

## SAMPLE RED CARD LETTER FOR ENGAGING PUBLIC OFFICIALS

[DATE]

Dear [NAME OF PUBLIC OFFICIAL]:

Bullying isn't something that happens somewhere else to someone else. It's happening right here in the Kansas City area, and it's one of the most toxic social issues of our time.

That's what bullying is—toxic, unwanted, aggressive behavior among school-aged children that involves a real or perceived imbalance of power.

In fact, according to the latest Professional Research Consultants, Inc. (PRC) Child and Adolescent Health Survey, nearly 25% of students in the Kansas City area reported being bullied in the past year; and almost 12% had been cyberbullied.

The 2017 School Crime Supplement (SCS) to the National Crime Victimization Survey (NCVS) reported:

- Bullying is not gender specific. Of more than 24 million students surveyed, 50.9% of boys and 49.1% of girls reported being bullied.
- Middle schoolers are most often bullied. Sixth graders reported 29.5% of students were bullied. Seventh grade was 24.4%, and eighth grade was 25.3%.
- Household income was also a factor in whether a child was bullied at school. Students whose household incomes were less than \$34,999 reported bullying at school over 21%.

The result? Bullying can lead to feelings of isolation, rejection, depression and even thoughts of suicide.

That's why bullying is NEVER, ever okay. And why Children's Mercy Kansas City and Sporting Kansas City teamed up to help kids take a stand against bullying.

If you've ever been bullied, you know it's tough to do something about it. Enter Red Card.

It's time to stop bullying by helping kids to call it when they see it.

The physicians and behavioral health providers at Children's Mercy see the impact that bullying has on the lives of Kansas City area students. Kids sometimes come to emergency rooms with physical injuries, but also it's the injuries we can't see to a child's self-esteem and confidence that leave lasting damage, too.

The goal in this partnership between Children's Mercy Kansas City and Sporting KC is to prevent bullying from ever happening by working with area schools and other community leaders and organizations. Please join us and let's "Call it when we see it."

To learn how you can participate in Red Card, please visit [RedCardKC.com](http://RedCardKC.com).

With gratitude for your service,

[Signature]

[YOUR NAME]