in general.

The organization I initially selected for this pilot did not agree to proceed with it, so I chose Solid Rock Brazil to develop the project:

1. Solid Rock Brazil already offered social assistance for approximately 120 underprivileged children who are victims of domestic violence.
2. Cases of bullying and cyberbullying have skyrocketed post-pandemic in Brazil, as well as other nations. The institution did not have enough resources to implement a cyberbullying prevention project, and this project started the initiative to prevent cyberbullying.
3. This project offered online workshops to help all the participants—including staff members, parents, and children—build self-esteem that validates the uniqueness of individuals, giving rise to a sense of accomplishment and feelings of self-worth. Stop Cyberbullying Now helped the participants recognize their self-worth while developing their awareness of cyberbullying. In addition, it offered art workshops, meditation, restorative dialogues, workshops on cybersecurity, and mental health workshops for staff members and parents. Parents, teachers, and staff members helped support the positive circle of connection among the participants.

Several other changes were made to the original proposal:

1. Rather than a group of 65 adolescents aged 12 to 17, one group of 15 children and a second group of 25 children aged 9 to 15 attended the project.
2. We provided coffee breaks, lunch, juice, dessert, and snacks in the afternoon for approximately 120 children and adolescents and six staff members in the institute to promote inclusion and encourage participation in the project.
3. The indicator "reduction of academic loss due to cyberbullying" was deleted because there is no partnership with the public schools in the neighborhood that would allow measurement.

4. One-hour classes occurred four times a week for 13 weeks. That change was made because the original numbers were not feasible due to a lack of finances, time, and human resources.
5. This project also had three meetings per month with parents to help them engage in the project and expand their minds about the topics to help avoid cyberbullying at home. It also offered snacks for parents and staff members.
6. We had four meetings with all the institution's staff members to help them engage in the project, develop moral courage, and give them a voice to speak up about their challenges.
7. We created a care laboratory to offer emotional support and legal advice to the marginalized victims of bullying during the project.
8. We created a tech laboratory with donated computers and other technology devices.
9. We had a book club with the author of a book, an actress, and a designer to tell a story about resilience to the participants.

The project has continued with monthly follow-up meetings to measure the results. Other educational leaders will be recruited to continue working with the institute. The project will also help plan educational computer classes, such as introduction to information technology and office tools for school homework, to enable the participants to develop hard skills. There was no additional fundraising. I have been working with volunteers to provide additional resources and develop new partnerships, and I look forward to planning/developing/investigating other fundraising efforts to expand the Stop Cyberbullying Now project.

### **Reflection:**

I define peace as the freedom to express ideas and thoughts, share knowledge, and accept differences without retaliation. This project helped me understand that it is possible to help participants who are victims of domestic violence to increase their awareness of their value and unlock their potential to have the freedom to express their thoughts and respect others without violence. The project also inspired me to continue believing that all people have potential and sometimes need help to unlock their strengths. Above all, this project reinforced my approach of respecting the experience of the participants and the institution's leaders and staff. They are the experts and a vital resource in helping Stop Cyberbullying Now to achieve its goals. The opportunity to support the Instituto Solid Rock Brazil helped me understand social welfare theory and the practice of assisting people in need. A society can thrive only when it protects its citizens from harm, providing safeguards for those who face risks to their well-being such as cyberbullying.

### **Personal Statement:**

The designated leader, Fabio Michel Hanna, was born and raised in the small town in the State of São Paulo, Brazil. He was bullied from primary school to high school. Bullying affected Mr. Hanna's self-esteem for decades. However, he has overcome his low self-esteem in adulthood by building resilience and a solid record of professional and educational achievement. As an adult, he helped several friends overcome cyberbullying and cybercrime, which motivated him to dive deep into cybersecurity studies and pursue a Master of Engineering in Cybersecurity Policy and Compliance from George Washington University. Mr. Hanna chose his home country, Brazil, as the location for his project not only because of his personal connection, but also because it is one of the top two countries in the world in cyberbullying incidents. Mr. Hanna is a project management and cybersecurity professional with over 21 years of experience managing information technology and cybersecurity projects in the financial and other sectors, in settings ranging from large corporations to academia and the healthcare industry. He has expertise in implementing information technology and systems in compliance with regulations and cybersecurity requirements across various sectors. He has a Bachelor of Science in Information Systems; a Master of Information and Knowledge Strategy and a Master of Science in Negotiation and Conflict Resolution, both from Columbia University; and a Master of Engineering in Cybersecurity Policy and Compliance from George Washington University. Mr. Hanna believes that everyone has the potential to thrive, and that many people need access to the right resources to unlock their potential. He stated: "For example, I have been learning that children and adolescents who are victims of domestic violence need kindness, love, and caring to unlock their potential, be more engaged in their community, and have peace of mind. The Stop Cyberbullying Now leaders recognized the value of each participant in the project and helped them realize the importance of improving their self-esteem. This project inspired me to continue investing in this community, see the participants succeed, and help them become better citizens."