B.A.D Yan! seeks school bullying end

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The Quezon City government and the Department of Education's Schools Division Office of Quezon City (DepEd QC) have launched a citywide antibullying campaign for both public and private schools.

The initiative, called B.A.D. (Bullying at Diskriminasyon) 'Yan!, seeks to raise awareness, encourage reporting, and strengthen intervention in cases of bullying and discrimination. It covers physical, verbal and online harassment, as well as unequal treatment based on gender, religion, socioeconomic status, appearance or disability.

"Every student deserves to learn in an environment where they are respected, heard and protected," Mayor Joy Belmonte said during Monday's launch. "In QC, we believe that schools should be places of growth, not fear. With this new campaign, we reaffirm our commitment to stand by our children and ensure their voices are never silenced by bullying."

Belmonte said the program responds to the growing problem of cyberbullying, which has been flagged by parents and teachers as a serious concern. The city government, she said, wants schools to be "safer and more inclusive spaces" for all students.

Officials said bullying and discrimination can cause emotional distress and a loss of self-confidence in children, affecting their social interactions, classroom performance, and overall well-being.

The program will be rolled out through a "whole-of-city" approach. DepEd QC officials, school heads and teachers will take part in implementing the campaign, alongside parents, youth groups, barangay officials, and other community organizations.

During the recent two-day Education Summit, students, educators and local officials took the "Quezon City Pledge Against Bullying and Discrimination," promising to respect others' rights, reject harassment, and promote safe and inclusive spaces both inside and outside schools.

"The fight against bullying is not won by schools alone," Belmonte said. "It takes the collective effort of families, communities, and leaders to shape an environment where respect and kindness prevail. With B.A.D. 'Yan!, we unite all QCitizens to protect our children and nurture them into compassionate and responsible citizens."

Schools Division Superintendent Carleen Sedilla said, "Schools are the second home of our students, and it is our duty to keep them safe. We will do everything we can to keep our schools places where every learner is respected and protected. B.A.D. 'Yan! is a message that is simple to remember, yet powerful enough to inspire change."