EP011

Towards Zero Childhood Bullying

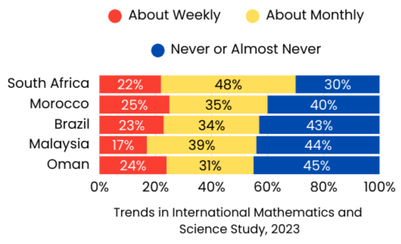
MINISTRY OF HEALTH MALAYSIA
INSTITUTE FOR HEALTH BEHAVIOURAL RESEARCH

UNIVERSITI MALAYA

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1.SITUATIONAL ANALYSIS



Trends in International Mathematics and Science Study, 2023

- Malaysia ranked 4th globally, with 56% of surveyed Form Two (eighth-grade) students reporting they had been bullied (TIMSS Report 2023)
- 1 in 4 Malaysia's secondary school students had been bullied at least once during their school years (Nazirah et al., 2024)
- Since 2019, there are on average 14,000 bully cases each year happening in primary and secondary schools (MOE, 2025)
- Students between 13-17 had been bullied, and are 3x at risk of developing depression or self harm (NHMS 2022)
- Between August-October 2025, 160 bully cases (physical and online) recorded (PDRM, 2025)
- 78% of the victims from the 160 cases are between 6-17 (PDRM, 2025)
- More than two thirds of students indicate they have witnessed bullying at school (Midgett & Doumas 2024)

Who's involved in bullying?

- **Perpetrators:** Most bullying is peer-to-peer, often involving more than one student
- **Bystanders:** Majority of students witness bullying; few intervene due to fear, peer pressure, or lack of skills

2.APPLICATION OF SOCIAL COGNITIVE THEORY



3.INTERVENTION

Goals

- Achieve a **25%** reduction in bullying incidents
- Ensure **70%** attendance rate at PIBG workshops focused on prevention
- Implement anti-bullying programs at least once every two years

Theoretical Framework

Utilizes **Social Cognitive Theory** and **Reciprocal Determinism** to address bullying through interconnected factors

THE OLWEUS FRAMEWORK + KiVa Anti-bullying Program

SCHOOL-WIDE LEVEL
- Establish committees and surveys
- Increase supervision in common areas

CLASSROOM LEVEL

INDIVIDUAL LEVEL
- Intervene with victims and perpetrators
- Provide guidance and support

IMPLEMENTATION IN THE MALAYSIAN CONTEXT

SCHOOL-WIDE LEVEL
- Establish committees and surveys
- Increase supervision in common areas

CLASSROOM LEVEL
- Enforce anti-bullying rules
- Hold regular meetings

INDIVIDUAL LEVEL
- Intervene with victims and perpetrators
- Provide guidance and support

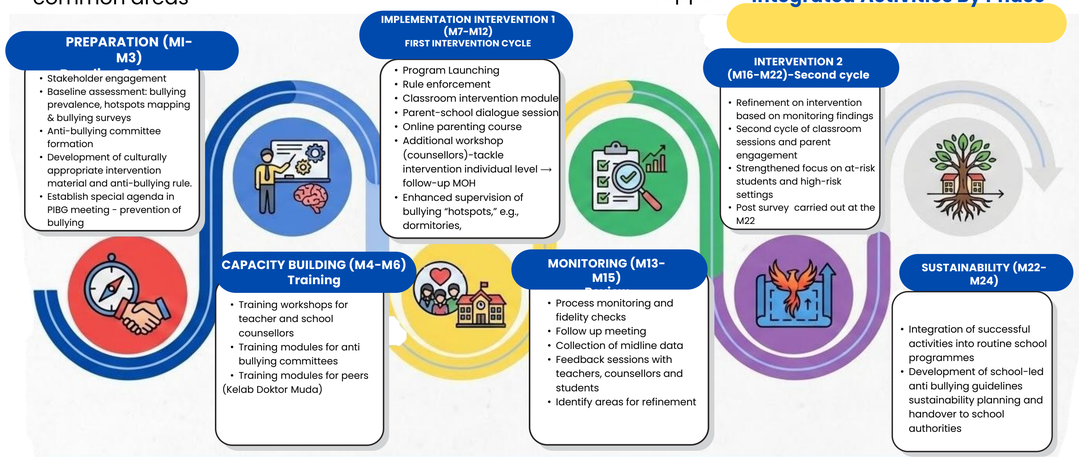


The Olweus Bullying Prevention Framework

A Comprehensive, Four-Level Approach pilot study in a selected secondary school

KiVa Anti-Bullying Program

Integrated Activities By Phase



Adapted Modules

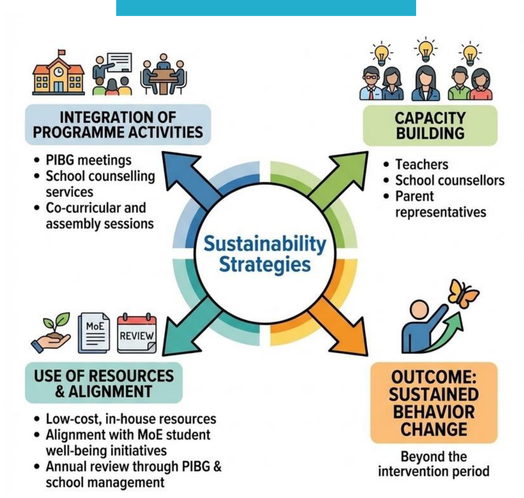
OBPP

KiVa

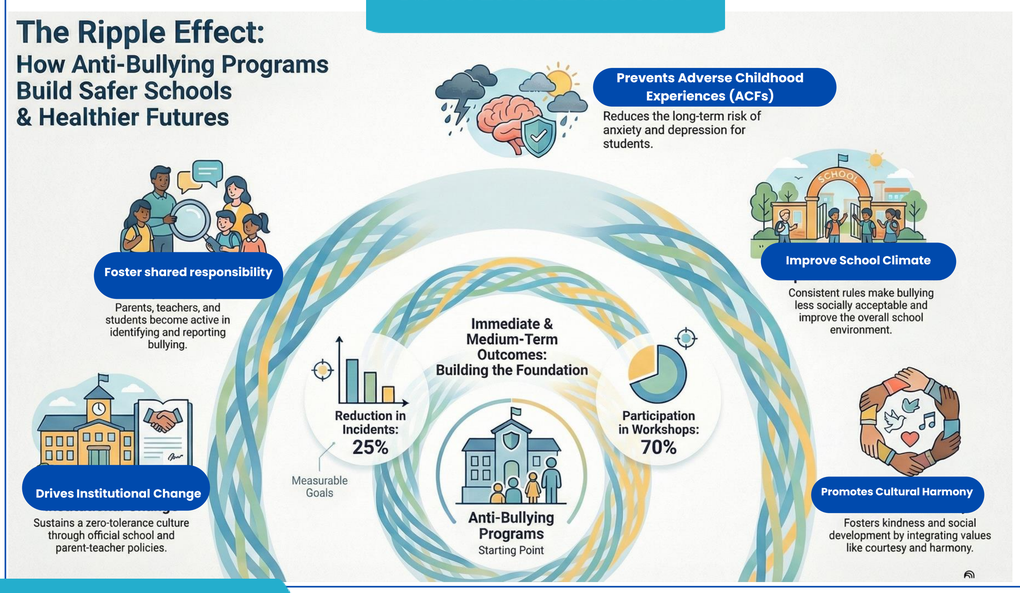
Year Summary

Year 1: Planning, training, and first intervention cycle
Year 2: Refinement, second intervention cycle, evaluation, and sustainability

4.SUSTAINABILITY



5.POTENTIAL IMPACT



6.COLLABORATORS

MINISTRY OF EDUCATION MALAYSIA

To get prevalence data for bullying report and decide on 1 pilot school for intervention and obtain program permission.



To update and expand 'Skop 5: Menjadi Resilien' to include bully modul for perpetrator, victim and bystander components.

KEMENTERIAN KESIHATAN MALAYSIA

Training and module guide for school counsellors on anti-bully programs & follow-up flow to health clinics

MCMC

Collaboration for mass media promotion. MCMC had existing program 'Kempen Internet Selamat'

7.PROGRAM EVALUATION

Process Evaluation

Strategies to improve the quality and delivery of the program

Checking Delivery Fidelity
checklist to ensure that program is delivered as designed

Identify Barriers and Facilitators
focus group discussion to identify challenges

Gauging Stakeholders Satisfaction
gathers feedback from stakeholders regarding their experiences (students/teachers/parents) at lease >80% satisfied with the flow of program

Outcome Evaluation

LONG TERM
DATA SOURCES
- School records
- Counsellor and teacher reports

≥25% Reduction bullying incidence (primary outcome)

Target groups	Outcome objectives (SHORT-MEDIUM TERM)	Outcome Indicators	
Students	• Participation in social-emotional learning (SEL) sessions • Student engagement in bystander activities	≥20% Improvement Student's skills (Emotional regulation & bystander confidence)	• percent of program participants in SEL session • percent of program participants answering questions SBBS • number of bystander activities
Teachers	• Participation in teachers and school counsellors in training workshop • Number of bullying monitoring and supervision	≥25% teacher response to scope of bullying monitoring	• percent of program participants in training workshop • percent of bullying monitoring and supervision done by teacher
Parents	• Participation of parents at PIBG workshops focused on prevention	≥70% attendance rate	• percent of program participants in parent's training module • number of PIBG meeting done

Evaluation Tools

EVALUATION QUESTIONNAIRES
- Revised Olweus Bully/Victim Questionnaire (OBVQ-R)
- Difficulties in Emotion Regulation Scale – Short Form (DERS-SF)
- School Bullying Bystander Scale (SBBS)
- Parenting Styles and Dimensions Questionnaire – Short Version (PSDQ-Short)

Data Analysis

at 1st cycle evaluation and after 2nd cycle evaluation

8.RESOURCES

MANPOWER

Core team:
- MPH students
- Social Preventive Medicine's Department staff

Field personnel:
- school counselors
- Kelab Doktor Muda Sekolah Menengah

Support:
- Youth Ambassadors,
- Volunteers
- District Health Office

MONEY

- Estimated budjet RM 20,000
  Food & beverage - RM 500/session
  Materials- RM 2000
- Use Free Venues & Facilities (school's facilities)

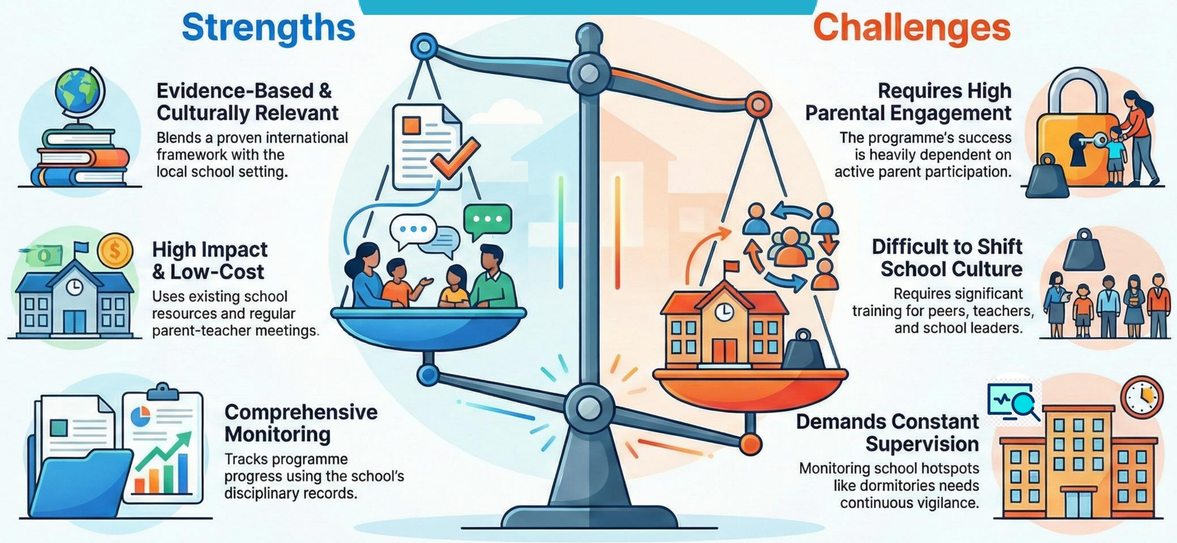
MATERIAL

- Content prepared by students
- Since students create the programme content, material costs to be kept at minimum

LAVERAGE EXTERNAL PARTNERSHIP

- Involve agencies (MCMC)
- Collaborative with vacal communities leaders, influencers
- Sponsorship

9.STRENGTHS AND CHALLENGES



1st National Conference on Behavioural Sciences in Health 2026
Mainstreaming Behavioural Sciences for Better Health
6-7 May 2026 | National Institutes of Health