UNITED AGAINST BULLYING: CREATING A SAFER COMMUNITY FOR THE STUDENTS' ACADEMIC PERFORMANCE

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Bullying is considered one of the biggest challenges faced by students worldwide. Bullying is characterized as unpleasant, violent conduct, including a perceived or actual power inequality that is frequently prolonged over time among school-age youth. Bullying can occur verbally, emotionally, online, or, in the worst cases, physically. According to Professor Donna Cross: Head, Health Promotion and Education Research; Director, CoLab. (2025), bullying occurs when an individual (or a group of people) repeatedly and intentionally cause harm to another person (or group of people), who is unable to avoid being targeted. As long as their desire has been fulfilled, bullies don't care about the appropriate sanction of their actions. Educational institutions ought to prioritize this contentious issue repeatedly for the reason that this problem is a prevalent situation in both public and private schools worldwide.

Bullying has a profound impact, especially on the victim. It often causes not only short-term but also life-long trauma. The study of Mbah (2020), revealed that bullying in schools negatively impacts student's behaviors in terms of behavior and academic performances. The study also revealed that bullying results in students developing fear, panic, and disengaging in class activities, which leads to poor academic performances. However, studies have found that the mental well-being of victims can contribute to suicides correlated with school based bullying and low academic success, paranoia, anxiety, and dropping out of school based from Paulmony et al. (2022). These are merely a few numbers of studies that shows the severe impact bullying has on all students' lives, including their parents and teachers. This also proves how critical it is that parents and

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students alike concentrate on preventing bullying and the negative effects it can have on their children.

To at least reduce the number of bullying cases, the school ought to establish bullying prevention initiatives that engage both students and their parents. Participation in such programs will open communication and, importantly, strengthen the relationship between parents and children, enabling them to better understand the experiences their children are facing. Aside from this, since some research has found that anti-bullying programs are generally effective, this study of (Gaffney, Ttofi, & Farrington, 2021), shows that specific intervention components are significantly associated with greater reductions in school-bullying perpetration and victimization. Specifically, the inclusion of curriculum materials and informal peer involvement resulted in larger effect sizes for both perpetration and victimization outcomes. The absence of socio-emotional skills was associated with greater reduction. By implementing and continuously evaluating these interventions, schools can promote safer environments that support students' overall development and academic success.

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