

October is National Bullying Awareness Month, and the Sacramento City Unified Communications Department strategized a way to demonstrate the harm of bullying utilizing the district's mascot, Crispin, to gain more engagement and attention on this problem with students through social media. In the video, Crispin is cyberbullied using real hateful comments left by adults on the social media posts introducing Crispin to the district in 2022. The names of commenters used in our video were changed to protect the guilty from Cyberbullying themselves since Crispin has now become a beloved symbol of our district. In the video, students learn about the types of bullying they may experience from SCUSD's Bullying Prevention Coordinator, Kyle Allen, who shows Crispin that there are resources the district provides to report bullying anonymously. The SCUSD Communications team tracked a five-fold increase for web traffic for the [scusd.edu/reportbullying](https://scusd.edu/reportbullying) webpage following the launch of the video.