



## Advice from our “Tween” and Teen “Experts”

### Background on the Youth Expert Panel (YEP)

The YEP is a group of 18 young people aged 9 through 14 and three 15-through 18-year-olds who have helped shape virtually every element of the **Take a Stand. Lend a Hand. Stop Bullying Now!** Campaign. Although the “tweens” are the key focus of the campaign, teens also serve on the panel as advisors, providing insight on how the campaign can encourage teens to serve as role models and as bystanders who can stop bullying among younger people.

Created at the very beginning of the campaign, the YEP includes individuals who participated in focus groups held in communities around the country. The individuals were chosen because of their articulate views and their personal experiences with bullying. Activities that YEP members have engaged in include:

- Sharing personal stories of how bullying has impacted their lives and the lives of other young people;
- Working with the campaign’s creative team to shape and refine “messages” to have an impact on the decisions that young people make;
- Advising on the best and most appropriate name for the campaign;
- Determining with the creative team the various communications vehicles, such as the “webisodes” and public service announcements (PSAs), that will drive the campaign;

- Reviewing and shaping all of the characters and the storylines in webisodes; and
- Assisting in the creative development of the PSAs.

After the launch of the campaign, the YEP members will be available for media interviews and presentations about the campaign and its goals. YEP members live and attend school in the following communities:

Tucson, Arizona  
Reseda, California  
Van Nuys, California  
Tarzana, California  
Greeley, Colorado  
Berlin, Connecticut  
Orange Park, Florida  
Baltimore, Maryland  
Brooklyn Park, Minnesota  
Eden Prairie, Minnesota  
Albuquerque, New Mexico  
Waxhaw, North Carolina  
Tahlequa, Oklahoma  
Westville, Oklahoma  
Biglerville, Pennsylvania  
Gettysburg, Pennsylvania  
Nashville, Tennessee  
San Antonio, Texas  
Mendon, Utah