

REPORT / RECOMMENDATION



To: HRRC

Agenda Item #: VII.A.

From: Annie Coyle
Staff Liaison

Action

Discussion

Date: February 25, 2014

Information

Subject: Anti-bullying Event and Education - Edina Reads

Action Requested:
None.

Information / Background:

Commissioner Lagerstrom will provide an update on the 2014 event that took place on Saturday February 8th at the Edina Senior Center.

Attachment:

2014 Event Summary.

2014 HRRC Anti-Bullying Event
Nancy Carlson – Henry and The Bully
February 8, 2014

Teaming with the Friends of the Edina Library, Edina Reads and the Children’s Librarian – Tracy Hvezda-Hehtola, the HRRC hosted approximately 30 children – 60 people total with parents, grandparents and caregivers in attendance for this year’s anti-bullying event. Nancy Carlson read from several of her children’s books and led the kids in a discussion about being kind, what to do if you are bullied, and the importance of standing up for other students (not just being a bystander but strive to be an upstander). She concluded her presentation by teaching the kids how to draw some of her characters. Edina Friends of the Library provided refreshments for the audience upon the completion of the event.

Children in attendance were ages 2 – 9 (grades PK – 3) and represented the following schools:

Berry Patch
Breck
Calvin Christian
Concord
Highlands
Lake Harriet
Normandale
Susan Lindgren Elementary, St. Louis Park
Wooddale PK

We gave each family a copy of Nancy’s book, “Henry and the Bully,” distributing a total of 25 books. Fifty books remain, which we should discuss distribution of at the February meeting.

Recommendation for next year:

While the event was publicized via the Edina Sun, the Star Tribune, the Edina Website, a press release from the City, and within the newsletter, Edina in the Know, the main marketing channel (posters in schools and information in school e-newsletters and backpacks) was not able to be fully utilized because approval was not obtained at the district level. I did not anticipate this issue given the fact the event was co-sponsored by Edina Reads, and Nancy Carlson is a frequent speaker within classrooms throughout our city. My recommendation for next year would be to include representatives from the school district early in the planning process to ensure the gatekeepers at the schools are willing and able to help us publicize our event.

A HUGE thank-you to Commissioners Arseneault, Bigbee, Davis, Seidman and Winnick and City Staff Annie Coyle and MJ Lamon for being at the event! Your presence was appreciated!