



STUDENT INCIDENT REPORTING  
REPORT IT! CAMPAIGN  
PILOT SUMMARY REPORT

June 2023

## **Student Incident Reporting-Report It! Campaign** **Summary Report**

### ***Introduction***

The Public Schools Branch (PSB) and its schools work together with students, families and the community to create learning environments that are welcoming, supportive and safe for students. It is important that students know that there are people who want to help and support them if an issue arises.

During the fall of 2022, the Office of the Child and Youth Advocate presented several recommendations to the PEI Legislative Assembly Standing Committee on Education and Economic Growth. One of the recommendations was related to student incident reporting. The recommendation stated:

*“Education Authorities should continue to consult with children and youth and the Office of the Child and Youth Advocate in the development and implementation of new operational student reporting policy and procedure documents that are child and youth-friendly and respect the right of students to be meaningfully heard”.*

In response to this recommendation, the PSB has been working on establishing a variety of ways for students to report incidents which negatively impact them or the school climate and ensure they can do so in a manner that is most comfortable for them.

### ***Jurisdictional Scan, Research, and Interviews***

The PSB conducted research across the country and most provinces have a tool for students to report an incident online and to report anonymously.

In October, interviews were held with Senior Staff of HRCE and the BC Ministry of Education, as well as a school principal of a High School in the Peel District, Ontario.

The jurisdictions we talked to spoke positively about having an online reporting option for students and felt the anonymous reporting option was a key component.

### ***Pilot - Report It! Campaign***

After looking at the student reporting tools and initiatives other school boards used and conducting the interviews, we looked at what a similar reporting system would look like for the PSB. The main message the PSB wanted to reinforce with students was that students should inform their parents, guardians, teachers, school counselors, principals or other trusted adults when they need support. As such, it was decided that the next

step would be to create a student reporting campaign focused on the importance of students reporting incidents in the way that would be most comfortable for them, including an anonymous online reporting option. The campaign was branded as Report It!.

It was decided that the Report It! campaign would start as a “pilot” from April to June 2023 in one family of schools so feedback could be sought to identify strengths and challenges and to guide expansion in the fall. The Three Oaks Family of Schools was selected for the pilot due to its experienced administrators and composition of schools which include:

- Three Oaks Senior High (10-12 721 students)
- Summerside Intermediate (7-9 543 students)
- Athena Consolidated (k-9 309 students)
- Miscouche Consolidated (k-9 233 students)
- Elm Street Elementary (k-6 386 students)
- Parkside Elementary (k-6 339 students)
- Greenfield Elementary (k-6 370 students)

### ***Meetings and Consultations***

A meeting was held with the Three Oaks Family of Schools principals on November 21<sup>st</sup>, 2022 to discuss student reporting, the online student incident reporting form, and plans and timelines for the Report It! campaign pilot. Principals gave feedback on the campaign and what questions should be asked on an online reporting form.

The Home and School Federation was updated on the plan in November prior to student focus groups taking place. Regular updates were also provided to the Board of Trustees.

Co-developed with students, student feedback was crucial to the development of the Report It! campaign. Consultations with students were held by way of student focus groups at Summerside Intermediate School and Three Oaks Senior High School on December 16th and at Athena Consolidated School on January 9th. Groups of 8-10 students were selected for each group by school administration to represent the diversity of the student population and the PSB facilitated the focus groups at the schools. In February, the PSB met with the Office of the Child and Youth Advocate and the Child and Youth Advisory Committee for feedback.

Students identified they would like to have options to report an incident verbally, in writing, or online. Students indicated that for the most part they feel comfortable to report an incident to a trusted adult in their home, school, or community, however, there are certain times where they would feel more comfortable reporting an incident online. Students also felt the anonymous option was important as they fear retaliation.

A webform was then drafted based on suggestions from students and administrators, combined with ideas taken from other jurisdictions.

### ***Online Student Incident Report Form***

The Web Digital Office section of ITSS assisted with the technical aspects of having the form online. The Report It! webpage can be accessed at <http://psb.edu.pe.ca/report-it>. Students indicated they would like to be able to access the form easily and suggested the use of a QR Code. This QR Code is located on posters and bookmarks. You can access the form directly by scanning the code. The main content page contains general information about student reporting and the importance of reporting negative incidents. The webpage also contains a link to definitions of negative incidents, various ways to report an incident and a link to the online student incident report form. Links to other support services and additional resources are also listed.

The online student incident report form contains 13 questions that allows the person to report an incident with specific details. The person making the report can choose to leave their contact information if they would like to be contacted or they can make an anonymous report.

### ***Promotional Materials***

Report It! Logo, posters and bookmarks were designed in house and printed locally. Each school in the Three Oaks Family of Schools received a quantity of large 16x24 posters, 11x17 posters, as well as bookmarks to pass out to each student.

### ***Communication***

On January 24<sup>th</sup>, a message was sent to the Three Oaks Family of Schools principals with an update to plan for the Report It! campaign. Principals were asked to discuss the Report It! campaign and plans with their staff and to bring back any questions and/or concerns. On February 6<sup>th</sup> a message was sent to all staff in the Three Oaks Family of Schools advising them of the details of the Report It! campaign. Staff were asked to bring any concerns back to their school administration.

On February 1st, the PSB advised the Unions of the plans for the Report It! Campaign. No feedback was received.

An e-mail was sent to parents/guardians of the Three Oaks Family of schools on March 8<sup>th</sup> with details of the Report It! campaign. An in-person information session was facilitated by the PSB for parents/guardians on March 16<sup>th</sup> at Three Oaks Senior High School.

On March 13<sup>th</sup>, the Three Oaks Family of Schools received an e-mail with an update that the campaign would be set to launch the end of March and were advised that further details would soon follow.

On March 22<sup>nd</sup>, a detailed e-mail was sent to Three Oaks Family of School principals with information about the campaign launch on March 28<sup>th</sup>. Principals were asked to share this information with their staff. Ideas for launching the Report It! campaign and promoting the campaign in their schools were included, as well as sample messaging to use for in-school announcements, with students, in newsletters or school websites, etc. Promotional materials were delivered to schools on March 23<sup>rd</sup>.

On May 2<sup>nd</sup>, a message was sent to all PSB staff with details about the Report It! campaign pilot in the Three Oaks Family of Schools. Staff were informed that further communication would follow before any further expansion of Report It! to other families of schools.

### ***Report It! – Pilot Launch***

On March 28<sup>th</sup>, the PSB launched the “Report It!” campaign in the Three Oaks Family of Schools. The Pilot would last for the remainder of the school year so evaluations could take place before further expansion to other schools in the fall of 2023.

### ***Reported Student Incidents***

It was not possible to determine an increase in the number of incidents being reported to parents, staff or community partners over the course of the Report It! campaign. However, 15 online reports were received regarding 11 incidents. Online reports were submitted by both students and parents. Five reports were anonymous. Two reports were deemed unfounded as they were “silly” in nature and easily identifiable as false reports. All online reports were related to peer to peer interactions.

When filling out the online form, the person making the report is asked to identify the type of incident/behaviours that occurred from a list. The reports received identified incidents of bullying (on the playground, bus and on social media), violence, threats, harassment, verbal abuse, discrimination, racism and invasion of privacy. Most reports cited multiple behaviours.

During the pilot, the online reports were received by the PSB and were tracked in a spreadsheet. Reports were forwarded to the appropriate school administrative team and were dealt with by the school in the same way as a report that was received in any other manner.

## **Survey Results**

Feedback from students, staff, parents/guardians and other stakeholders was instrumental in evaluating the campaign's successes and challenges, enabling the PSB to make the necessary improvements and plan for further possible expansion of the campaign next year.

A short survey was developed and was sent to all school staff, parents/guardians, and students in grades 7-12 in the Three Oaks Family of Schools. The survey contained 5 questions and an option for the respondent to provide additional comments if they wished. The survey was open from May 23<sup>rd</sup> until June 2<sup>nd</sup> and one reminder was sent out encouraging people to complete the survey.

A total of 142 survey responses were received. 47 responses were from school staff, 27 from students, and 68 from parents/guardians. Responses came from individuals in all the schools in the Three Oaks Family of Schools.

The following are highlights from the survey with respect to:

- online reporting continuing with the anonymous option,
- the concern of misusing the online form, and
- suggestions for improvements.

### Online Reporting Option

In terms of the online reporting with anonymous option continuing, the survey suggested the following:

#### School Administrators

Of the School Administrators that responded to the survey:

- 86% said online student reporting should continue with the anonymous option
- 14% said online student reporting should continue without the anonymous option

#### School Staff

Of the school staff that responded to the survey:

- 80% said online student reporting should continue with the anonymous option
- 10% said online student reporting should continue without the anonymous option
- 10% said online student reporting should not continue

#### Parents/Guardians

Of the parents/guardians that responded to the survey:

- 87% said online student reporting should continue with the anonymous option

- 8% said online student reporting should continue without the anonymous option
- 5% said online student reporting should not continue

### Students

Of the grade 7-9 students that responded to the survey:

- 96% said online student reporting should continue with the anonymous option
- 4% said online student reporting should not continue

### Concern for Misuse

The survey identified concerns around the potential for someone to misuse the online student incident report form or make a false report. These concerns were also raised and considered in the development of the online form.

The topic of misuse was specifically addressed with several other jurisdictions during the research phase. Those jurisdictions acknowledged the concern, however, they expressed that it did not become a significant issue. They identified that there was some misuse in the beginning, but that false reports were easy to identify. This is consistent with what was experienced during the Report It! pilot in the Three Oaks Family of Schools. Two false reports were received. They were “silly” in nature and easily identifiable as false reports.

It is recognized that the concern for misuse of the online reporting option exists, especially among school staff who may feel particularly vulnerable to a false report being made about them. The jurisdictions that were interviewed during the development of Report It! indicated that the online reports they received did not result in an increase number of human resource investigations as most reports were about peer to peer interactions.

The jurisdictions we spoke to felt that the benefits of this type of reporting option outweighed the concerns from potential misuse and acknowledged that the potential for a false report, identifiable or anonymous, exists without the online student reporting option.

### Suggestions for Improvements

Valuable comments were gathered through the survey that could enhance the Report It! campaign moving forward, including additional promo materials (pencils, stickers, video, swag, computer screen saver), teacher training on the campaign and how to talk to students about reporting an incident, and expanded promotional efforts of the Report It! Campaign to students, parents and the school community (i.e. additional emails, social media, mainstream media, etc.).

## ***Attachments***

1. Report It! Promotional Materials - samples
2. Online Student Incident Report Form
3. Survey Questions