DEVELOPING AN ANTI-BULLYING CAMPAIGN

1. What skills do you have that might be particularly useful when running an awareness campaign and trying to get lots of people to engage with the issue?
   - Art
   - Music
   - Videography
   - Public speaking
   - Drama
   - Writing
   - Design
   - Digital media
   - Social media
   - Other

2. What action might you be particularly interested in exploring in your campaign?
   - Making people aware of the effects of bullying
   - Giving support and advice to people who are bullied
   - Encouraging bystanders to intervene when they encounter bullying
   - Making people aware of the problem of cyber bullying
   - Encouraging people to report bullying online
   - Making people aware of the dangers associated with anonymity and various privacy settings online
   - Giving people advice for having a safe and positive online experience that is bully free
   - Giving people information on what they should do to stop bullying
   - Other

3. Who will be the target of your campaign?

4. What will be your campaign message?

5. What will be your campaign call to action? (e.g., Reach out, Just do it, Stand up to...)

6. The following are suggestions for a school-wide anti-bullying campaign. Pick one or develop your own unique method for making people aware of bullying and cyber bullying. It is a good to choose your approach based on the skills and interests of the people in your group.
   - Run an interactive poster campaign using the supplies provided.
   - Create and distribute information leaflets or magazines.
   - Run a poster campaign that encourages people to take a particular action against bullying.
   - Run a social media anti-bullying campaign.
   - Create video resources that promote an anti-bullying environment.
   - Have students make and record an anti-bullying promise.
   - Create an anti-bullying space where students can relax.
   - Deliver a talk to younger students and peers that raises awareness around the issue or cyber bullying.
   - Hold an event to encourage people to stamp out bullying.
   - Run a campaign that highlights the changes they suggest to the school policies on bullying and internet safety.
   - A combination of the above suggestions.
   - Other.

7. Pick two bullying campaigns and two non-bullying campaigns and say what you like and dislike about each campaign. This should give you some inspiration for developing your own awareness campaign.

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<tr>
<th>Bullying Campaigns</th>
<th>Likes</th>
<th>Dislikes</th>
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