



Youth health • Youth research • Youth engagement

FINAL REPORT

THE PROJECT

Goals:

In the initial application, our Youth Advisory and Action Council (YAC) was interested in creating a by youth-for youth short video and accompanying info graphic poster which would provide young people with an opportunity to share their experiences with bullying and specifically how those experiences impacted their mental health.

Our goals in developing this project were to create an engaging and informative video and poster that highlighted the impact bullying and victimization can have on a young person's mental health, from the perspective of young people aimed at a youth audience.

While our video and poster do emphasize the negative impact bullying can have on youth, we also drew attention to the protective factors in a young person's life that can help to reduce that negative impact.

The words and experiences showcased in the video and poster were that of youth across the province of British Columbia who completed the 2013 BC Adolescent Health Survey (nearly 30,000 youth) as well as the experiences of our own YAC and one to one interviews conducted with youth from local high schools.

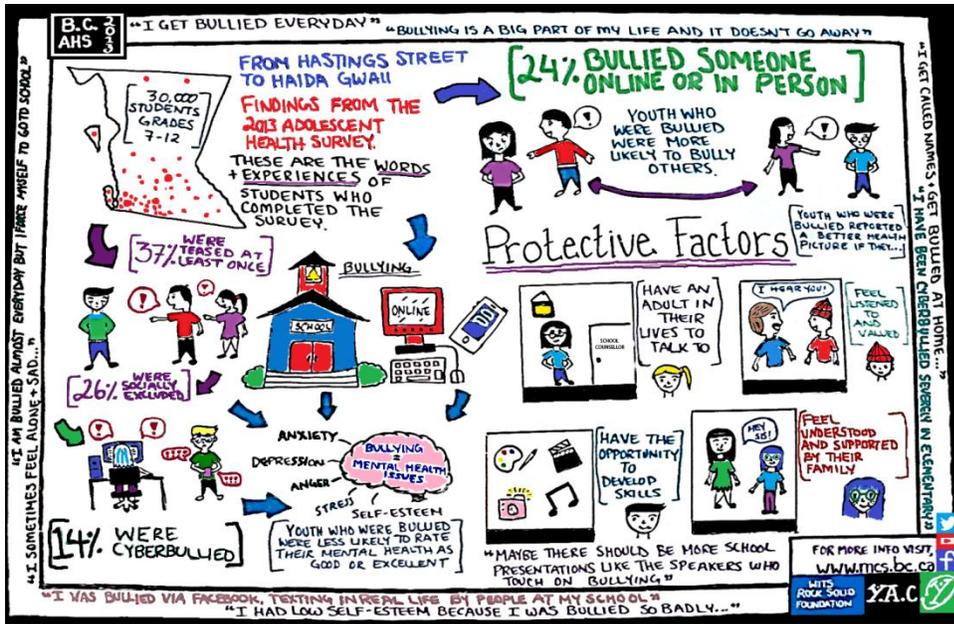
Outcomes:

The YAC with the support of adult mentors, created an 11 minute video modelled around the "Draw My Life" style utilizing quotes and statistics from the 2013 BC AHS as well as clips of one to one interviews done with youth. The film is both informative and impactful in that it

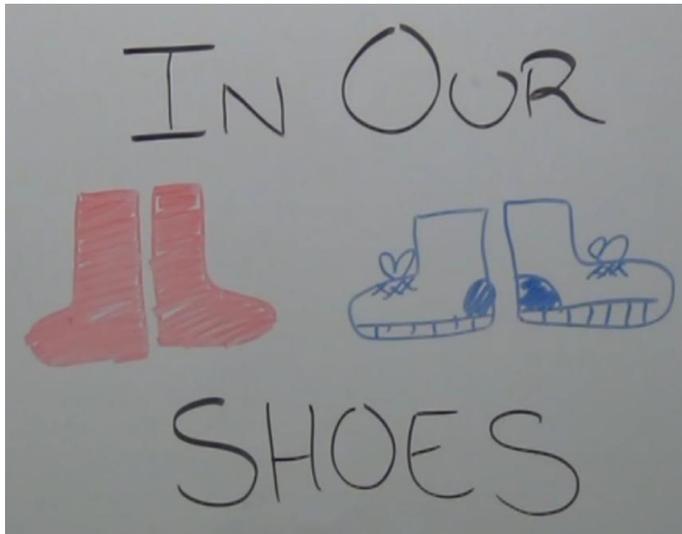
provides an overall picture of youths' experiences with bullying (as both a victim and perpetrator), but also allowed youth to share their personal experiences with bullying and the effects those experiences have and can have on youths' health.

By using the statistics and quotes from the 2013 BC AHS, we insured that we were capturing the experiences of young people from across the province from a multitude of backgrounds. Not only were we able to capture young peoples' experiences with bullying, but we were also able to illustrate the effects bullying can have on a young persons' health (for example, the impact of bullying on mental health as well as participation in extracurricular activities). Our video also included a number of protective factors that would be helpful in supporting youth who have experienced – and are experiencing- bullying.

The info-graphic poster was created to accompany the video. The poster is meant to provide a summary of the information contained in the video that is accessible for youth in terms of language and imagery as well as being educational. Our anticipated goal is that these posters will be posted in classrooms and youth organizations across the province and perhaps across Canada. Digital copies of the poster and video will be available online through our website and social media accounts. Hard copies will also be available upon request and will be disseminated during YAC workshops and presentations.



Info-graphic poster created by the McCreary's YAC



Title Shot of YAC Video – 'IN OUR SHOES'

<http://www.youtube.com/watch?v=ddfSpqIQownE&feature=youtu.be>