

I suggest you copy and paste the following to your school's paper or email format. Also, feel free to modify/edit it to your preference in communication style and approach. If a parent requests viewing the video before the child, please send them the link you purchased. I would not offer this option upfront to all parents since it may overwhelm my server.

Dear Parents/Guardians:

As you know, <school name here> has implemented a comprehensive bullying prevention program. We are committed to taking serious, proactive steps to curb a problem found in schools everywhere. Our efforts this year have focused on raising awareness about bullying and cyberbullying with students and parents.

This year, we have obtained a video production titled "Ryan's Story" by Mr. John Halligan, an international speaker and author with over 11 years of experience presenting in over 2000 schools. Due to the restrictions imposed by COVID-19 preventing his in-person presentation, he has created a video version to continue reaching students' hearts and minds. He relays his own tragic experience as a Dad whose 13-year-old son took his own life in 2003, after bullying by peers since the 5th grade, both in school and online. Mr. Halligan further shares that Ryan wrestled with underlying mental health issues and depression and that these factors contributed to Ryan's vulnerability and ultimate suicide. His story is riveting and compelling and reminds students that a face, a person, a heart, is on the other end of the screen.

His presentation will begin with a short video collection of home movie clips and still pictures of Ryan. John will then tell Ryan's story and the factors that led up to his son's suicide. The students will gain a perspective from inside the family of a child victim of bullying and cyberbullying. In the wrap-up session, they will receive life-changing lessons about forgiveness, suicide prevention, bystanders' role, and a challenge to apologize to someone.

We encourage you to visit a website named for his son: www.RyansStory.org, for more information. There are valuable resources for parents there too. Because of the sensitive nature of the topic, we wanted to inform you about it in advance. We encourage you to ask your child about the video presentation and discuss it together. If, for any reason, you would prefer that your child not view this presentation, please send me a written note or email me at <email address here> before <insert date here>. Should you have further questions, please feel free to contact me.