

# BULLYING ADVOCACY KIT

*for parents & caring adults*

[rachelweinstock.com](http://rachelweinstock.com)



A step-by-step guide  
to end the bullying abuse your  
child is going through

**BY RACHEL WEINSTOCK**

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# Welcome! I'm glad you found this kit! & so sorry a child in your life is being bullied.

My name is Rachel Weinstock and I grew up being bullied from grade one to the end of high school. My "north star" to survive was to make a vow to the universe that somehow I would survive the abuse of being bullied and grow up to become the adult I needed when I was younger. I kept that vow and am now a Bullying Advocacy Speaker, Bullying Recovery and Mental Health Coach for Youth, and the author of the Amazon best-selling book "Be Who You Needed: The Caring Adult's Guide to Helping Young People Transform Their Emotional Well-being, Self-confidence, and Happiness". **I put together this Bullying Advocacy Kit to help as many young people end the abuse of bullying in their lives.**

*Let's end the abuse of bullying!*



This first picture is of me in kindergarten and the second picture is me in grade one after a year of the abuse of bullying. I was suicidal at the age of 6 from the complex trauma I was experiencing.



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## *Bullying Advocacy Kit*

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# CHECKLIST



- 1. Draft a letter using your child's words to describe their experience**
- 2. Email the letter to your child's teacher and request a meeting**
- 3. Confirm a meeting time**
- 4. Create a plan of action**
- 5. Reflect - Was the plan of action successful?**

## IF THE BULLYING CONTINUES...

### **Escalation A:**

Contact your child's healthcare provider and the school principal

### **Escalation B:**

Contact the Superintendent

“Look for the helpers. You will always find people who are helping.”  
— Mr. Rogers

# CRITICAL CONVERSATION

## *Talk with your child*

If you suspect your child is being bullied, you want to **create a comfortable, non-threatening space** for them to open up and be vulnerable with you.

- Ask them what they're in the mood to eat
- Consider getting cozy and ordering in or going out to a restaurant or cafe
- Use the questions on the next page to help guide your conversation

### *important tip!*

◆ Begin the conversation neutrally by asking how they are doing.

Share with your child a time in your life when you were bullied or excluded and struggling.

This vulnerability will encourage your child to open up.

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## Questions to Guide Your Conversation

- How do you feel when you go to school? At recess? When you go to the bathroom?
- How often are people being mean to you, making fun of you, or physically hurting you?
- What are they saying?
- Where have they hurt your body?
- What sort of feelings or thoughts come up for you when you think about going to school?
- Do you see other kids being bullied and targeted?
- Do you sometimes feel like you don't want to exist or live because of what is happening?
- How often do you find yourself having those thoughts/feelings about school?
- Have you thought about hurting yourself or have you hurt yourself before (i.e. cutting yourself, hitting yourself, etc.)?
- When you think about going to school, how does your body feel? What sensations do you feel in your body? (i.e. heart is racing, chest is tight, stomach is dropping, hands are sweating, feel like crying).

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# STEP 1

Draft a letter using your child's words to describe their experience.

- You can use the example on the next page to help craft the letter.

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# STEP 2

Email the letter to your child's teacher and request a meeting.

*important note!*

The email will be requesting a meeting with:

1. Your child's teacher
2. You and any other parent who is involved
3. Your child (**this is key because their voice needs to be heard and empowered**)

# EXAMPLE

## Child's letter to the teacher

Dear **[Teacher's name]**,

I wanted to tell you I really like having you as a teacher because you make me feel comfortable and are really funny and tell jokes **[insert your own examples]**.

I wanted to share with you that I am being bullied by **[insert name]** and the rest of the boys in the class even though I have been scared to share this because I don't want to be a snitch and have them be even more abusive to me. For most of this year, I have been feeling unsafe, depressed, anxious, and dreading going to school every morning. I have been crying multiple times a week and because of this, it has severely impacted my self-confidence. I am way more irritable and get angry and feel more explosive with my family because of being targeted continuously by **[insert name]**. I have also seen them target **[insert student's name]** about **[insert your own examples if there are other people you see being bullied]**.

**[insert name of the main person bullying you]** is the ringleader of all of this and all the other boys who seem to follow him **[insert other people's names]** are the main people who target me.

I am reaching out to you because I deserve to feel comfortable and safe at school. The continuous bullying has left me in experiencing depression and I need your help to create a supportive and nurturing environment for me and others in the class. I know this is something you care about and that's why I am trusting you to share what's happening.

Sincerely,  
**[Child's Name]**



# PLAN OF ACTION

## Meeting with the teacher

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### STEP 3

Confirm a meeting time.

*remember!*

- ◆ You, your child, and the teacher should all be present to come up with the plan.

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### STEP 4

Create a plan of action with your child's teacher.

- Consider referencing the example plan of action on the next page

# EXAMPLE

## *Plan of Action with the teacher*

**ACTION 1:** With a neutral mediator, have the students talk with one another.

**ACTION 2:** Lay out clear expectations such as:

"This is no longer allowed to continue and I am going to be checking with both of you to make sure this stops."

- Stay curious about why the bullying has started (i.e. sometimes something has happened before that the child may be holding a grudge about or there might be something traumatic happening in their life (abuse, divorce etc.)

**ACTION 3:** Follow up with all children individually. Ask questions like:

"I want to check in and see how things are going and that you are no longer being bullied?"

"I want to check in and make sure you are making a good choice and not bullying this person anymore."

- Make time to celebrate each child and say how proud you are of them for making kind choices and for standing up when things are not okay.

**ACTION 4:** If the bullying isn't resolved, organize a meeting with the parents of the child who is bullying. Come up with a plan of action together.

**ACTION 5:** If the bullying continues, the school psychologist/counselor and principal need to be informed and escalated to them to create the next plan of action.

**ACTION 6:** Do not give up on your student! If the parents of the child who is bullying are unresponsive, keep pushing until you find help and a way to resolve this. There will be someone who can help!

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# STEP 5

Reflect - Was the plan of action successful?

## Ask yourself:

	Child		Parent	
	Yes	No	Yes	No
• Was the teacher helpful?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
• Did you feel supported?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## Most importantly...

- Has the bullying stopped?

**Child:** Yes  No

**Parent:** Yes  No

*don't give up!*



Your goal is to keep going until you find a way to stop the bullying because the statistics are devastating for children who go through the complex trauma of being bullied. Stopping the bullying isn't always a quick process and can take time to see a change in behavior. As a caring adult, this process can take a toll on you, too. Remember, it's okay to take care of your needs if it gets to be too much.

# IF THE BULLYING CONTINUES...

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## Escalation A

Contact your child's healthcare provider and the school principal

- Set up a meeting with your child's doctor or therapist and share the letter your child drafted with their teacher.
  - Make a request for your child's doctor or therapist to write an email to the school principal documenting the impact of bullying on your child's mental and physical health.
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## Escalation B

Contact your school district's superintendent/director

*Lot's of examples!*



The rest of this kit is more example letters you can refer to ensure you do everything you can to prevent any further bullying abuse from taking place

# EXAMPLE

## Health care provider to the principal

Dear **[Principal's Name]**,

I hope this message finds you well. My name is Dr. **[Your Name]**, and I am writing to you as the primary healthcare provider for one of your students, **[Patient's Name]**, who attends **[School Name]**. I am reaching out to express my deep concern regarding the well-being of **[Patient's Name]** and to seek your assistance in addressing a matter that has come to my attention.

During recent medical consultations, **[Patient's Name]** has confided in me about experiencing persistent and distressing incidents of bullying at school. As a healthcare professional, my primary concern is the health and safety of my patients, and I believe it is crucial for us to work together to ensure **[Patient's Name]** feels safe and supported in their educational environment.

Bullying can have severe consequences on a child's mental and emotional well-being, and it is essential for schools to create a safe and nurturing atmosphere where every student can thrive. I kindly request your immediate attention to this matter and urge you to take the necessary steps to address the bullying that **[Patient's Name]** is facing.

I recommend the following actions be taken:

- Conduct a thorough investigation into the reported incidents to understand the scope and severity of the bullying.
- Implement appropriate interventions to ensure the safety of **[Patient's Name]**.
- Provide support and counselling services to help **[Patient's Name]** cope with the emotional impact of bullying.
- Foster a culture of inclusivity and empathy within the school community to prevent future occurrences.

I understand the challenges schools face in managing such situations, and I appreciate your dedication to creating a safe learning environment for all students. By working collaboratively, we can make a positive impact on **[Patient's Name]'s** well-being and contribute to the overall well-being of the school community.

I am available to discuss this matter further and provide any additional information or support that may be required. Please feel free to contact me at **[Your Contact Information]**. Thank you for your prompt attention to this important issue. I look forward to your decisive action in ensuring **[Patient's Name]** receives the support they need.

Sincerely,

Dr. **[Your name, your credentials, your contact information]**

# EXAMPLE

## Child to the principal

Dear ***[insert principal's name]***,

I am writing to you because I need to share this with someone before it's too late.

I have expressed and shared what is going on in my class so many times, but it seems like nothing is being done. I feel powerless and like I don't belong, especially with the way my classmates treat me.

All of this is taking a huge toll on my mental health.

School used to be my safe space, but now it feels like the most unsafe space because of the way my classmates treat me. I'm feeling desperate, scared and have been experiencing depression". I don't even want to go to school anymore.

I need someone to talk to, a school psychologist or social worker, someone who can listen to me without judgment.

Please, I beg you, take my situation seriously and help me because there are times when it's so bad, that I have thought about taking my own life. I cannot continue to suffer in silence. I need your help.

Sincerely,

***[Your Name]***

# EXAMPLE

## Parent to the principal

Dear **[Principal's Name]**,

I trust this email finds you well. I am writing to you as a concerned parent regarding a matter of utmost importance that has deeply affected my child, **[Child's Name]**, who is a student in **[Teacher's Name]'s [Class/Grade]** at **[School Name]**.

Regrettably, I must inform you that **[Child's Name]** has been enduring severe and persistent bullying at school. I have already communicated with **[Teacher's Name]** about the situation, and although efforts have been made, the bullying has not ceased. **[Child's Name]** has also expressed their distress in an email to **[Teacher's Name]**, detailing the emotional trauma they are experiencing.

As a parent, it is heart-wrenching to witness my child go through such pain, and immediate action must be taken to address and put an end to this distressing situation. I am reaching out to you as the school principal, seeking your urgent intervention and support to ensure the safety and well-being of my child.

I understand the challenges schools face in managing such situations, and I appreciate your commitment to creating a safe and nurturing learning environment. However, the severity of the situation demands immediate attention and action. I am available to meet with you to discuss this matter further and provide any additional information or clarification that may be required. My primary concern is the well-being of my child, and I trust that, with your support, we can address this issue effectively and promptly.

Thank you for your immediate attention to this urgent matter. I look forward to your decisive action and appreciate your commitment to ensuring the safety and well-being of all students at **[School Name]**.

Sincerely, **[Your name and contact information]**

## EXAMPLE

### Contact the school district leadership

Dear Superintendent **[Superintendent's name]**,

I am writing to you today with deep concern and a desperate plea for action regarding the ongoing bullying of my child, **[Child's name]**, a student in **[Grade level]** at [School name]. Despite repeated attempts to address this issue with the teacher and principal, the bullying continues unabated, and its impact on my child's well-being has become alarmingly severe.

Since **[Date when bullying started]**, **[Child's name]** has been subjected to persistent **[Describe the type of bullying - verbal, physical, social, cyberbullying, etc.]** from **[Name of the bully(ies) if known]**. This has resulted in **[Describe the impact on your child - emotional distress, anxiety, depression, suicidal thoughts, etc.]**.

I have previously reached out to **[Teacher's name]** on **[Date]** and **[Principal's name]** on **[Date]** expressing my concerns and requesting intervention. While they acknowledged the situation and attempted to address it, the bullying unfortunately continued.

Due to the severity of the impact on my child's mental health, I have also sought professional help from both a doctor and a therapist. Both professionals have voiced deep concern and emphasized the urgent need for a safe and supportive school environment for **[Child's name]**.

The current situation is untenable, and further inaction could have devastating consequences for my child's well-being. I expect a prompt and effective response outlining the actions you will take to ensure the safety and well-being of my child and all students at **[School name]**. I am available to meet with you at your earliest convenience to discuss this matter further.

Sincerely,

**[Your name], [Your phone number], [Your email address]**



## Need Further Support?

I truly hope this Bullying Advocacy Kit has empowered you and your child to take a stand and put an end to bullying once and for all.

Bullying leaves lasting effects on a child's mental health and self-esteem—even after it stops. You and your child shouldn't have to navigate this alone.

I specialize in helping children rebuild their confidence, process their experiences, and move forward with strength and resilience. With the right support, your child can heal, thrive, and reclaim their happiness.

Reach out today to learn how coaching can make all the difference in your child's recovery!



“ Today's teardrops are  
tomorrow's rainbows.”

– Ricky Nelson



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*Thank you!*

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