
PRESS RELEASE

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The Honda Foundation Tackles Bullying

The Honda Foundation and Yarra Honda have made a generous \$10,000 donation to The Alannah and Madeline Foundation, to assist with the production of the 'Bullying Hurts' brochure.

Designed to tackle bullying in schools and community groups, the brochure provides advice to both parents and children on how best to respond to bullying, and where to seek further advice. The donated funds will help translate this well distributed brochure into a number of languages, making it available to the wider community.

"Bullying affects many people. We are fortunate enough to live in a time where resources are available through community groups and new technology. The brochure is accessible online, and will now be available to families from non-English speaking backgrounds, acknowledging our multicultural society," said Lindsay Smalley, Chairman of The Honda Foundation.

The Alannah and Madeline Foundation was set up in memory of Alannah and Madeline Mikac, aged 6 and 3, who were tragically killed with their mother and 32 others at Port Arthur on 28 April 1996. The Foundation is a national charity with a vision to keep children safe from violence.

Buddy programs, emergency care buddy backpacks, cyber-safety programs and the National Centre Against Bullying, are some of The Alannah and Madeline Foundation's initiatives.

When The Honda Foundation received an application for funding to translate the brochure into a diverse range of languages, they were delighted to assist with such a valuable project. Translating the brochure into Arabic, Chinese, Spanish, Turkish, Vietnamese and Somali, drives home the message that bullying affects everyone and is everyone's responsibility and helps valuable information reach every home.

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The brochure design is attention grabbing, and easy for both children and adults to read. Useful strategies to combat bullying, and a list of resources for further information and help, make up the content of this easy-to-navigate brochure.

“Public demand for bullying resources was a key reason we developed the ‘Bullying Hurts’ brochure. It aims to raise awareness of bullying, give practical strategies to parents, children and teachers, and encourage positive behavioural change,” said Dr Judith Slocombe, CEO of The Alannah and Madeline Foundation.

“We are extremely thankful for The Honda Foundation’s support in seeing our *Bullying Hurts* brochure translated into several different languages. It will help to make a real difference in the community.”

The Honda Foundation aims to provide assistance to local communities and foster goodwill among Honda Australia, Honda Motor Vehicle Dealers and the public. It draws funding from Honda Dealers and Honda Australia who donate \$15 (\$5 and \$10 respectively) for every Honda car sold.

For more information on The Honda Foundation and the organisations it supports, please visit www.hondafoundation.org.au

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