

# ***Stop Bullying Now!* Campaign Pilot Evaluation: A Qualitative Assessment of Its Usefulness and Cultural Appropriateness for Hispanic Populations**

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## **Abstract**

The *Stop Bullying Now!* (*SBN!*) campaign is a media-based national effort launched in 2004. Developed by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services, its purpose was to raise awareness about bullying, preventing and reducing bullying behaviors, identifying appropriate interventions for tweens, and fostering linkages among partners' organizations. The campaign targets youths aged 9 through 13 and those who influence them (e.g., family members; educators; law enforcement; and health, safety, and mental health professionals). This pilot study was the first effort to evaluate the national campaign with Hispanics. Focus groups with mothers, one-on-one interviews with fathers, and in-depth interviews with tutors were held. The findings suggested that, despite minor formatting issues, the materials used in the *SBN!* campaign appeared to be appropriate for use with Hispanic parents. The study also suggested that the campaign may not have been effective in reaching Hispanic parents living in the two towns sampled, as the parents involved had a low level of knowledge of what bullying was, did not know of the *SBN!* campaign, and had not seen the materials created for the campaign.