



**Ipsos Reid**



**Alberta Children and Youth Services: Albertans' Perceptions of Family Violence and Bullying Survey 2012**

**Final Report**

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## EXECUTIVE SUMMARY

Ipsos Reid conducted a total of 900 telephone interviews with Albertans aged 16 years and older between January 4<sup>th</sup> and 16<sup>th</sup>, 2012. Data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual population of Albertans aged 16 years and older according to 2011 Population Estimates (based on Alberta Health Card data) provided by Children and Youth Services.

Key research objectives included examining issues related to public understanding and awareness of bullying and family violence, assessing public support for government involvement in family violence and bullying prevention, collecting data for Ministry and regional performance measures and informing future directions for the public awareness and education campaigns in the prevention of family violence and bullying.

What follows is a summary of key research findings and recommendations.

### BULLYING

#### Behaviours, Warning Signals and Prevention

**The majority of Albertans recognize a range of bullying behaviours, are generally well-equipped to identify a young person being bullied, and would take appropriate actions if they had a young person in their household being bullied. Awareness of cyberbullying is up markedly from two years ago.**

- Verbal and physical behaviours among children and youth are the most recognized types of bullying. While cyberbullying is not top-of-mind for most Albertans, mentions have nearly doubled from two years ago. When asked to think about the types of behaviours that characterize bullying among children and youth, seven-in-ten (72%) Albertans identify various forms of verbal abuse while 65% (down 7 percentage points from 2010) identify various physical behaviours. Social bullying is mentioned by just under one-quarter (22%) of Albertans, while cyberbullying is cited by one-in-five (19%). Though still low, mentions of cyberbullying are up 9 percentage points from 2010 (10%).
- Further, on an aided basis, 83% (up 13 percentage points from 70% in 2010) of Albertans say they are aware of the issue of cyberbullying, and six-in-ten (62%, up 6 percentage points from 2010) think that cyberbullying occurs 'a lot' or 'a fair bit' in their own community.
- Self-harm and withdrawal are the most recognized warning signals of bullying, followed by aggression and health complaints.
- The majority of Albertans would take appropriate actions if they had a young person in their household who was being bullied by others. More than half (55%) say they would "talk to someone in charge of the environment where the bullying is taking place", 41% say they would "talk to the parents of the person or people doing the bullying", 36% say they would

*“try to talk to the young person being bullied to find out what is happening”, and 33% say they would “call the police”.*

## Attitudes Regarding Bullying and Bullying Prevention

**Albertans place extremely high priority on the prevention of bullying at the community level and, moreover, are willing to accept personal responsibility.**

- The vast majority (93%) of Albertans agree that they ‘have a personal responsibility to reduce bullying in their community’ – up significantly from 88% in 2010. Further, 89% agree that ‘bullying prevention should be an urgent priority for their community’, and 87% agree ‘bullying prevention should be an urgent priority at the provincial government level’ – a significant 8 percentage point increase from 2010.

**Though a minority, it is concerning that one-quarter (26%) of Albertans continue to agree that bullying is just a normal part of growing up.**

- Agreement is significantly higher among males than females (33% vs. 20%).

## Community Engagement and Capacity: Bullying

**While awareness or engagement in community initiatives dealing with bullying is low overall (22%), the majority (64%) of Albertans feel that their community is able to help them or others with bullying issues.**

## FAMILY VIOLENCE

### Perceptions and Impacts

**Albertans have a broad understanding of behaviours that constitute family violence, and generally recognize the negative impacts on children and youth.**

- There is strong consensus among Albertans that ‘withholding personal care, medications or other necessities’ (94%), ‘failing to provide food, shelter or medical attention’ (92%), ‘threatening to hurt a pet’ (92%), ‘misuse, loss or damage to an elderly person’s income, savings or belongings’ (91%), and ‘taking an elderly person’s money, belongings or property without the person’s knowledge and consent’ (91%) are types of family violence. Slightly lower (82%) is agreement that ‘stalking’ constitutes family violence.
- The one action that does not fall under the umbrella of family violence for a sizeable minority of Albertans is ‘preventing an adult family member from knowing about or having access to family income or savings’ – 28% maintain they do not consider it to be family violence. Still, 70% do consider it to be family violence – a significant 7 percentage point increase from 2010.
- There is near universal agreement that children and youth exposed to family violence are likely to suffer a variety of negative emotional and behavioural consequences. The most

recognized impacts are 'loss of self confidence' (49% *strongly* agree), 'fear or anxiety' (46% *strongly* agree), and 'greater risk of growing up to be abusive' (46% *strongly* agree). Slightly less recognized consequences are 'likely to exhibit aggressive or bullying behaviours' (40% *strongly* agree), 'have difficulty learning' (38% *strongly* agree), and 'greater risk of growing up to be abused' (36% *strongly* agree).

## Family Violence Prevalence

**The perception among Albertans that family violence is *not* a frequent occurrence in their own community is up significantly for a second consecutive survey period.**

- In 2012, half (50%) of Albertans think family violence exists 'not very often' or 'not at all' in their own community – up 6 percentage points from 44% in 2010. This follows a significant 7 percentage point increase from 2008 to 2010, and represents a 13 point increase over the past four years.

## Attitudes Regarding the Prevention of Family Violence

**Albertans recognize family violence prevention as an urgent priority at both the community and provincial government levels, and further, accept personal responsibility.**

- As with bullying prevention, there is strong consensus that family violence prevention should be an urgent priority at both the community (91% agree) and provincial government (90%) levels. Further, nine-in-ten (90%) Albertans also agree that they have a personal responsibility to reduce family violence in their own community – up 4 percentage points from 2010.

## Attitudes Regarding Family Violence: Gender Distinctions

**A marked gender distinction exists regarding the ability for men and women to leave an abusive relationship.**

- Four-in-ten (41%) Albertans agree that 'most women could leave an abusive relationship if they wanted to' while 58% disagree. When it comes to men, however, more than six-in-ten (62%) agree that 'most men could leave an abusive relationship if they wanted to', while 37% disagree.
- Although not as striking a difference, there is a higher level of comfort talking to a female friend who is *being abused* than a male friend. That being said, comfort talking to a male friend is up significantly from 2010. Currently, 91% of Albertans agree they 'could talk to a female friend who is being abused by a family member about the abuse' while 85% (up 6 percentage points from 2010) agree they could talk to a male friend about their abuse.
- Albertans also express a higher level of comfort talking to a female friend who is *abusing a family member* than a male friend. Eight-in-ten (80%) agree they could 'talk to a female friend who is abusing a family member about the abuse', while 72% agree they could talk to a male friend.

## Recommended Resources for Victims of Family Violence

**The vast majority of Albertans are able to suggest information sources or support services for someone experiencing family violence, with police and community services the most frequently suggested channels.**

- If someone experiencing family violence asked them where to get information or where to go for support, half (50%) of Albertans would suggest the police while roughly one-quarter (27%) would suggest community services, 17% would suggest telephone help lines, and 15% would suggest the Internet. A wide variety of other resources are also suggested, though none by more than 13% of respondents.

## Barriers to Helping in a Family Violence Situation

**When asked to assess five specific barriers to helping in a family violence situation, 'believing the situation to be an isolated incident' emerges as the least prominent barrier.**

- Of the five reasons tested, the biggest barrier to helping in a family violence situation is 'being unsure of exactly what action to take' (77% say this happens 'always' or 'often'), followed by 'feeling that it is a family matter and not their concern' (74% 'always' or 'often'), 'people are afraid of being harmed themselves' (71% 'always' or 'often'), and 'people are concerned that involving the authorities would make the situation worse (68% 'always' or 'often').
- 'Believing the situation to be an isolated incident' is a less prominent barrier (59% say this happens 'always' or 'often'). Still, virtually all Albertans think all five reasons are barriers to helping at least once in a while.

## Community Engagement and Capacity: Family Violence

**Awareness or engagement in community initiatives dealing with family violence is very low at 14%, and notably lower than for bullying initiatives (22%).** More than seven-in-ten (72%) Albertans, however, feel their community has the capacity to help with family violence issues, slightly higher than the 64% who feel the same with regard to bullying issues.

## RECALL OF INFORMATION ON BULLYING AND FAMILY VIOLENCE PREVENTION

**Both recall and the perceived impact of information about the prevention of bullying see significant gains from two years ago.**

- Seven-in-ten (72%) Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months – this represents a significant 15 percentage point increase from 2010.
- Further, among Albertans who report having read, seen or heard information about the prevention of bullying, 74% agree they are now better able to help in a bullying situation – up 9 percentage points from 2010.

- Past 12 months recall about the prevention of family violence stands at 58% – notably lower than bullying prevention recall, but consistent with 2010 findings (54%).
- Among Albertans who report reading, seeing or hearing information about the prevention of family violence in the past 12 months, 71% agree they are now better able to help in a family violence situation – on par with bullying, and consistent with 2010.

#### **Awareness of a family violence website is up significantly.**

- In 2012, two-in-ten (21%) Albertans recall hearing about a family violence website – a significant 8 percentage point increase from 2010 (13%).

## **SUMMARY OF SIGNIFICANT CHANGES FROM 2010**

### **Bullying Prevention**

#### **Considerable positive movement is seen in the arena of bullying prevention with significant gains in the awareness and recognition of cyberbullying, recall and perceived impact of bullying prevention information, and attitudes towards prevention.**

- Unaided awareness of cyberbullying sees a significant 9 percentage point gain (19% in 2012 vs. 10% in 2010), while aided awareness is up 13 percentage points (83% in 2012 vs. 70% in 2010).
- Further, significantly more Albertans (62% in 2012 vs. 56% in 2010) recognize that cyberbullying occurs 'a lot' or 'a fair bit' in their own community (in fact, the percentage of 'a lot' ratings is up 5 percentage points – 24% in 2012 vs. 19% in 2010).
- Overall recall of information about the prevention of bullying realizes a significant 15 percentage point gain (72% in 2012 vs. 57% in 2010), and agreement that one is better able to help in a bullying situation as a result of this information climbs to 74% (up 9 percentage points from 65% in 2010).
- Agreement that one has a personal responsibility to reduce bullying in their community stands at 93% (up 5 percentage points from 88% in 2010), while agreement that bullying prevention should be a priority for the provincial government increases by 8 percentage points (87% in 2012 vs. 79% in 2010).

#### **A diversity of significant changes are seen in the realm of family violence prevention.**

- Significantly more Albertans (70% in 2012 vs. 63% in 2010) recognize that financial abuse ('preventing a family member from knowing about or having access to family income or savings') is a form of family violence.
- Significantly more Albertans agree they 'could talk to a male friend who is being abused by a family member about the abuse' (85% in 2012 vs. 79% in 2010).
- Similar to bullying, agreement that one has a personal responsibility to reduce family violence in their community is up 4 percentage points (90% in 2012 vs. 86% in 2010).

- It is interesting, however, that the perception among Albertans that family violence is *not* a frequent occurrence in their own community is up significantly for a second consecutive survey period. In 2012, half (50%) say family violence exists 'not very often' or 'not at all' in their own community (up 6 percentage points from 44% in 2010) – further, there has been a 13 point increase since 2008 (37%).
- While recall of information regarding family violence prevention is stable, awareness of a family violence info line sees a significant 8 percentage point gain (21% in 2012 vs. 13% in 2010).

## RECOMMENDATIONS FOR MOVING FORWARD

- Continue to educate Albertans about cyberbullying – what it is, and the negative impacts on youth. While Albertans are aware of cyberbullying, it is not top-of-mind; this is despite the fact that in an Alberta study, the percentage of cyberbullying noticed at schools significantly increased between 2007 and 2009. A higher proportion of children and youth in 2009, reported witnessing a person putting mean pictures/messages about someone on the Internet or email (11% increase from 2007), or spreading rumours over the Internet or email (8% increase from 2007).<sup>1</sup>
- Continue to emphasize messaging that bullying is not a normal part of growing up – bullying is wrong. Target this messaging at males in particular.
- Continue to educate the public about various forms of family violence – particularly financial abuse as it is the least recognized form of family violence.
- Develop messaging aimed at breaking down key barriers to helping in a family violence situation.
- Continue to educate Albertans about what actions to take and what specific resources exist given different family violence situations.
- Continue to encourage involvement in community initiatives dealing with bullying and family violence – instill a strong call to action among Albertans.
- Maintain or increase efforts to increase awareness of the Family Violence Info Line and website as well as the Bullying Help Line and website. Further, start tracking awareness of these bullying prevention resources.
- Given that analysis and tracking by Child and Family Services Authorities regions is important, increase the survey sample size to the degree possible given budgetary constraints.

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<sup>1</sup> System Improvement Group (2009). *Prevention of Bullying Strategy: Stage 4 summative evaluation – Interim update with 2009 data: Draft report*. Unpublished questionnaire findings, Alberta Education, Edmonton.



## BACKGROUND AND METHODOLOGY

### BACKGROUND AND OBJECTIVES

Prevention of family violence and bullying continues to be a priority for the Government of Alberta. Alberta has the second highest rate of reported spousal assault in Canada<sup>2</sup> with 7.6 percent of Albertans (8.5 percent of women and 6.5 percent of men) self-reporting they had experienced spousal violence in the past five years. In fact, in 2007, Alberta had the second highest rate of police-reported spousal violence (249 incidents per 100,000 population) of all provinces.<sup>3</sup> In addition to spousal abuse, child abuse and neglect, parent abuse by adolescents, and abuse of older adults by caregivers, also remain serious problems in Alberta.

Bullying – a repeated pattern of unprovoked, aggressive behaviours by a person or group that are carried out to harm or control another person – is indeed an issue for Canadian children. A recent survey of Alberta children and youth found that 50% had been bullied in the past school year.<sup>4</sup> Further, a 1997 study found bullying occurs once every seven minutes on the playground and once every 25 minutes in the classroom.<sup>5</sup> As well, in a different Alberta study, one-in-four Grade 7 students reports being a victim of cyberbullying<sup>6</sup>. Bullying can have serious negative consequences, not only for those who are bullied, but for the bully as well (i.e. continued violence and aggression in adulthood).

The Alberta Roundtable on Family Violence and Bullying – a broad consultation process with over 2,500 Albertans – took place in 2004 to develop a comprehensive set of recommendations for action on family violence and bullying. Five key areas of action resulted from the Roundtable including: social change; provincial leadership; a collaborative, coordinated, community response; services and supports; and, accountability. A key component of the “social change” area was to administer a public opinion survey to gauge Albertans’ perceptions of family violence and bullying.

Consequently, province-wide telephone surveys of Alberta residents aged 16 years or older were administered in October 2005, January 2008 and January 2010. The collected data tracks information on public attitudes towards family violence and bullying and have been used to inform policy and program decisions including public awareness and education campaigns.

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<sup>2</sup> *Family Violence in Canada: A Statistical Profile 2008*. Statistics Canada, Canadian Centre for Justice Statistics, Ministry of Industry, Ottawa, ON.

<sup>3</sup> Statistics Canada (2009, October). *Family violence in Canada: A statistical profile 2009*. (Catalogue no. 85-224-X). Ottawa: Minister of Industry.

<sup>4</sup> System Improvement Group (2009). *Prevention of Bullying Strategy: Stage 4 summative evaluation – Interim update with 2009 data: Draft report*. Unpublished questionnaire findings, Alberta Education, Edmonton.

<sup>5</sup> O’Connell, P., Sedighdeilami, F., Pepler, D. J., Craig, W., Connolly, J., Atlas, R., Smith, C. & Charach, A. (1997). *Prevalence of bullying and victimization among Canadian elementary and middle school children*

<sup>6</sup> Li, Q. (2007). New bottle but old wine: A research of cyberbullying in schools. *Computers in Human Behaviour*, 23(4), 1777-1791.

The 2008 and 2010 surveys also collected data for performance measures found in the Children and Youth Services' business plans and annual reports as well as Child and Family Services Authorities' business plans.

Alberta Children and Youth Services wished to again undertake this survey in January 2012. Key objectives of the 2012 survey administration included:

- Collecting data for the Ministry's performance measure to be reported in future business plans and annual reports;
- Collecting data for regional and cross-Ministry performance measures;
- Tracking changes in knowledge about family violence and bullying;
- Tracking changes in awareness about family violence and bullying resources and supports;
- Tracking the public's support for government involvement in family violence and bullying prevention;
- Comparing 2012 data to 2005, 2008 and 2010 findings, thus enabling Children and Youth Services to explore trends in public perceptions of family violence and bullying;
- Analyzing 2012 findings along various geographic (i.e. CFSA regions, urban, rural, remote) and socio-demographic (e.g. age, gender, marital status, parental status, etc.) variables;
- Informing future directions for the public awareness and education campaigns as well as key messaging for Children and Youth Services and its partnering ministries in the prevention of family violence and bullying; and,
- Informing future directions for the Cross-Ministry Strategy for the Prevention of Family Violence and Bullying.

## **METHODOLOGY**

Between January 4<sup>th</sup> and 16<sup>th</sup>, 2012, Ipsos Reid conducted a total of 900 telephone interviews with Albertans aged 16 years and older. This included a formal pilot test among 21 Albertans across the province on January 4<sup>th</sup>. After a review of the pilot test results (i.e. listening to interviews, reviewing interviewer feedback and analyzing initial results), a few minor revisions to the questionnaire were suggested to Alberta Children and Youth Services. These changes were accepted and implemented prior to the full launch.

The "birthday method" of selecting respondents was used in order to ensure randomness within households (i.e. asking to speak to the person in the household aged 16 years or older who most recently celebrated a birthday). The average interview length was 15.3 minutes.

Interviews were stratified by nine Child and Family Services Authorities (CFSA) regions. Quotas were established to ensure a reliable sample size within each region for regional analysis. The data were weighted to ensure the sample's regional and age/gender composition reflects that of the actual Alberta population aged 16 years and older according to 2011 Population Estimates (based on Alberta Health Card data) provided by Alberta Children and Youth Services.

With a sample of 900, results are considered accurate to within  $\pm 3.2$  percentage points, 19 times out of 20, of what they would have been had the entire population of Albertans 16 years or older been polled. The margin of error is larger within regions and for other sub-groupings of the survey population.

The table below summarizes the number of interviews conducted within each CFSA, as well as the corresponding margins of error.

REGION	Number of interviews (n)	Maximum margin of error
Region 1 – Southwest Alberta	75	$\pm 11.4\%$
Region 2 – Southeast Alberta	75	$\pm 11.4\%$
Region 3 – Calgary and area	200	$\pm 6.9\%$
Region 4 – Central Alberta	75	$\pm 11.4\%$
Region 5 – East Central Alberta	75	$\pm 11.4\%$
Region 6 – Edmonton and area	175	$\pm 7.4\%$
Region 7 – North Central Alberta	75	$\pm 11.4\%$
Region 8 – Northwest Alberta	75	$\pm 11.4\%$
Region 9 – Northeast Alberta	75	$\pm 11.4\%$
<b>TOTAL</b>	<b>900</b>	<b><math>\pm 3.2\%</math></b>

Further details of the sample framework and calling protocol as well as call dispositions and response rates are included in Appendix B of this report.

## Data Analysis

Survey results are presented for the overall weighted sample of Albertans. By “Albertans” we mean residents of Alberta aged 16 years or older. Where possible, findings are also compared to results obtained in the 2010, 2008 and 2005 surveys. Further, significant differences – both year-to-year and by socio-demographic variables (e.g. incidence of children in household, gender and age) – are highlighted throughout the report.

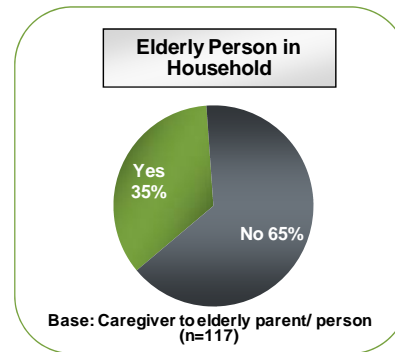
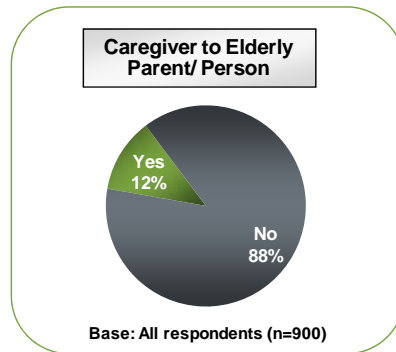
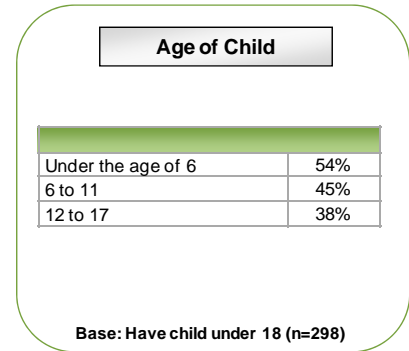
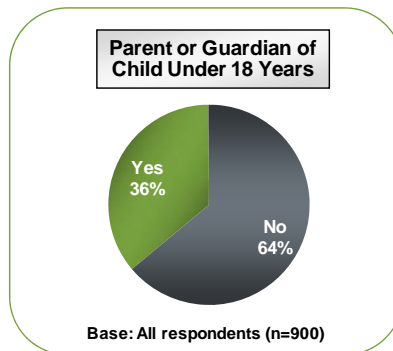
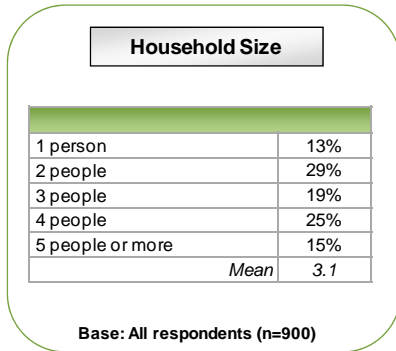
We refer to “significantly” different results when statistically meaningful differences occur. In simple terms, statistical significance means that two (or more) numbers are different from one another for reasons other than by chance. In statistical terms, it means that a null hypothesis is rejected and that the same result will occur, given similar circumstances, within a set of specified limits (19 times out of 20). Significance tests allow researchers to say, with a specified degree of certainty, that two numbers are different.

The simplest measure of significance is the confidence level given to a percentage in the survey. Most surveys contain a qualifying statement, such as, “*the results of this survey have a margin of error of  $\pm 3.2$  percent, 19 times out of 20.*” This number reflects the window or spread of values expected across different survey samples. As well, we used propmean t-tests, which are t-tests run on column means and column proportions.

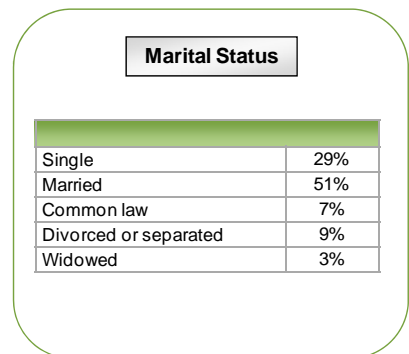
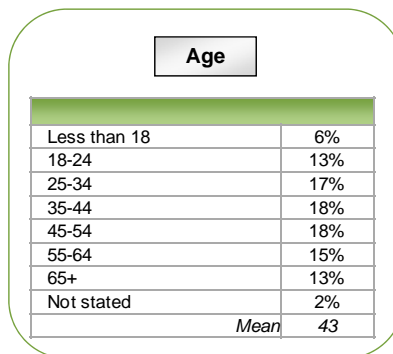
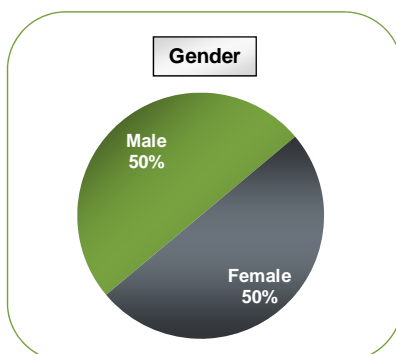
## RESPONDENT PROFILE

The charts below show key socio-demographic variables by which the data were analyzed.

### Household Makeup



### Demographics (All respondents: n=900)



## BULLYING

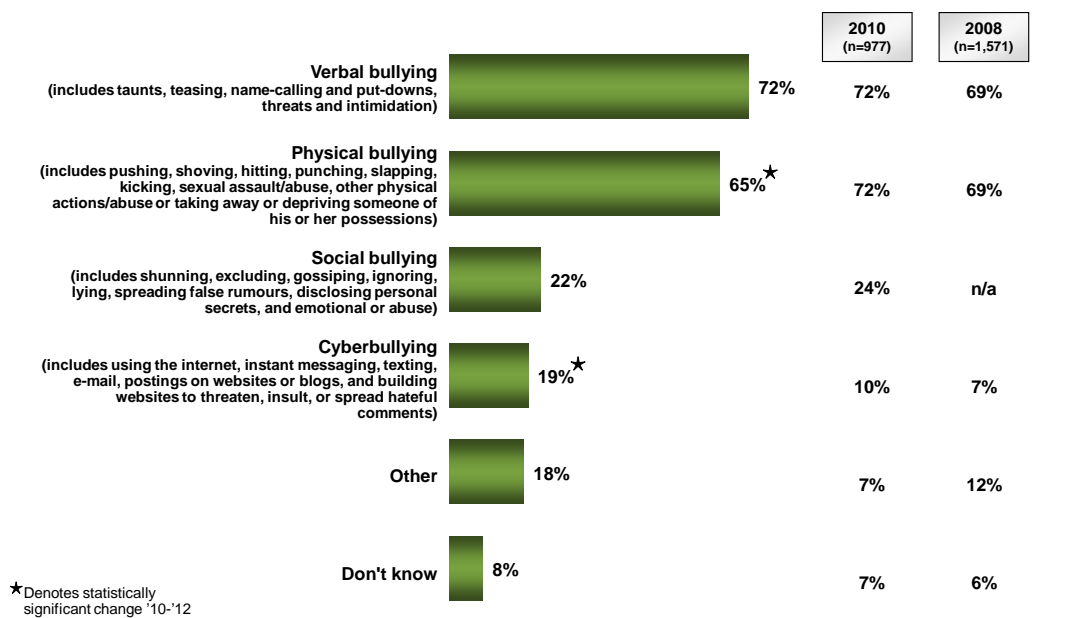
### BULLYING BEHAVIOURS

Verbal and physical behaviours are the most recognized types of bullying among children and youth. While cyberbullying is not top-of-mind for most Albertans, mentions have nearly doubled from two years ago.

When asked to think about the types of behaviours that characterize bullying among children and youth, seven-in-ten (72%) Albertans identify various forms of verbal abuse while 65% (down 7 percentage points from 2010) identify various physical behaviours. Social bullying is mentioned by just under one-quarter (22%) of Albertans, while cyberbullying is cited by one-in-five (19%). Though still low, mentions of cyberbullying have realized a significant 9 percentage point gain from 2010 (10%).

#### Bullying Behaviour Among Children and Youth

Q2. When you think of bullying among children and youth, what types of behaviours would you say this includes?



Base: All respondents (n=900)

Mentions of verbal bullying are significantly *higher* among **females** than males (80% vs. 64%), while mentions of physical bullying are significantly *higher* among Albertans aged **35 years** or older (71%) compared to those aged 16 to 34 years (55%).

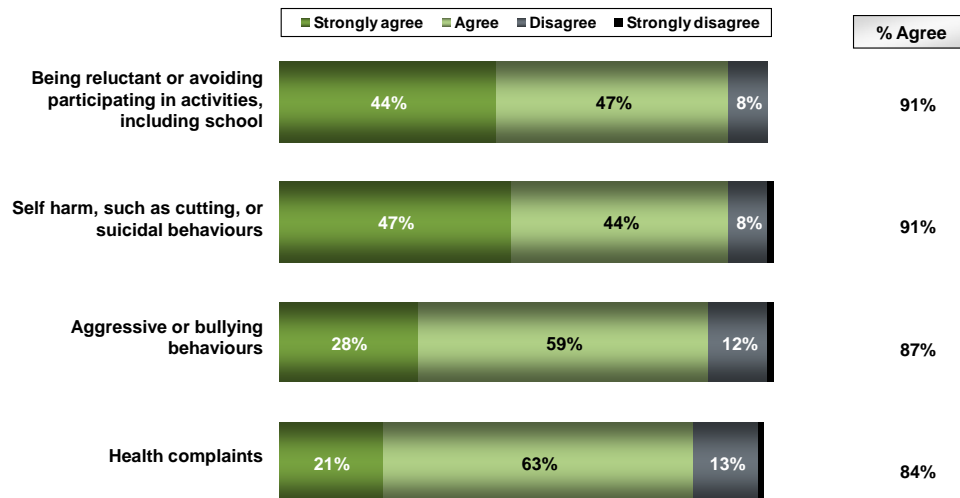
## WARNING SIGNALS

Albertans are generally well equipped to identify a young person being bullied. More than eight-in-ten agree withdrawal, self harm, aggression and health complaints might suggest that a young person is being bullied by others.

When asked to indicate if they agree or disagree that four specific behaviours are warning signals that might suggest a young person is being bullied by others, agreement is strong (84% to 91% 'agree' or 'strongly agree') for all four behaviours evaluated. Focusing on *strongly agree* ratings yields greater variation. Roughly half (47%) *strongly agree* 'self harm, such as cutting, or suicidal behaviours' is a warning signal, while 44% *strongly agree* 'being reluctant or avoiding participating in activities, including school' is a warning signal. Strength of agreement is lower that 'aggressive or bullying behaviours' (28% *strongly agree*) and 'health complaints' (21% *strongly agree*) might suggest that a young person is being bullied.

### Warning Signals

Q3A. There are a number of warning signals that might suggest that a young person is being bullied by others. Please tell me if you strongly agree, agree, disagree or strongly disagree that...is a warning signal that a young person is being bullied by others.



Base: All respondents (n=900)

The percentage of *strongly agree* ratings is significantly *higher* among **females** than males for all four behaviours.

## CYBERBULLYING

### Awareness of Cyberbullying

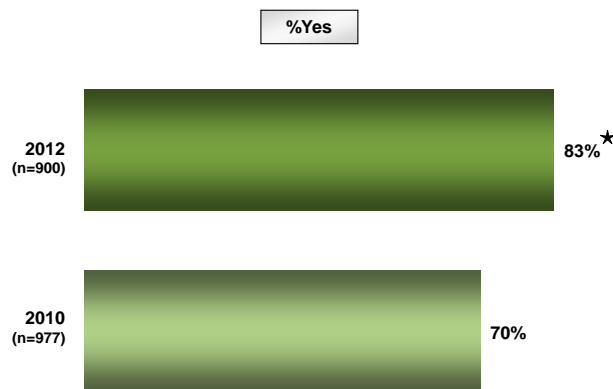
Awareness of cyberbullying is up significantly from two years ago.

While only 19% of Albertans cite cyberbullying as a type of bullying behaviour on an unaided basis, when asked if they are aware of the issue, 83% (up 13 percentage points from 2010) say they are.

### Awareness of Cyberbullying

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CB1. Are you aware of the issue of cyberbullying?



\*Denotes statistically significant change '10-'12

Base: All respondents (n=900)

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Awareness is significantly *higher* among **females** than males (87% vs. 80%) as well as those aged **35 to 54 years** (88%) compared to those aged 55 years or older (77%). It is notable that there are no significant differences between Albertans who have a child under the age of 18 years and those who do not.

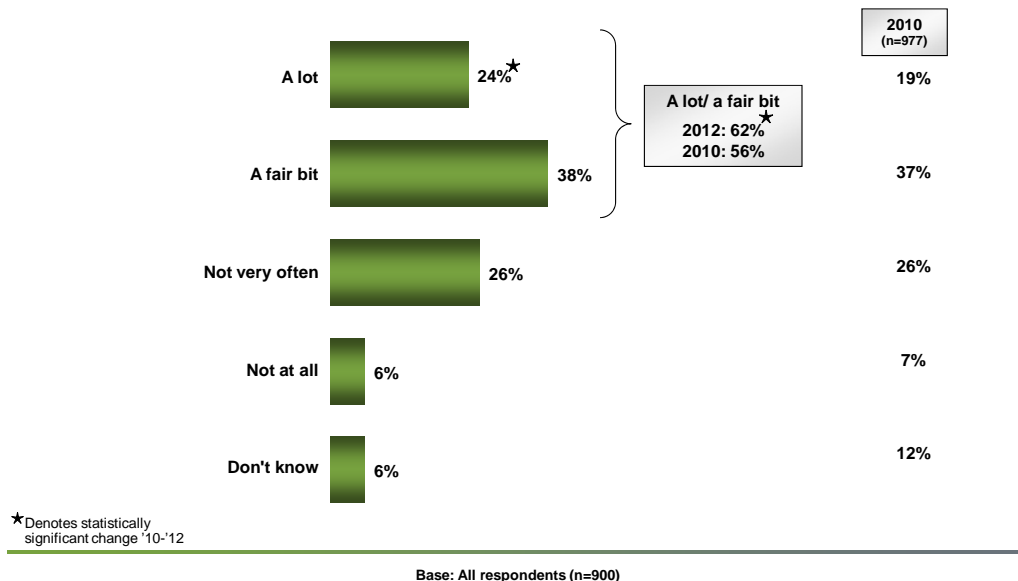
## Cyberbullying in Local Communities

The perception that cyberbullying exists in their own community also sees a significant increase from 2010.

In 2012, more than six-in-ten (62%, up 6 percentage points from 2010) Albertans think that cyberbullying occurs 'a lot' or 'a fair bit' in their own community. Further, close to one-quarter (24%) say it occurs 'a lot' – up significantly from 19% in 2010. Another 26% of Albertans think it exists 'not very often,' while just 6% think it exists 'not at all,' and 6% say they do not know.

### Cyberbullying in Own Community

CB2. As you may know, cyberbullying is the use of technology to support deliberate, hostile and hurtful behaviour towards an individual or group of individuals. To what extent do you think that cyberbullying exists in your own community? By community, we mean the local area in which you live.



A significantly *higher* percentage of **females** than males (70% vs. 54%) say cyberbullying exists 'a lot' or 'a fair bit' in their local community. Again, there are no significant differences between Albertans who have a child under the age of 18 years and those who do not.

It is important to continue to educate Albertans, particularly parents, about cyberbullying – what it is, and the negative impacts on youth. While Albertans are aware of cyberbullying, it is not top-of-mind; this is despite the fact that in an Alberta study, the percentage of cyberbullying noticed at schools significantly increased between 2007 and 2009. Further, a higher proportion of children and youth in 2009, reported witnessing a person putting mean pictures/messages about someone on the Internet or email (11% increase from 2007), or spreading rumours over the Internet or email (8% increase from 2007).<sup>7</sup>

<sup>7</sup> System Improvement Group (2009). *Prevention of Bullying Strategy: Stage 4 summative evaluation – Interim update with 2009 data: Draft report*. Unpublished questionnaire findings, Alberta Education, Edmonton.



## BULLYING PREVENTION

### Anticipated Actions to Assist a Bullying Victim

The majority of Albertans would take appropriate actions if they had a young person in their household who was being bullied by others.

More than half (55%) say they would “talk to someone in charge of the environment where the bullying is taking place”, 41% say they would “talk to the parents of the person or people doing the bullying”, 36% say they would “try to talk to the young person being bullied to find out what is happening”, 33% say they would “call the police”, and 21% say they would “talk to the bully”.

While caution should be used in making direct year-to-year comparisons (as differences may be due to the categorization and coding of responses), mentions of “talking to someone in charge of the environment” have declined from four years ago, while mentions of taking direct action by “calling the police” have increased. 2012 findings are consistent with 2010 results.

### Anticipated Action if Young Person in Household Being Bullied

Q4. If you had a young person in your household who was being bullied by others – this includes physical, verbal, social or cyber bullying – what steps would you take?

All respondents	2012 (n=900)	2010 (n=977)	2008 (n=1,571)	2005 (n=803)
Talk to anyone in charge in the environment where the bullying is taking place	55%	49%	70%	71%
Talk to the parents of the person or people doing the bullying	41%	37%	42%	34%
Try and talk to them to find out what is happening	36%	32%	34%	29%
Call the police/ RCMP	33%	29%	17%	14%
Talk to the person or people doing the bullying	21%	17%	17%	19%
Talk to them about a solution that they feel comfortable with	9%	7%	11%	20%
Speak to a counselor/ social worker/ services/agency	7%	5%	2%	-
Teach child how to deal with/act around bully	5%	6%	1%	-
Find out more on bully/bullying incident (who/ where/ when/ why)	5%	2%	1%	-
Restrict/ limit their use of the computer or Internet	3%	10%	-	-
Encourage/teach child to confront bully/ to stick up for him/herself	3%	2%	3%	6%
Move the child/remove child from situation	2%	4%	2%	-
Boost child's confidence/ self-esteem	2%	2%	1%	-
Talk to a leader or member of your spiritual community for ideas on how to deal with it	2%	2%	1%	-
Be there to support/ listen to child	2%	2%	1%	-
Beat up/attack bully	2%	1%	1%	-
Talk to your doctor or someone else in the health field to get ideas on how to deal with it	2%	-	1%	-
Don't know	2%	6%	2%	8%

Note: Only mentions of 2% or more in 2012 are shown. Multiple mentions accepted.

## Attitudes Regarding Bullying and Bullying Prevention

Albertans place high priority on the prevention of bullying at both the community and provincial government levels and, moreover, are willing to accept personal responsibility.

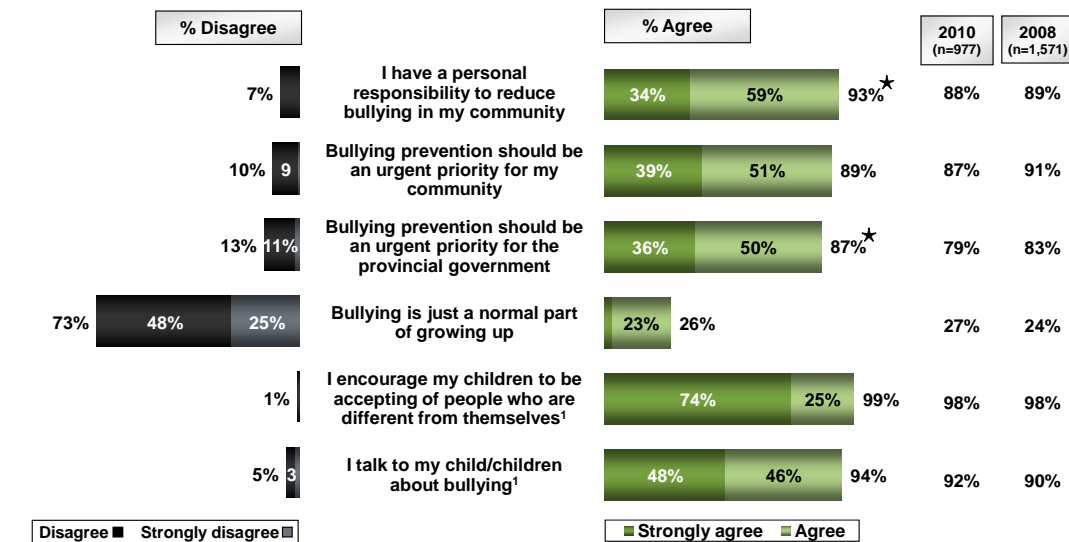
The vast majority (93%) of Albertans agree that they 'have a personal responsibility to reduce bullying in their community' – up significantly from 88% in 2010. Further, 89% agree that 'bullying prevention should be an urgent priority for their community', and 87% agree 'bullying prevention should be an urgent priority at the provincial government level' – a significant 8 percentage point increase from 2010.

Agreement is significantly *higher* among **females** than males that bullying prevention should be a priority for both their community (92% vs. 86%) as well as the provincial government (91% vs. 82%).

Though a minority, it is concerning that one-quarter (26%) of Albertans continue to agree that 'bullying is just a normal part of growing up', with agreement significantly *higher* among **males** than females (33% vs. 20%). The Government of Alberta should continue to emphasize messaging that bullying is not a normal part of growing up – bullying is wrong – targeting this messaging at males in particular.

### Attitudes Regarding Bullying

Q5. Next, I am going to read a series of statements about bullying, and I would like you to tell me if you strongly agree, agree, disagree or strongly disagree.



\*Denotes statistically significant change '10-'12

Base: All respondents (n=900) / <sup>1</sup>Have child under 18 (n=298)

Virtually all parents (99%) say they 'encourage their children to be accepting of people who are

different from themselves', and 94% maintain they 'talk to their children about bullying', with agreement significantly *higher* among **female** than male parents (98% vs. 91%).

Further, a significantly *higher* percentage of **parents** than non-parents agree that they 'have a personal responsibility to reduce bullying' (98% vs. 90%), and that 'bullying prevention should be a priority for the provincial government' (92% vs. 83%).

## COMMUNITY ENGAGEMENT AND CAPACITY: BULLYING

### Community Engagement in Bullying Initiatives

**Awareness or engagement in community initiatives dealing with bullying is quite low overall at 22%.** This is consistent with 2010 findings.

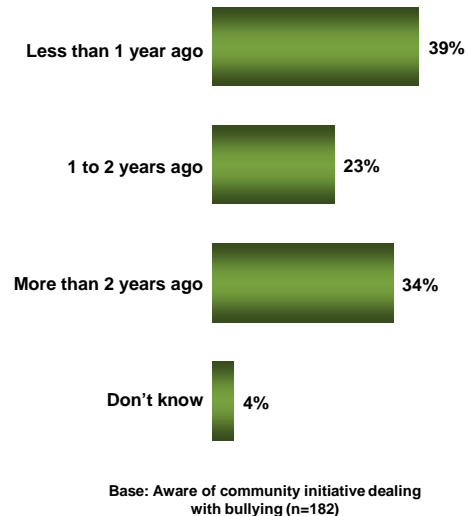
Among those with awareness or involvement in an initiative, the majority (62%) say the initiative took place within the past two years.

### Awareness or Involvement in Community Initiatives Dealing with Bullying

RM1. Are you aware of, or have been involved in, a community initiative that dealt with bullying?



RM1A. How long ago did this community initiative take place?



Demographically, engagement is significantly *higher* among **females** than males (25% vs. 18%).

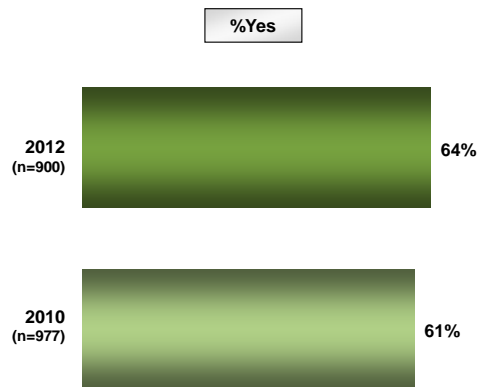
## Perceptions of Community Capacity to Help with Bullying Issues

The majority (64%) of Albertans feel that their community is able to help them or others with bullying issues, consistent with 2010.

### Perception that Community is Able to Help with Bullying Issues

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RM2. Do you feel that your community is able to help you or others with bullying issues? By community, we mean the group of people who live in your local area.



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Base: All respondents

It is notable that perceptions that their community is able to help with bullying issues is significantly *higher* among youth aged **16 to 34 years** than Albertans aged 55 years or older (69% vs. 58%). While there are no significant gender differences overall, positive perceptions of community capacity are highest among **females aged 16 to 34 years** (76%).

## FAMILY VIOLENCE

### PERCEPTIONS OF FAMILY VIOLENCE

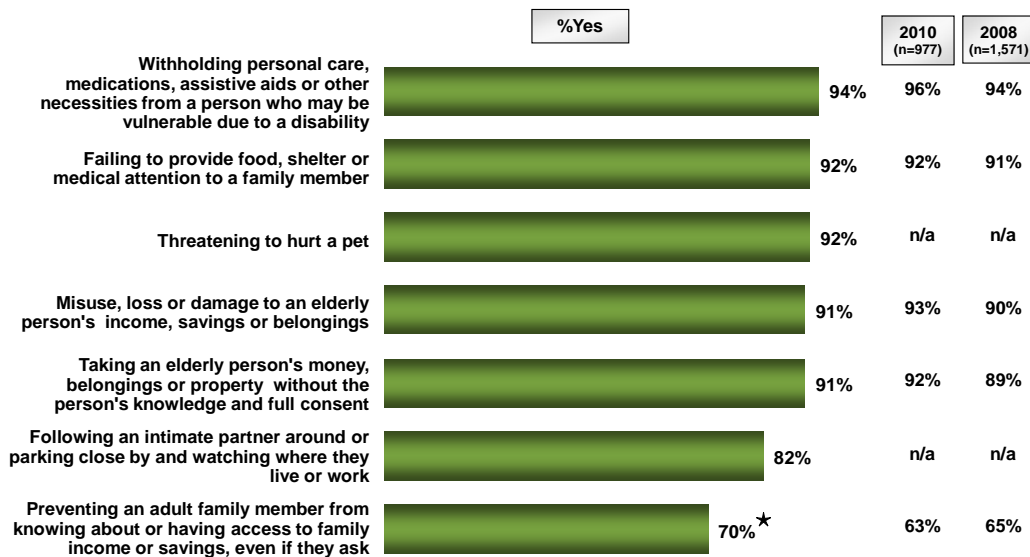
Albertans have a broad understanding of behaviours that constitute family violence. While financial abuse (distinct from elder abuse) continues to be the least recognized form of family violence, significant gains are seen from two years ago.

There is strong consensus among Albertans that 'withholding personal care, medications or other necessities' (94%), 'failing to provide food, shelter or medical attention' (92%), 'threatening to hurt a pet' (92%), 'misuse, loss or damage to an elderly person's income, savings or belongings' (91%), and 'taking an elderly person's money, belongings or property without the person's knowledge and consent' (91%) are types of family violence. Slightly lower (82%) is agreement that 'stalking' constitutes family violence.

The one action that does not fall under the umbrella of family violence for a sizeable minority of Albertans is 'preventing an adult family member from knowing about or having access to family income or savings' – 28% maintain they do not consider it to be family violence. Still, 70% do consider it to be family violence – a significant 7 percentage point increase from 2010.

#### Perceptions of Family Violence

Q8. For you personally, please tell me if you consider each of the following to be family violence.



\* Denotes statistically significant change '10-'12

Base: All respondents (n=900)

The Government of Alberta should continue to educate the public about various forms of family violence – particularly financial abuse as it is the least recognized form of family violence.

Demographically, a significantly *higher* percentage of **females** than males consider five of the seven behaviours assessed to be family violence; the exceptions being withholding personal care and failing to provide basic necessities for which no gender differences exist.

## IMPACTS OF FAMILY VIOLENCE ON CHILDREN AND YOUTH

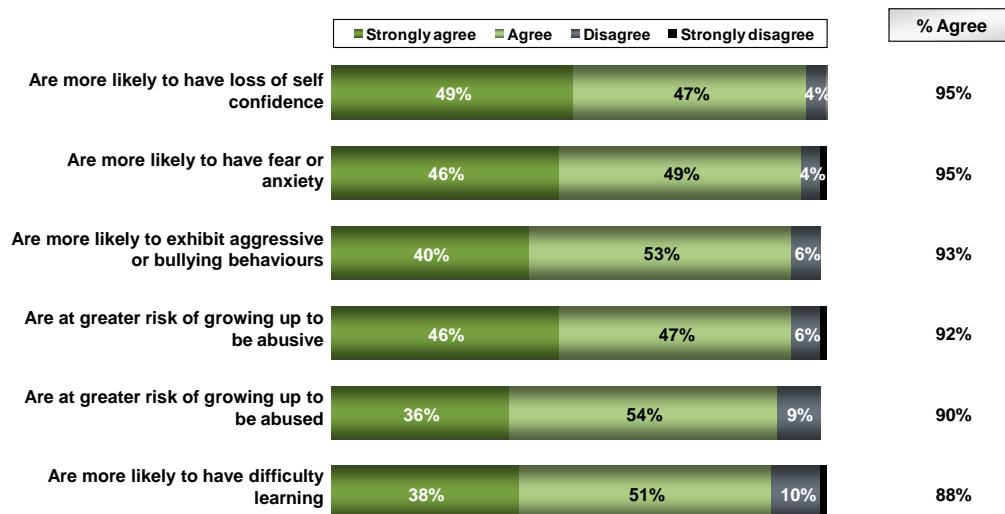
**There is near universal agreement that children and youth exposed to family violence are likely to suffer a variety of negative emotional and behavioural consequences.**

When asked to indicate if they agree or disagree that children and youth exposed to family violence are impacted in specific ways, agreement is strong (88% to 95% 'agree' or 'strongly agree') for all six consequences assessed.

Focusing on *strongly* agree ratings, the most recognized impacts are 'loss of self confidence' (49%), 'fear or anxiety' (46%), and 'greater risk of growing up to be abusive' (46%). Slightly less recognized consequences are 'likely to exhibit aggressive or bullying behaviours' (40% *strongly* agree), 'have difficulty learning' (38% *strongly* agree), and 'greater risk of growing up to be abused' (36% *strongly* agree).

### Perceived Impacts of Family Violence

Q9A. Please tell me if you strongly agree, agree, disagree or strongly disagree that children and youth exposed to family violence ...?



Base: All respondents (n=900)

A significantly *higher* percentage of **females** than males *strongly* agree with all six statements – with marked gaps – and, strength of agreement tends to be highest among **younger females**:

- 'Are more likely to have loss of self confidence' (58% of females *strongly* agree vs. 40% of males, with a high of 63% among females aged 16 to 34 years).
- 'Are more likely to have fear or anxiety' (54% of females *strongly* agree vs. 37 % of males, with a high of 62% among females aged 16 to 34 years).
- 'Are more likely to exhibit aggressive or bullying behaviours' (46% of females *strongly* agree vs. 35% of males, with a high of 52% among females aged 16 to 34 years).
- 'Are at greater risk of growing up to be abusive' (50% of females *strongly* agree vs. 41% of males, with a high of 54% among females aged 35 to 54 years).
- 'Are at greater risk of growing up to be abused' (44% of females *strongly* agree vs. 28% of males, with a high of 52% among females aged 35 to 54 years).
- 'Are more likely to have difficulty learning' (42% of females *strongly* agree vs. 33% of males, with a high of 46% among females aged 35 to 54 years).

The Government of Alberta should continue efforts to educate Albertans about the impacts of family violence on children and youth – with a particular focus on males.

## BARRIERS TO HELPING IN A FAMILY VIOLENCE SITUATION

### Assessment of Specific Barriers

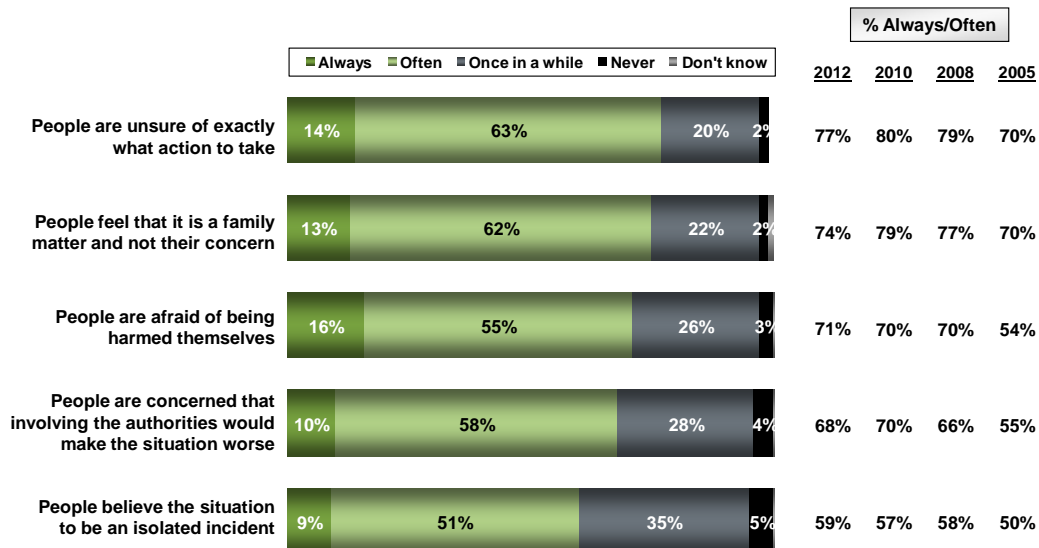
When asked to assess five specific barriers to helping in a family violence situation, 'believing the situation to be an isolated incident' emerges as the least prominent barrier.

Of the five reasons tested, the biggest barrier to helping in a family violence situation is 'being unsure of exactly what action to take' (77% say this happens 'always' or 'often'), followed by 'feeling that it is a family matter and not their concern' (74% 'always' or 'often'), 'people are afraid of being harmed themselves' (71% 'always' or 'often'), and 'people are concerned that involving the authorities would make the situation worse' (68% 'always' or 'often').

'Believing the situation to be an isolated incident' is a less prominent barrier (59% say this happens 'always' or 'often'). Still, virtually all Albertans think all five reasons are barriers to helping at least once in a while. There are no significant changes from 2010.

### Barriers to Helping in a Family Violence Situation

Q11. Next, I'm going to read you some reasons why a person might not help in a family violence situation, and for each one, I would like you to tell me if you think it happens always, often, once in a while or never



Base: All respondents (2012: n=900 / 2010: n=977 / 2008: n=1,571) / 2005: n=803)

A significantly *higher* percentage of **females** than males consider the following to be barriers:

- 'Afraid of being harmed themselves' (77% vs. 65% 'always' or 'often', with a high of 85% among females aged 16 to 34 years);
- 'Concerned that involving the authorities would make the situation worse' (75% vs. 61%



- 'always' or 'often', with a high of 81% among females aged 16 to 34 years); and
- 'Believe the situation to be an isolated incident' (64% vs. 54% 'always' or 'often').

The government of Alberta should develop messaging aimed at breaking down key barriers to helping in a family violence situation.

## ATTITUDES TOWARDS FAMILY VIOLENCE

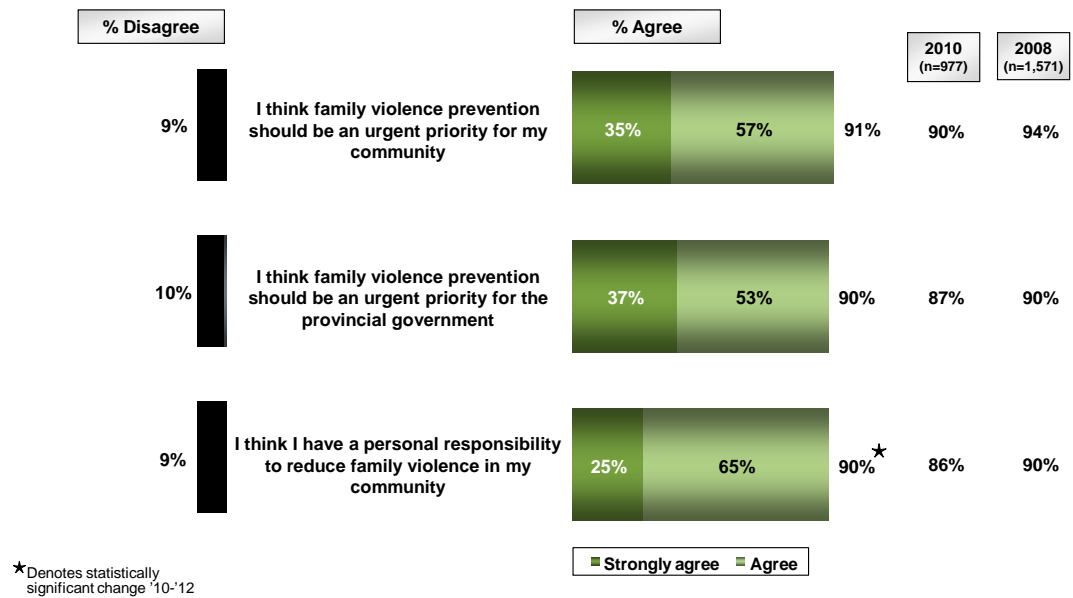
### Family Violence Prevention

Albertans recognize family violence prevention as an urgent priority at both the community and provincial government levels, and further, accept personal responsibility.

As with bullying prevention, there is strong consensus that family violence prevention should be an urgent priority at both the community (91% agree) and provincial government (90%) levels. Further, nine-in-ten (90%) Albertans also agree that they have a personal responsibility to reduce family violence in their own community – up 4 percentage points from 2010.

### Family Violence Prevention

Q12. For each of the following statements about family violence, please tell me if you strongly agree, agree, disagree or strongly disagree.



Base: All respondents (n=900)

Agreement is significantly *higher* among **females** than males that family violence prevention should be an urgent priority at the provincial government (95% vs. 85%) and community (94% vs. 88%) levels.

## Gender Distinctions

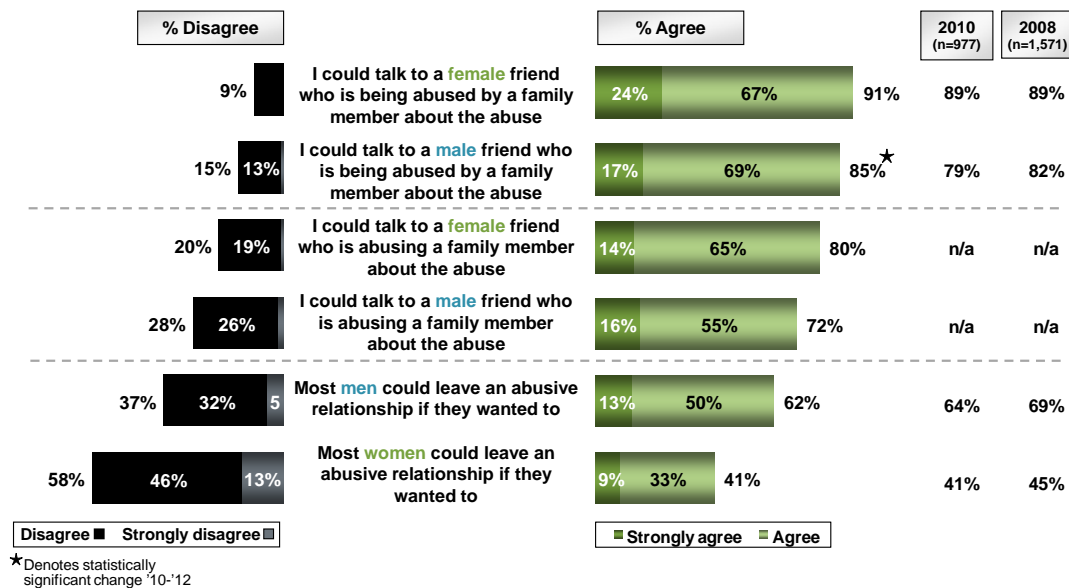
**A marked gender distinction exists regarding the ability for men and women to leave an abusive relationship.** Four-in-ten (41%) Albertans agree that 'most women could leave an abusive relationship if they wanted to' while 58% disagree. When it comes to men, however, more than six-in-ten (62%) agree that 'most men could leave an abusive relationship if they wanted to', while 37% disagree.

Although not as striking a difference, there is a higher level of comfort talking to a female friend who is *being abused* than a male friend. That being said, comfort talking to a male friend is up significantly from 2010. Currently, 91% of Albertans agree they 'could talk to a female friend who is being abused by a family member about the abuse' while 85% (up 6 percentage points from 2010) agree they could talk to a male friend about their abuse.

Albertans also express a higher level of comfort talking to a female friend who is *abusing a family member* than a male friend. Eight-in-ten (80%) agree they could 'talk to a female friend who is abusing a family member about the abuse', while 72% agree they could talk to a male friend.

### Family Violence: Gender Distinctions

Q12. For each of the following statements about family violence, please tell me if you strongly agree, agree, disagree or strongly disagree.



Base: All respondents (n=900)

Demographically, agreement is significantly *higher* among **men** than women that:

- 'Most men could leave an abusive relationship if they wanted to' (71% vs. 54%);
- 'Most women could leave an abusive relationship if they wanted to' (48% vs. 35%); and,

- 'I could talk to a male friend who is abusing a family member about the abuse (82% vs. 61%).

Conversely, agreement is significantly *higher* among **women** than men that they 'could talk to a female friend who is being abused about the abuse' (94% vs. 88%).

## Family Violence in Local Communities

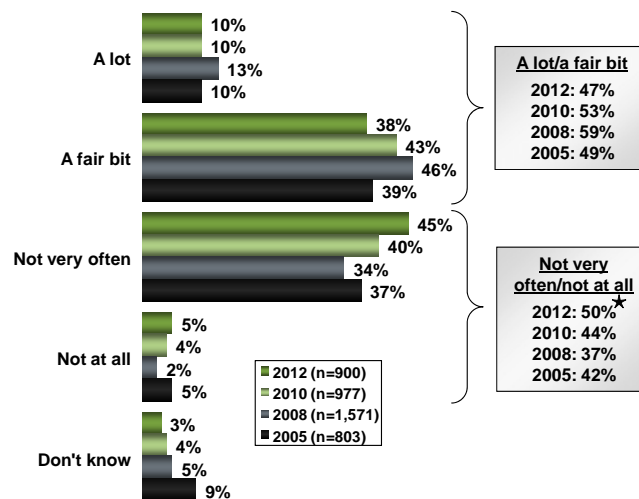
The perception among Albertans that family violence is *not* a frequent occurrence in their own community is up significantly for a second consecutive survey period.

In 2012, half (50%) of Albertans think family violence exists 'not very often' or 'not at all' in their own community – up 6 percentage points from 44% in 2010. This follows a significant 7 percentage point increase from 2008 to 2010, and represents a 13 point increase over the past four years.

While the belief that family violence exists 'a lot' or 'a fair' bit is statistically unchanged from 2010 (47% in 2012 vs. 53% in 2010), there has been a significant 12 percentage point decline from 59% in 2008.

### Family Violence in Own Community

Q13. To what extent do you think that family violence exists in your own community? By community, we mean the group of people who live in your local area.<sup>1</sup>



\*Denotes statistically significant change '10-'12

Base: All respondents

A significantly *higher* percentage of **men** than women think family violence exists 'not very often' or 'not at all' in their community (57% vs. 43%), as do younger Albertans aged **16 to 34** years compared to those aged 35 years or older (59% vs. 46%). This perception is *highest* among **males aged 16 to 34** years (67%).

## RECOMMENDED RESOURCES FOR VICTIMS OF FAMILY VIOLENCE

The vast majority of Albertans are able to suggest information sources or support services for someone experiencing family violence, with police and community services the most frequently suggested channels.

If someone experiencing family violence asked them where to get information or where to go for support, half (50%) of Albertans would suggest the police while roughly one-quarter (27%) would suggest community services, 17% would suggest telephone help lines, and 15% would suggest the Internet. A wide variety of other resources are also suggested, though none by more than 13% of respondents. The most frequently mentioned channels are unchanged from 2010.

The Government of Alberta should continue to educate Albertans about what actions to take and what specific resources exist given different family violence situations.

### Suggested Channels for Information or Support Regarding Family Violence

Q14. If someone experiencing family violence asked you where to get information or where to go for support, what information sources or support services would you suggest?

All respondents	2012 (n=900)	2010 (n=977)	2008 (n=1,571)	2005 (n=803)
Police/ RCMP	50%	48%	49%	38%
Community services/ family centre/ support groups	27%	33%	34%	43%
Telephone help lines (includes 211 and 311)	17%	14%	18%	-
Internet	15%	13%	9%	6%
Counsellor/ counseling	13%	8%	4%	-
Leaders in spiritual communities	12%	15%	12%	11%
Women's services/ shelters	12%	11%	2%	-
Physician/ health care provider	11%	10%	13%	13%
Their family/ friends	11%	8%	9%	5%
Victim Services	11%	6%	12%	5%
Health care services/ hospitals	9%	9%	2%	-
Shelter	8%	10%	17%	11%
Teachers/ educators/ school system/ coach	8%	9%	8%	5%
Government	7%	5%	2%	-
Alberta Children's Services Authority	5%	6%	8%	7%
Phone book/ directory assistance	3%	5%	5%	12%
911	2%	3%	3%	-
Don't know	6%	7%	6%	5%

Note: Only mentions of 2% or more in 2012 are shown. Multiple mentions accepted.

## COMMUNITY ENGAGEMENT AND CAPACITY: FAMILY VIOLENCE

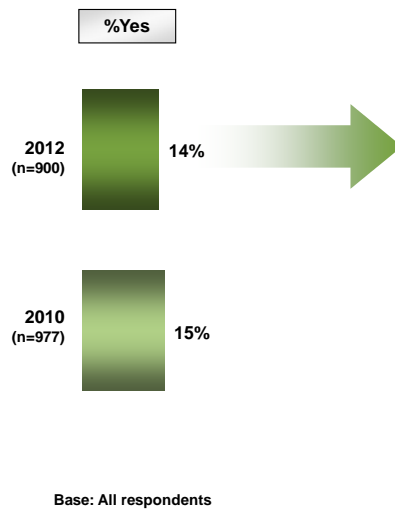
### Community Engagement in Family Violence Initiatives

Awareness or engagement in community initiatives dealing with family violence is very low at 14%, and notably lower than for bullying initiatives (22%). Among those with awareness or involvement in an initiative, the majority (58%) say the initiative took place within the past two years.

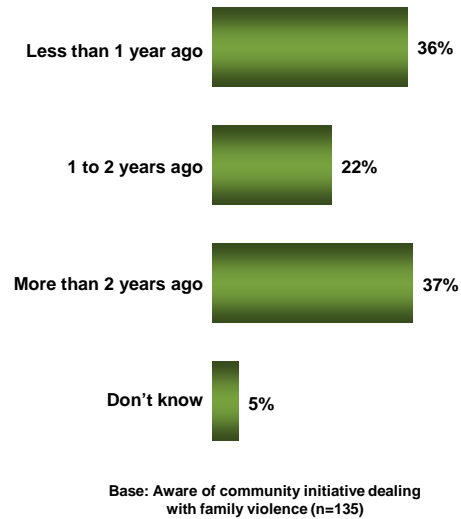
The government of Alberta should continue to encourage involvement in community initiatives dealing with bullying and family violence – instill a strong call to action among Albertans.

### Awareness or Involvement in Community Initiatives Dealing with Family Violence

RM3. Are you aware of, or have been involved in, a community initiative that dealt with family violence?



RM3A. How long ago did this community initiative take place?



Base: All respondents

## Perceptions of Community Capacity to Help with Family Violence Issues

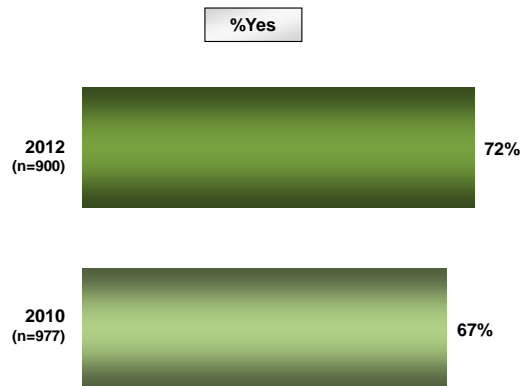
The majority of Albertans feel that their community is able to help them or others with family violence issues.

More than seven-in-ten (72%) Albertans feel their community has the capacity to help with family violence issues, slightly higher than the 64% who feel the same with regard to bullying issues.

### Perception that Community is Able to Help with Family Violence Issues

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RM4. Do you feel that your community is able to help you or others with family violence issues? By community, we mean the group of people who live in your local area.



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Base: All respondents

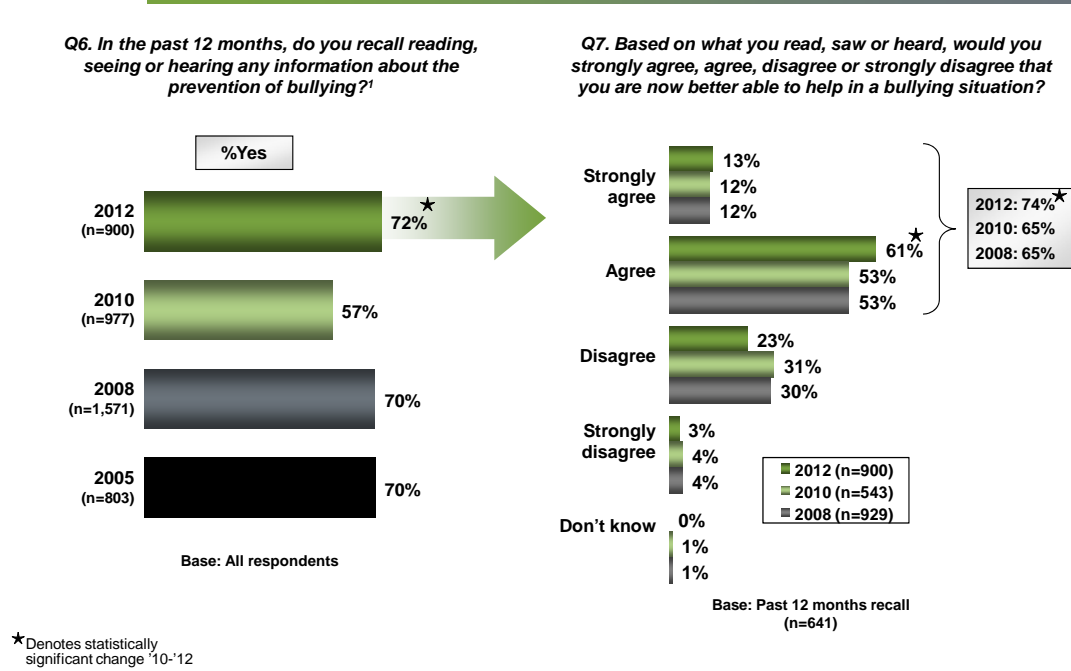
As with bullying, it is notable that perceptions that their community has capacity to help with family violence issues is significantly *higher* among youth aged **16 to 34 years** than Albertans aged 55 years or older (75% vs. 65%).

## RECALL OF BULLYING PREVENTION AND FAMILY VIOLENCE PREVENTION INFORMATION

### BULLYING INFORMATION RECALL AND PERCEIVED IMPACT

Seven-in-ten (72%) Albertans recall reading, seeing or hearing information about the prevention of bullying in the past 12 months – this represents a significant 15 percentage point increase from 2010. Further, among Albertans who report having read, seen or heard information about the prevention of bullying, 74% agree they are now better able to help in a bullying situation – up 9 percentage points from 2010.

#### Bullying Information Recall and Perceived Impact



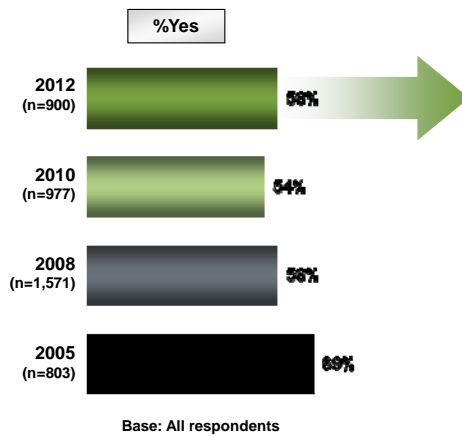
Demographically, **females** have a *higher* recall of bullying prevention information than males (76% vs. 68%), as do Albertans aged **35 to 54** years (78%) compared to their counterparts aged 16 to 34 years (67%).

## FAMILY VIOLENCE INFORMATION RECALL AND PERCEIVED IMPACT

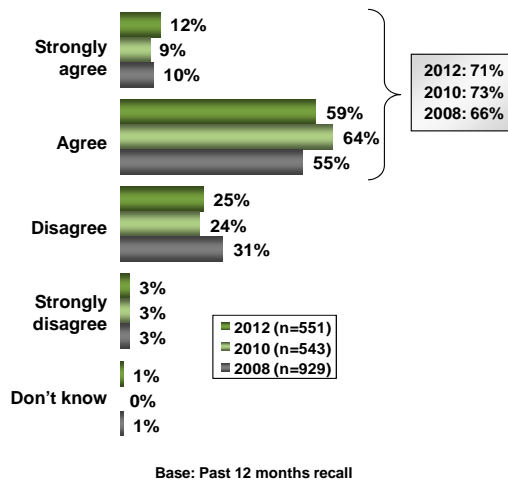
Past 12 months recall of information about the prevention of family violence stands at 58% – notably lower than bullying prevention recall (72%), but consistent with 2010 findings (54%). Among those who report reading, seeing or hearing information about the prevention of family violence, 71% agree they are now better able to help in a family violence situation – on par with bullying, and consistent with 2010.

### Family Violence Information Recall and Perceived Impact

Q15. In the past 12 months, do you recall reading, seeing or hearing any information about the prevention of family violence?<sup>1</sup>



Q16. Based on what you read, saw or heard, would you strongly agree, agree, disagree or strongly disagree that you are now better able to help in a family violence situation?



\*Denotes statistically significant change '10-'12

Past 12 months recall of information about the prevention of family violence is significantly higher among Albertans aged 55 years or older (66%) compared to those aged 16 to 34 years (52%).



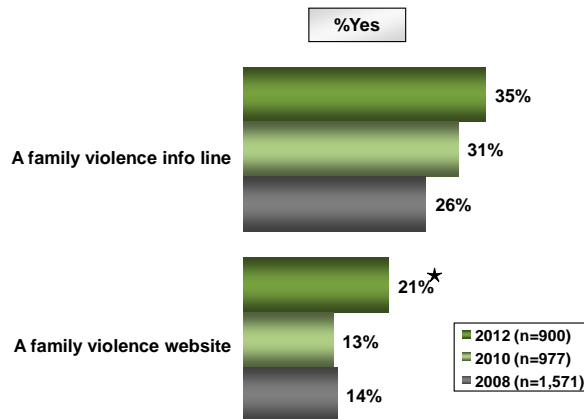
## Family Violence Info Line and Website Recall

In 2012, two-in-ten (21%) Albertans recall hearing about a family violence website – a significant 8 percentage point increase from 2010. Recall of a family violence info line is higher at 35%; though 2012 recall is statistically unchanged from 2010, a positive trend in awareness is seen over the past four years.

The Government of Alberta should maintain or increase efforts to increase awareness of the Family Violence Info Line and website.

### Recall of Family Violence Info Line and Website

Q22. In the past three months, do you recall reading, seeing or hearing anything about a family violence info line?  
A family violence website?



\*Denotes statistically significant change '10-'12

Base: All respondents

Moving forward, it would also be useful to measure recall of the Bullying Help Line as well as [bullyfreealberta.ca](http://bullyfreealberta.ca).

## APPENDIX A: SURVEY QUESTIONNAIRE

**Albertans' Perceptions of Family Violence and Bullying Survey 2012  
– FINAL Questionnaire –  
January 5, 2012**

### **INTRODUCTION**

Hello, my name is (FIRST NAME) and I'm calling from Ipsos Reid the national public opinion research company. Today we are conducting a survey on behalf of the government of Alberta about issues of importance to Albertans and we'd like to include your views. Let me assure you that I'm not trying to sell you anything and your responses are confidential.

(IF NECESSARY: This survey will take approximately 15 minutes to complete, depending on your answers)

**S1.** For this survey, we would like to speak to the person in your household who is 16 years of age or older, and who has had the most recent birthday. Would that be you?

Yes  
No  
DK/NS  
Refused

[IF YES, CONTINUE]

[IF NO, ALLOW RESPONDENT TO SEEK THE HOUSEHOLD MEMBER WITH THE NEXT BIRTHDAY AND REINTRODUCE]

[IF DK/NS OR REF THANK & TERMINATE]

**S3. RECORD GENDER (DO NOT ASK)**

Male  
Female

### **QUESTIONNAIRE**

**1.** Are you the parent or guardian of a child under the age of 18?

Yes  
No  
DK/NS

**[SECTION 1: BULLYING]**

The first few questions deal with bullying. Please be assured **none** of our questions ask about your **personal** experience.

2. When you think of bullying among children and youth, what types of behaviours would you say this includes? Anything else? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Physical bullying (includes pushing, shoving, hitting, punching, slapping, kicking, sexual assault/abuse and other physical actions/physical abuse or taking away or depriving someone of his or her possessions)

Verbal bullying (includes taunts, name-calling and put-downs, threats and intimidation)

Social bullying (includes shunning, excluding, gossiping, ignoring, lying, spreading false rumours, or disclosing personal secrets)

Cyberbullying (includes using the internet, instant messaging, texting, e-mail, postings on websites or blogs, and building websites to threaten, insult, or spread hateful comments)

Other **(Specify)**

DK/NS

3. DELETED

**3A.** There are a number of warning signals that might suggest that a young person is being bullied by others. Please tell me if you strongly agree, agree, disagree or strongly disagree that **[INSERT FIRST ITEM]** a warning signal that a young person is being bullied by others. How about **[INSERT NEXT ITEM]**? **(REPEAT SCALE AS NECESSARY)**

**[RANDOMIZE ORDER]**

Health complaints **[INSERT ONLY IF FIRST ITEM: are]**

Being reluctant or avoiding participating in activities, including school **[INSERT ONLY IF FIRST ITEM: is]**

Aggressive or bullying behaviours **[INSERT ONLY IF FIRST ITEM: are]**

Self harm, such as cutting, or suicidal behaviours **[INSERT ONLY IF FIRST ITEM: are]**

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

**CB1.** Are you aware of the issue of cyberbullying?

Yes

No

DK/NS

**CB2.** As you may know, cyberbullying is the use of technology to support deliberate, hostile and hurtful behaviour towards an individual or group of individuals. To what extent do you think that cyberbullying exists in your own community? By community, we mean the local area in which you live. Would you say that it exists not at all, not very often, a fair bit, or a lot?

Not at all

Not very often

A fair bit

A lot

DK/NS

**4.** If you had a young person in your household who was being bullied by others – this includes physical, verbal, social or cyber bullying – what steps would you take? Anything else? **(DO NOT READ LIST) [ACCEPT ALL RESPONSES]**

Try and talk to them to find out what is happening

Talk to them about a solution that they feel comfortable with

Talk to anyone in charge in the environment where the bullying is taking place - e.g., school teacher, principal, or counsellor

Talk to the person or people doing the bullying

Talk to the parents of the person or people doing the bullying

Call the police/RCMP

Talk to your doctor or someone else in the health field to get ideas on how to deal with it

Talk to a leader or member of your spiritual community for ideas on how to deal with it (includes minister, priest, pastor, rabbi, etc.)

Go to a bookstore or the Internet to get information on bullying and what to do about it

Call the bullying telephone helpline

Encourage/teach child to confront bully/to stick up for him/herself

Speak to a counsellor/social worker/services/agency

Move the child/remove child from situation

Boost child's confidence/self-esteem

Find out more on bully/bullying incident (who/what/when/why)

Teach child how to deal with/act around bully

Be there to support/listen to child

Beat up/attack bully

Talk to friends family

Restrict/limit their use of the computer or Internet

Other **(Specify)**

Nothing

DK/NS

5. Next, I am going to read a series of statements about bullying, and I would like you to tell me if you strongly agree, agree, disagree or strongly disagree. **[INSERT FIRST ITEM]** How about **[INSERT NEXT ITEM]**? **(REPEAT SCALE AS NECESSARY)**

**[RANDOMIZE ORDER]**

I think bullying prevention should be an urgent priority for my community

I think bullying prevention should be an urgent priority for the provincial government

I think I have a personal responsibility to reduce bullying in my community

Bullying is just a normal part of growing up

I talk to my child/children about bullying **[INSERT ONLY IF 'YES' AT Q1]**

I encourage my children to be accepting of people who are different from themselves **[INSERT ONLY IF 'YES' AT Q1]**

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

6. In the past 12 months, do you recall reading, seeing or hearing any information about the prevention of bullying?

Yes

No

DK/NS

**[ASK Q7 IF YES IN Q6, ELSE SKIP TO RM1]**

7. Based on what you read, saw or heard, would you strongly agree, agree, disagree or strongly disagree that you are now better able to help in a bullying situation?

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

**RM1.** Are you aware of, or have been involved in, a community initiative that dealt with bullying? (IF ASKED: EXAMPLES INCLUDE SCHOOL INITIATIVE, PREVENTION COMMITTEES, AWARENESS EVENTS, ETC.)

Yes

No

DK/NS

**[ASK RM1A IF YES TO RM1, ELSE SKIP TO RM2]**

**RM1A.** How long ago did this community initiative take place? (DO NOT READ LIST) (IF MULTIPLE INITIATIVES, RECORD FOR MOST RECENT)

Less than 1 year ago

1 to 2 years ago

More than 2 years ago

DK/NS

**RM2.** Do you feel that your community is able to help you or others with bullying issues? By community, we mean the group of people who live in your local area.

Yes

No

DK/NS

**[SECTION 2: FAMILY VIOLENCE]**

The next section of this survey is about Albertans' **perceptions** of family violence. Please be assured **none** of our questions ask about your **personal** experience or even if you have witnessed family violence. Before we begin, it's important that everyone we speak to knows that, although the survey is confidential, the law in Alberta requires anyone who hears about abuse of a child to report it to the authorities.

**(DO NOT READ)**

Continue

Respondent **volunteers** that they do not want to continue

**[THANK AND TERMINATE IF RESPONDENT VOLUNTEERS THAT THEY DO NOT WANT TO CONTINUE, ELSE CONTINUE]**

8. For you personally, please tell me if you consider each of the following to be family violence. Do you consider **[INSERT FIRST ITEM]** to be family violence? What about **[INSERT NEXT ITEM]**? **(IF NECESSARY: The scale is Yes or No)**

**[RANDOMIZE ORDER]**

Preventing an adult family member from knowing about or having access to family income or savings, even if they ask

Failing to provide food, shelter or medical attention to a family member

Misuse, loss or damage to an elderly person's income, savings, or belongings

Taking an elderly person's money, belongings or property without the person's knowledge and full consent

Withholding personal care, medications, assistive aids, or other necessities from a person who may be vulnerable due to a disability

Threatening to hurt a pet

Following an intimate partner around or parking close by and watching where they live or work

Yes

No

DK/NS

**9. DELETED**

**9A.** Please tell me if you strongly agree, agree, disagree or strongly disagree that children and youth exposed to family violence **[INSERT FIRST ITEM]**? How about **[INSERT NEXT ITEM]**?  
**(REPEAT SCALE AS NECESSARY)**

**[RANDOMIZE ORDER]**

Are more likely to have fear or anxiety  
Are more likely to have loss of self confidence  
Are more likely to exhibit aggressive or bullying behaviours  
Are more likely to have difficulty learning  
Are at greater risk of growing up to be abusive  
Are at greater risk of growing up to be abused

Strongly agree  
Agree  
Disagree  
Strongly disagree  
DK/NS

**10. DELETED**

**11.** Next, I'm going to read you some reasons why a person might not help in a family violence situation, and for each one, I would like you to tell me if you think it happens always, often, once in a while or never

**[RANDOMIZE]**

Because people are afraid of being harmed themselves  
Because people feel that it is a family matter and not their concern  
Because people are unsure of exactly what action to take  
Because people believe the situation to be an isolated incident  
Because people are concerned that involving the authorities would make the situation worse

Always  
Often  
Once in a while  
Never  
DK/NS



- 12.** For each of the following statements about family violence, please tell me if you strongly agree, agree, disagree or strongly disagree. **[INSERT FIRST ITEM]** How about **[INSERT NEXT ITEM]**? **(REPEAT SCALE AS NECESSARY)**

**[RANDOMIZE]**

I could talk to a male friend who is being abused by a family member about the abuse  
I could talk to a female friend who is being abused by a family member about the abuse  
I think family violence prevention should be an urgent priority for my community  
I think family violence prevention should be an urgent priority for the provincial government.  
I think I have a personal responsibility to reduce family violence in my community  
Most women could leave an abusive relationship if they wanted to  
Most men could leave an abusive relationship if they wanted to  
I could talk to a male friend who is abusing a family member about the abuse  
I could talk to a female friend who is abusing a family member about the abuse

Strongly agree  
Agree  
Disagree  
Strongly disagree  
DK/NS

- 13.** To what extent do you think that family violence exists in your own community? By community, we mean the local area in which you live. Would you say that it exists not at all, not very often, a fair bit, or a lot?

Not at all  
Not very often  
A fair bit  
A lot  
DK/NS

**RM3.** Are you aware of, or have been involved in, a community initiative that dealt with family violence? (IF ASKED: EXAMPLES INCLUDE SCHOOL INITIATIVE, PREVENTION COMMITTEES, AWARENESS EVENTS, ETC.)

Yes  
No  
DK/NS

**[ASK RM3A IF YES TO RM3, ELSE SKIP TO RM4]**

**RM3A.** How long ago did this community initiative take place? (DO NOT READ LIST) (IF MULTIPLE INITIATIVES, RECORD FOR MOST RECENT)

Less than 1 year ago

1 to 2 years ago

More than 2 years ago

DK/NS

**RM4.** Do you feel that your community is able to help you or others with family violence issues? By community, we mean the group of people who live in your local area.

Yes

No

DK/NS

As you may know, family violence is the abuse of power within relationships of family. It can include many forms of abuse including spouse abuse, elder abuse and neglect, child abuse and neglect, child sexual abuse, parent abuse, and witnessing abuse of others in the family.

**14.** If someone experiencing family violence asked you where to get information or where to go for support, what information sources or support services would you suggest? Anything else? (DO NOT READ LIST) [ACCEPT ALL RESPONSES]

Telephone help lines (includes 211)

Their family/friends

Shelter

Police/RCMP

911

Alberta Children's Services Authority

Community services/family centre/support groups

Employee assistance program

Physician/health care provider

Internet

Leaders in spiritual communities (includes minister, priest, pastor, rabbi, etc.)

Victim Services

Teachers/educators/school system/coach

Phone book/directory assistance

Counsellor/counselling

Government

Health care services/hospitals

Women's services/shelters

Other (**Specify**)

Nothing

DK/NS

15. In the past 12 months, do you recall reading, seeing or hearing any information about the prevention of family violence?

Yes

No

DK/NS

**[ASK Q16 IF YES IN Q15, ELSE SKIP TO Q22]**

16. Based on what you read, saw or heard, would you say you strongly agree, agree, disagree or strongly disagree that you are now better able to help in a family violence situation?

Strongly agree

Agree

Disagree

Strongly disagree

DK/NS

22. In the past three months, do you recall reading, seeing or hearing anything about **[INSERT FIRST ITEM]**? What about **[INSERT SECOND ITEM]**?

**[RANDOMIZE]**

A family violence info line

A family violence website

Yes

No

DK/NS

**[SECTION 3: DEMOGRAPHICS]**

Finally, I just have a few questions to ask for our statistical calculations. Please be assured, all information will be kept completely confidential.

**23.** In what year were you born?

RECORD NUMBER [RANGE: 1900 TO 1996]

REFUSED

**24.** How many people, including yourself, live in your household?

RECORD NUMBER [RANGE 1 – 20]

REFUSED

**[ASK Q25 IF 'YES' IN Q1]**

**25.** Do you have any children **[INSERT FIRST ITEM]**? What about **[INSERT NEXT ITEM]**?

Under the age of 6

6 to 11

12 to 17

Yes

No

REFUSED

**CG1.** Are you a caregiver to an elderly parent or other elderly person?

Yes

No

REFUSED

**[ASK CG2 IF YES IN CG1, ELSE SKIP TO Q26]**

**CG2.** Does this elderly person live with you in your household?

Yes

No

REFUSED

**26.** DELETED

**27. What is your current marital status? (READ LIST)**

Single (never been married)

Common law

Married

Divorced or separated

Widowed

REFUSED (DO NOT READ)

**28. DELETED**

**29.** Finally, in order to know how to classify your responses, can you please provide me with your postal code? (IF NECESSARY: I assure you that this information will remain completely confidential. We only use it for classification purposes.)

RECORD

**Thank you for completing our survey about Family Violence and Bullying.**

There are a number of resources available regarding family violence, bullying prevention and child abuse. These include toll-free telephone numbers and websites. Would you like me to give you any of this information?

Yes

No

DK/NS

**[IF NO OR DK/NS: Thank you again for taking part in our survey]**

**[IF YES, GIVE REQUESTED INFORMATION, THEN THANK AGAIN]**

Family Violence Info Line: Toll-free, 24 hours a day at 310-1818 or online at [familyviolence.alberta.ca](http://familyviolence.alberta.ca)

Bullying Help Line: 1-888-456-2323 or online at [bullyfreealberta.ca](http://bullyfreealberta.ca)

Child abuse hotline: 1-800-387-KIDS (5437)

## **[INFORMATION FOR INTERVIEWERS]**

### **IMPORTANCE OF SENSITIVITY:**

- Alberta has the second-highest rate of reported spousal assault in Canada, with 7.6 per cent of Albertans (8.5 per cent of women and 6.5 per cent of men) self-reporting they had experienced spousal violence in the past five years.
- In addition to spousal abuse, child abuse and neglect, parent abuse by adolescents and abuse of older adults by caregivers, also remain serious problems in Alberta.
- Approximately one-in-ten Canadian children have bullied others.
- A recent survey of Alberta children and youth found that 49% had been bullied in the past school year.
- THESE ARE VERY SENSITIVE ISSUES
- AS AN INTERVIEWER, YOU **WILL** SPEAK WITH PEOPLE WHO HAVE EXPERIENCED / ARE EXPERIENCING FAMILY VIOLENCE AND PARENTS WHO HAVE A CHILD BEING BULLIED
- YOU **MAY** EXPERIENCE A DISCLOSURE OF CHILD ABUSE – IT IS CRITICAL YOU KNOW WHAT TO DO

**WHO IS SPONSORING THIS RESEARCH:** This study is being conducted by Ipsos Reid on behalf of the Government of Alberta.

**WHAT IS THE PURPOSE:** The purpose of the survey is to look at Albertan's attitudes toward the issues of family violence and bullying. This information will assist the provincial government to understand public opinion about this issue and to more effectively respond to and communicate on the issue of family violence.

### **ANONYMITY:**

Information collected through the survey will be analyzed and reported at an aggregate level only. No information collected through the survey will be release that could identify survey respondents individually.

Your telephone number was randomly selected from listings of telephone numbers from across Alberta.

### **CONTACTS:**

If asked for a contact at Government of Alberta – Deborah Hurford is with the Prevention of Family Violence and Bullying at 780-415-1850. Deborah can be reached toll-free at 310-0000.

If asked for a contact at Ipsos Reid – Sheela Das at Ipsos Reid is the project manager. You can contact her at 403-294-7382

### **FOR ASSISTANCE:**

Family Violence Info Line: Toll-free, 24 hours a day at 310-1818 or online at [familyviolence.alberta.ca](http://familyviolence.alberta.ca)

Bullying Help Line: 1-888-456-2323 or online at [bullyfreealberta.ca](http://bullyfreealberta.ca)

Child abuse hotline: 1-800-387-KIDS (5437)

**IF YOU SUSPECT SOMEONE IS REPORTING FAMILY VIOLENCE REGARDING A CHILD:** It's really important for you to know that if anyone were to report specific cases of family violence involving a child to us, we may be legally required to report this to either the police or the local Child and Family Services Authority.

**IF YOU HAVE REASON TO BELIEVE A CHILD IS BEING PHYSICALLY OR SEXUALLY ABUSED, CALL THE CALGARY AREA CHILD INTERVENTION SERVICES INTAKE LINE AT (403) 297-2995. THIS LINE IS AVAILABLE 24 HOURS A DAY, SEVEN DAYS A WEEK.**

### **What is child abuse?**

Child abuse is any act of maltreatment of a child by a parent or guardian that results in injury or harm. There are four main types of abuse:

**1) Physical abuse:** Physical abuse is any act by the parent or guardian which results in trauma or injury to any part of a child's body. It is the most visible form of child abuse, and can happen once or many times. These injuries are often the result of unreasonable, severe corporal punishment of a child.

**2) Sexual abuse:** Sexual abuse is the inappropriate exposure or subjection of a child to sexual contact, activity or behaviour by a parent or guardian.

### **Sexual abuse can include:**

- “non-touching” activities (e.g. obscene phone calls/conversations, indecent exposure or exhibitionism, masturbation in front of a child, deliberate exposure to others engaged in sexual activities, exposure to any forms of pornographic material)
- “sexual touching” activities (e.g. fondling a child, making a child touch an adult's genital area, or sexual intercourse)
- “sexual exploitation” (e.g. engaging a child for prostitution, using a child in pornography or luring a child via the Internet for sexual purposes). In Alberta, children and youth under the age of 18 who are involved in prostitution are considered to be victims of sexual abuse, and have legislation to protect them.

**3) Neglect:** Neglect is failing to provide age appropriate basic care such as food, clothing, shelter, love and affection, medical and dental care, education, and protection from harm. If the parent or guardian cannot or will not provide these things to a child, it is neglect.

**4) Emotional injury:** Emotional abuse is an attack on the child's self-concept and self-worth. It is a pattern of ongoing behaviour by the parent or guardian that seriously interferes with the healthy development or the mental or emotional functioning of the child. Emotional abuse often happens along with other forms of abuse, such as neglect or physical abuse

## APPENDIX B: SAMPLING REPORT

### Target Population

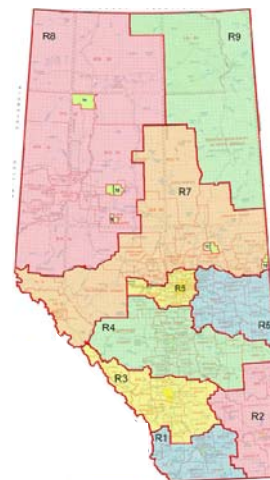
The target population for this telephone survey included all residents of Alberta aged 16 years and older. The most recent birthday method was used to choose the person to be interviewed within each household contacted.

### Sample Framework

Children and Youth Services provided Ipsos Reid with six-digit postal codes for each CFSA. A total of 900 computer-assisted telephone interviews were conducted among a stratified sample of Albertans age 16 years and older.

The sample was stratified by nine Child and Family Services Authorities (CFSA) regions.

- Region 1 – Southwest Alberta
- Region 2 – Southeast Alberta
- Region 3 – Calgary and area
- Region 4 – Central Alberta
- Region 5 – East Central Alberta
- Region 6 – Edmonton and area
- Region 7 – North Central Alberta
- Region 8 – Northwest Alberta
- Region 9 – Northeast Alberta



In order to ensure a random sample, all interviews were conducted via **random digit dialing** (RDD). RDD ensures that all interviewees are selected completely randomly, that is, all Alberta households have an equal chance of being contacted to complete the survey.

The RDD methodology used provides the most effective random digit sample available. With this protocol, a sample is drawn with a sample size equal to the number of completed interviews. For each sample element, or seed, 11 to 20 replacement numbers are generated within the same area code and exchange. Each exchange and working block has a probability of selection equal to its share of listed telephone households.



## Call Disposition

The final call disposition is provided in the table below. One should note that Ipsos Reid errs on the side of being very broad in what we code a refusal – initial hang-ups, a hang-up during the introduction and a refusal by a non-qualified household member are all considered refusals. A more stringent definition will yield fewer refusals.

<b>Completed interviews</b>	<b>900</b>
<b>Eligible, Non-Interview</b>	<b>6,593</b>
- Refusals (includes initial hang-ups, household refusals and refusals by a qualified respondent)	3,511
- Quota filled	19
- Termination during interview (partial interview)	292
- Termination after being informed of child abuse disclosure (partial interview)	8
- Hard callbacks (specific time and date)	13
- Soft callbacks (callback – no time or date specified)	251
- Language barrier	94
- Deaf/Incapable/Illness	29
- Answering machine	2,376
<b>Unknown Eligibility</b>	<b>2,942</b>
- Busy	71
- No answer	2,871
<b>Not Eligible</b>	<b>10,011</b>
- Number out of order	7,132
- Faxmodem number	1,501
- Business number	1,363
- Cell phone number	13
<b>TOTAL</b>	<b>20,446</b>

### Household Level Cooperation Rate = 25%

$$\frac{\text{Completed interviews} + \text{Partial interviews}}{\text{Completed interviews} + \text{Partial interviews} + \text{Refusals} + \text{Language barrier}}$$

### Response Rate = 12%

$$\frac{\text{Completed interviews}}{\text{Completed interviews} + \text{Eligible, Non-Interview}}$$