



International Network for School Social Work

<http://internationalnetwork-schoolsocialwork.htmlplanet.com>

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“Trygg bruk”: Norway’s School Campaign for Safe Internet Use

(Press Release: 30 November 2011)

<http://telenor.com/en/news-and-media/press-releases/2011/europe-wants-to-learn-from-norwegian-school-campaign>

The work to combat digital bullying is attracting international attention. Today, experts from the UK and Spain are visiting Holmlia school in Oslo to see how Norway’s biggest school campaign is working to raise awareness of the use of digital media by children and adolescents.

“This shows that what we are doing is working. If we can act as a model for similar work to our European collaboration partners, it is proof that we are using the right methods, which could also benefit young people in other countries,” says Stian Lindbøl, Manager of the Norwegian Media Authority’s “Trygg bruk” (safe usage) centre.

The experts from the UK and Spain are part of the “Trygg bruk” centre’s European network. Around 30 countries across Europe are taking part in the EU’s Safer Internet Plus Programme and all are working towards a common goal of strengthening and protecting children and adolescents on the Internet. Each country has its own “Safer Internet Centre”. In Norway, the responsibility for this centre has been delegated to the Norwegian Media Authority.

“It is encouraging that experts from other countries want to learn about how we are working on digital bullying in Norway through the “Bruk Hue” (“Use your head”) campaign. Today, we are rounding off our fifth season of Bruk Hue at Holmlia, and this type of attention is seen as confirmation that what we are doing is right and a source of inspiration for the further work in 2012,” says Torild Lid Uribarri, Director of Communication and Corporate Social Responsibility at Telenor Norway.

Good results

Since 2009, Telenor Norway, the Norwegian Media Authority, the Red Cross and Barnevakten have been working together to combat digital bullying through the Bruk Hue school campaign. This campaign gives both children and adults information on preventing and combating digital bullying and is producing good results. A survey conducted by Norstat on behalf of Telenor shows that three out of every four pupils who have participated in Bruk Hue’s awareness campaign have found out what they needed to know in order to avoid bullying via mobile phone and the Internet.

End of season marked by Oslo rappers Emire and Lillebror

Now that the autumn season 2011 is drawing to a close, the Norwegian Media

Authority's British and Spanish colleagues have expressed a particular interest in the Bruk Hue campaign. The same goes for the artists Emire and Lillebror (Little Brother), who will give a mini-concert to mark the occasion.

Read the **Safer Internet Annual Report** for full details about the latest survey of children and the media, cyberbullying awareness tools, activities for schools, plus European cooperation at http://www.medietilsynet.no/Global/Trygg_bruk/english/dSaferInternetANNUALREPORT09-10.pdf

Online Resource for School Social Workers

ERIC, the Educational Resources Information Center at <http://www.eric.ed.gov/>, provides access to more than 1.4 million bibliographic records of journal articles and education-related materials, including many international, regional and national journals. The ERIC collection contains books, journal articles, technical reports and policy papers, including material about school social work and topics relevant to school social work. Search by author, keyword or title. If available, links to full text are included. RSS feeds are available for regular updates on subjects important for school social workers (such as autism, cyberbullying).

TAKE THE SURVEY ABOUT ONLINE CONTINUING EDUCATION

Michelle Alvarez, professor of social work at Minnesota State University, Mankato (MSU, M), is conducting a survey to gather information about interest in international online courses in school social work. To complete the survey, click on <https://www.surveymonkey.com/s/schoolsocialwork>. The results of this survey are for informational purposes only and will not be published.

The **SCHOOL SOCIAL WORK ASSOCIATION OF AMERICA** would like to invite you to be a part of the 2012 National School Social Work Conference to be held in historic Boston on Wednesday, March 28 to Saturday March 31, 2012 and the opportunity to earn up to **23.5 CEUs/CPDUs**. Take advantage of **reduced rates** by registering ***before January 15, 2012***. Please visit our website at www.sswaa.org for complete details and opportunity to register on-line.

The conference brochure is available at <https://www.sswaa.org/userfiles/file/2012-Annual-Conference/Brochure%202012FinalA.pdf>

The 5th International School Social Work Conference
will be held in April 10 - 13, 2012 in Accra, Ghana. The theme is
**"SCHOOL SOCIAL WORK: ENSURING QUALITY EDUCATION FOR
ALL THE WORLD'S CHILDREN".**

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