

Results from the 2013 Ontario Student Drug Use and Health Survey: Haliburton, Kawartha, Pine Ridge (HKPR) District Student Mental Health: Bullying and Self-Esteem

BULLYING AND SELF-ESTEEM:

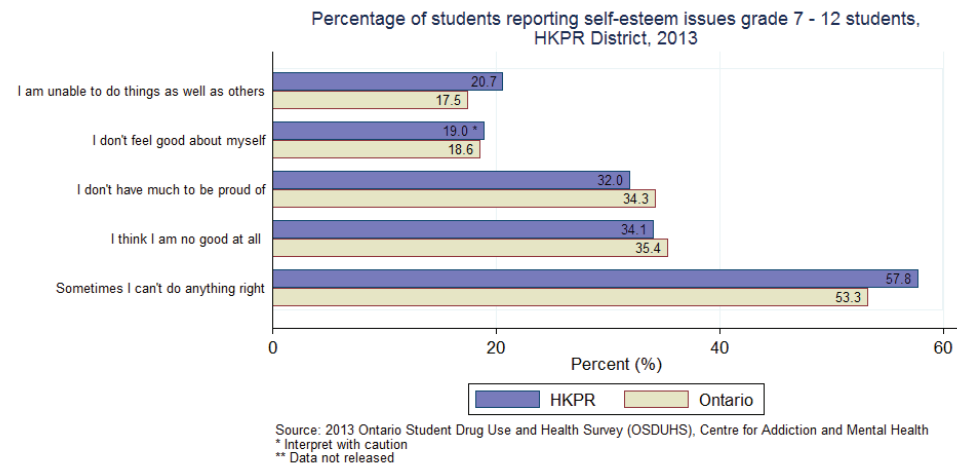
A steady stream of messaging from advertisements and social media can influence people's perception of themselves. In some cases, it can result in negative self-esteem and may influence social norms, including the acceptance of bullying.

Bullying occurs when "there is an imbalance of power; where someone purposely and repeatedly says or does hurtful things to someone else."¹

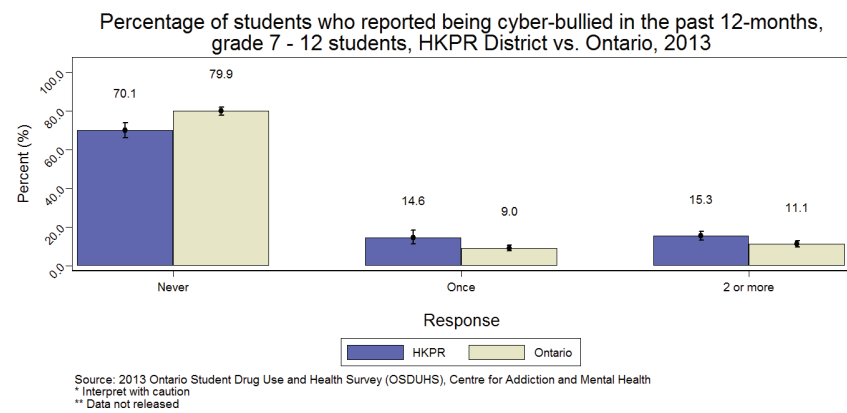
Cyber-bullying "involves the use of communication technologies such as the internet, social networking sites, websites, email, text messaging and instant messaging to repeatedly intimidate or harass others."¹

Bullying and cyber-bullying can lead to depression, anxiety, social isolation, problems with self-esteem, aggressiveness, and suicidal tendencies.¹⁻³

HKPR Area includes Haliburton County, Northumberland County and the City of Kawartha Lakes



No statistical differences were observed across five questions of self-esteem, when comparing HKPR students to the rest of Ontario (p>0.05)



A significantly higher percentage of students in the HKPR area (29.9%) reported experiencing cyberbullying within the previous 12 months, compared to the rest of Ontario (20.1%, p<0.01)

(Note: Respondents indicating they do not use the internet have been removed from the analysis)

Students in the HKPR area were 14% more likely to report being bullied (p<0.05) since the school year began, compared to the rest of Ontario.

38%

38% of students in the HKPR area reported being bullied, since the start of the school year.

Nearly 1 in 3 students in the HKPR area reported bullying other students since the start of the school year (RR=1.19; 95%CI: 1.07, 1.32 p<0.01)

Nearly 3 of 10 students in the HKPR area reported being a victim of cyber-bullying in the previous 12 months.

References

1. Royal Canadian Mounted Police (RCMP). Bullying and Cyberbullying. [internet] 2015 [updated 2015 Apr 16; cited 2015 Jul 9]. Available from: <http://www.rcmp-grc.gc.ca/cycc-cpcj/bull-inti/index-eng.htm>
 2. Promoting Relationships & Eliminating Violence Network (PREVnet) [internet]. 2015 [cited 2015 Jul 9]. Facts & Solutions. Accessed 2015-09-07. Available from <http://www.prevnet.ca/bullying/facts-and-solutions>.
 3. Hamm MP, Newton AS, Chisholm A, Shulhan J, Milne A, Sundar P, et al. Prevalence and Effect of Cyberbullying on Children and Young People: A Scoping Review of Social Media Studies. JAMA Pediatr. 2015 Jun 22. doi: 10.1001/ja-mapeditrics.2015.0944 [Epub ahead of print].
- The data used in this publication came from the Ontario Student Drug Use and Health Survey conducted by the Centre for Addiction and Mental Health and administered by the Institute for Social Research, York University. Its contents and interpretation are solely the responsibility of the author and do not necessarily represent the official view of the Centre for Addiction and Mental Health.