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Stop Cyberbullying Before It Starts



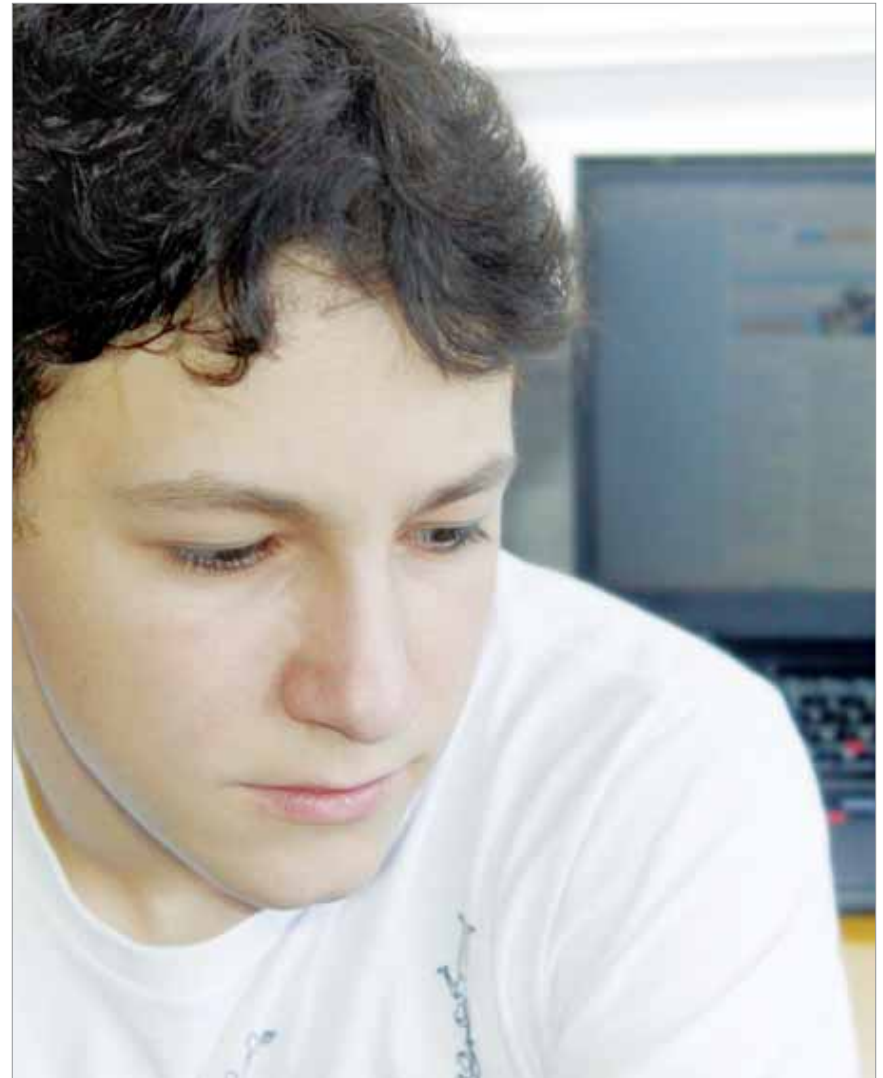
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Most importantly, First Alert Professional authorized dealers are dedicated to the safety of their customers in the communities they serve. We, at First Alert Professional, have a strong commitment to life safety and community service. Our award winning training programs, thorough life safety program and innovative community service initiatives provide our dealers with a great competitive advantage.

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Today teens use technology more than ever. Most have high-speed Internet access, which they use to send instant messages to their friends, create blogs, make online videos, keep personal profiles on social networking websites, share photos and more. Many teens also have cell phones and spend hours text-messaging friends.

Technology, especially the Internet, allows all of us immediate access to information, which can greatly benefit our lives. However, it has also provided some people with the means to exploit the innocent, commit crimes and inflict injury on others. This technology has allowed some teens to take the bullying that thrives in school hallways into cyberspace.



43% of teens have been victims of cyberbullying in the last year.

81% of youth said that others cyberbully because they think it's funny.

Almost 80% of teens said that they either did not have parental rules about Internet use or found ways around the rules.

What is Cyberbullying?

Cyberbullying is using the Internet, cell phones, video game systems, or other technology to send or post text or images intended to hurt or embarrass another person.

Cyberbullies victimize teens in a variety of ways:

- Nearly 20% of teens had a cyberbully pretend to be someone else in order to trick them online, getting them to reveal personal information.
- 17% of teens were victimized by someone lying about them online.
- 13% of teens learned that a cyberbully was pretending to be them while communicating with someone else.
- 10% of teens were victimized because someone posted unflattering pictures of them online, without permission.



Prevent Cyberbullying

An overwhelming majority of teens believe that youth cyberbullying is a joke, not realizing the negative impact it may have on the victim. Teens participate in cyberbullying because they are encouraged by friends or because they believe that everyone else cyberbullies.

Dealing with cyberbullying can be difficult, but there are steps you can take to help prevent it.

- Teach teens not to respond to cyberbullies. Show them how to block the bully's messages or delete messages without reading them.
- Tell teens that they should never try to seek revenge on a bully or cyberbully.
- Remind your teens to keep their passwords a secret from everyone except you.
- Let teens know that they can report bullying incidents to Internet service providers (ISPs) and website moderators. These groups may be able to control some of the bully's Internet capabilities.
- Tell your teens that it's not their fault if they become victims of cyberbullying, but it is important for them to tell you if they are victimized. Assure them that you will not revoke their Internet privileges if they are cyberbullied. Some teens do not disclose cyberbullying incidents to parents because they fear that their Internet privileges will be taken from them.
- Help teen victims keep a record of bullying incidents. This will be helpful if the actions escalate and law enforcement needs to intervene. Call the police to ensure your teen's safety if the cyberbullying involves threats, harassment or frequent cyber attacks. Remember that cyberbullying incidents sometimes end violently. If you are unable to prevent cyberbullying, it is important to stop it as soon as possible.



Nearly 30% of teens wanted to seek revenge on those who cyberbullied them.

Only 11% of teens talked to parents about incidents of cyberbullying.

Over 70% of teens said that being able to block cyberbullies was the most effective method of prevention.