

In partnership with



It's  
**time** to  
say **NO!**

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**#ANTIBULLYINGWEEK**  
2015 CAMPAIGN PACK

Make a  
**NO!SE**  
about bullying



ORGANISER



Working with children,  
for children

# A BIG HELLO!

**Anti-Bullying Week is back again from the 16-20th November and this year we want your help to Make a Noise about bullying.**

There are so many ways you can get involved: from wearing our official **Make a Noise about bullying** wristbands; sharing videos of you and your friends and students making a noise about bullying; or fundraising for us through non-uniform days and cake sales. Whatever you choose to do, you'll be joining thousands of like-minded people across the country who share the ABA vision to stop bullying!

It's not about focussing on bullying for one week in November and forgetting about it for the rest of the year. It's about making a public commitment to your friends, students and colleagues that over the next days, weeks, months and years you're going to do what you can to stop bullying wherever and whenever you see it.

It doesn't matter who you are, or where you are, you can make a difference to someone's life by saying No to bullying.

Let's get started now.  
**Make a Noise about bullying!**

**16TH – 20TH  
NOVEMBER  
2015**

#ANTIBULLYINGWEEK

Make a  
**NOISE**  
about bullying

In partnership with  
 **BARCLAYS**

## THANK YOU TO OUR SUPPORTER

This Anti-Bullying Week we are delighted that staff at Barclays have worked closely with the Anti-Bullying Alliance and are supporting the week. We would like to give our particular thanks to Nick Phillips for his energy, wisdom and deep commitment to tackling bullying.

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**Make a  
NOISE  
about bullying**

# WHO WE ARE

Make a  
**NOISE**  
about bullying

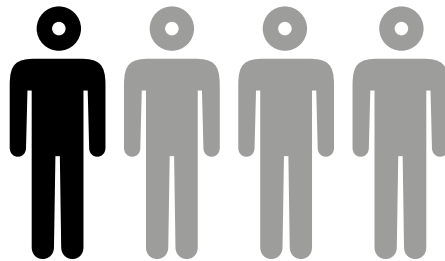
**The Anti-Bullying Alliance was set up by NSPCC and the National Children's Bureau in 2002 and is a coalition of individuals and organisations that are committed to stopping all forms of bullying.**

## OUR BACKGROUND

We promote evidence of what works and share best practice through our incredible members, our thriving School and College Network and our programme work across the country.

We coordinate Anti-Bullying week each year and are the go to organisation for anything you need to know about bullying – whether you are a teacher that wants to talk frankly to your pupils, a student who wants to stand up against bullying in your school or college, or a parent or carer who wants to give the child in your life the support they need.

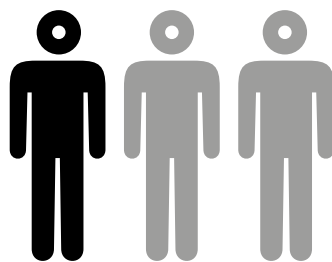
**We're not going to stop shouting about bullying until it stops.**



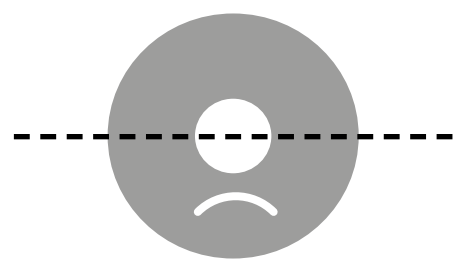
Nearly a quarter of children don't tell anyone if they are being bullied (ABA, Immediate Media Co 2015)



Over half of 6-15 year olds don't know how to get help if they're being bullied (ABA, Immediate Media Co 2015)



A third of children report being bullied in the last 12 months – with children five times more likely to be bullied in school than online (ABA, Immediate Media Co 2015)



Being a victim of bullying increases the risk of being depressed later in life by more than half. Bullying others increases the risk of becoming depressed by 30%. (Farrington et al, 2012)

**16,000 EVERY DAY**

Over 16,000 children are absent from school at any one time because of bullying (National Centre for Social Research, 2011)

## SCHOOL PHOBIA

Bullying creates a 'school phobia' making it nearly impossible to reintegrate back into school life (Children's Legal Centre, 2008)

# KEY AIMS OF THE WEEK

Make a  
**NOISE**  
about bullying

To empower children and young people to **Make a Noise about bullying** – whether it is happening to them or to someone else, **face to face or online.**

## OUR AIMS

To help parents and carers have conversations with their children about bullying – both as a way of preventing bullying, and to help children who are worried about bullying.

To encourage 'talking schools' where all children and young people are given a safe space to discuss bullying and other issues that effect their lives, and are supported to report all forms of bullying.

To equip teachers to respond effectively when children tell them they're being bullied.

To raise awareness of the impact of bullying on children's lives if they don't tell anyone it's happening – or if they are not given appropriate support – **with a focus on the impact on mental health.**

## HOW WE'LL GET THERE

We are a small team and so we need your help to reach as many children and young people as possible through the week and change lives.

### Our activities include:

- Creating free resources that can be used by schools and other youth providers to involve children and young people in Anti-Bullying Week 2015. This includes the fabulous **Make a Noise about bullying video** supported by Barclays that was launched at the One Direction concerts in Cardiff earlier in the year.
- Launching a competition in partnership with Wicked the Musical to encourage schools to make and share their own **Make a Noise about bullying** videos

- Raising awareness of the impact of bullying on mental health through working in partnership with YoungMinds
- Sharing up to date research about the impact of bullying in the UK in partnership with University College London
- Hosting an event during Anti-Bullying Week to share with MPs and policy makers our concerns about the impact of bullying on children's health outcomes and to get their support for improving information and advice to schools and GPs



# ACHIEVEMENTS FROM 2014

Make a  
**NOISE**  
about bullying

The theme last year was 'Let's stop bullying for all' with a focus on challenging the use of disablist language in our schools and communities.

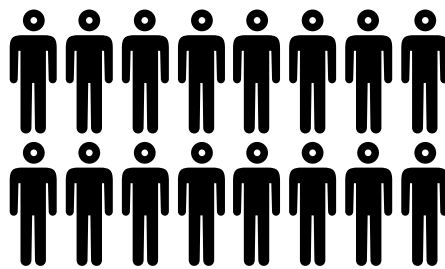
## LOOKING BACK

We are proud to be championing the rights of disabled children and those with special educational needs in our schools and were not afraid to lead with a campaign that challenged the misconception that discriminatory words related to impairments have stopped being used as an insult in our playgrounds.

So many of you joined with us and since the campaign have challenged the use of disablist language in your own schools and communities, taking up our free online training related to bullying and disability.

For resources to help you challenge disablist language in your school visit [www.anti-bullyingalliance.org.uk](http://www.anti-bullyingalliance.org.uk)

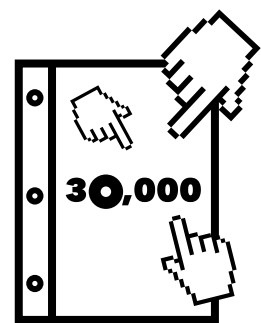
You can see the impact of our work in the statistics below



Nearly 2,000 teachers and children's workforce professionals completing our online training about reducing the bullying of disabled children and those with special educational needs.



A successful Parliamentary Reception held at the House of Lords. The purpose of the Reception was to raise awareness of the need to resource schools to tackle bullying of disabled children. Since Anti-Bullying Week 2014 the Department for Education funded a further year of our programme to reduce bullying of disabled children, extending our face to face training to hundreds of teachers across the country, and thousands more through our free online training.



Over 30,000 downloads of our Anti-Bullying Week campaign pack for schools.

**15K** | **41.5K**

15K views of our Anti-Bullying Week video on YouTube and 45.1K views on Twitter throughout the week with 5,734 views of the Tweet:

 'Key messages from young disabled people? LISTEN!! [ow.ly/EpvuW](http://ow.ly/EpvuW) #StopBullying #AntiBullyingWeek'.

**SKY NEWS**

**itv**

**BBC**

A broad range of media coverage on the programme including Sky News, ITV and BBC Radio.

# GET INVOLVED IN 2015

Make a  
**NO!SE**  
about bullying

## KNOW YOUR STUFF AND CHANGE LIVES

Anti-Bullying Week is a great opportunity to stop bullying and change lives. We know that wherever there are people – we find bullying. The best schools are not the ones that say 'We have no bullying here' but the schools that acknowledge it happens and are not afraid to do something about it.

Anti-Bullying Alliance website has a wealth of resources related to all forms of bullying to help you plan activities. The Anti-Bullying Week section of the website has bespoke materials for the week including an assembly, lesson plans and the official Anti-Bullying Week video that you can use to promote discussion and share ideas of how you can stop bullying where you are <http://www.anti-bullyingalliance.org.uk/anti-bullying-week/>

In this campaign pack you will also find key messages about bullying and a copy of the Anti-Bullying Week 2015 poster that you can print out and put up wherever there are children so they know who to talk to if they are worried about bullying.

## COMPLETE OUR FREE ONLINE TRAINING

Great news! Our online training course is for anyone that wants to learn more about bullying and how to prevent it. It is 100% FREE to access and is CPD approved. It counts towards your Continuing Professional Development. So far well over 2,500 people have signed up. You can complete it today at [www.anti-bullyingalliance.org.uk/online-training](http://www.anti-bullyingalliance.org.uk/online-training)

## DISTRIBUTE OUR ONLINE INFORMATION PORTAL TO PARENTS

We've created a brand new interactive online site about bullying for parents. It aims to share information about all kinds of bullying issues parents and carers might be worried about. The resource will be available for you to share with parents and carers in your school and community from September 2015.

## GET ACTIVE ONLINE!

Last year we were able to reach thousands of people through the use of social media. Bullying is such a massive issue for millions of young people across the world. We need to encourage young people to safely post their own Anti-Bullying messages online to empower other young people to **Make a Noise about bullying.**

### You can do this by:

- Supporting the campaign by sharing videos and photos of your students or your colleagues getting involved in Anti-Bullying Week (don't forget to get parental consent to share images if student under eighteen)
- Like us on [Facebook](#) and follow us [@ABAonline](#)
- Remember to use the hash tag #antibullyingweek and re-tweet [@ABAonline](#)



### CHANGE YOUR PROFILE PICTURE!

Say 'No!' to bullying by changing your social media avatar to our 'No!' badge. [Find it online.](#)

# GET INVOLVED IN 2015

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Make a  
**NOISE**  
about bullying

## COME AND JOIN US

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### For schools and colleges

A good way to show your commitment to tackling bullying throughout the year is to join the thousands of other schools and colleges who are part of the ABA School and College Network. Joining is free and includes a range of benefits including regular bulletins to keep you up to date on all aspects of bullying policy and practice. Sign up [here](#).

### For small organisations

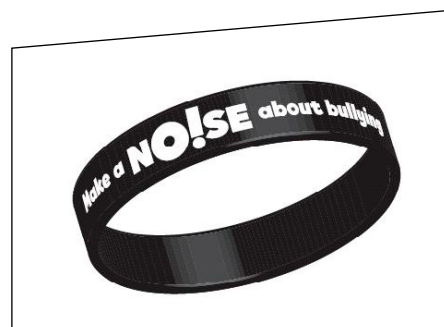
If you are a party of one, a small group, or an organisation... Become a member! ABA membership is open to all organisations and individuals that support the vision of the Anti-Bullying Alliance to stop bullying and create safe environments where children and young people can live, grow, play and learn. Find out about the many benefits of becoming a member by visiting our membership pages [here](#).



## HELP US DO MORE

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It is a huge boost to our work when our supporters fundraise for the work of the Anti-Bullying Alliance. We are only a small team that seek to do big things to stop bullying through publicity, policy and programme work but we can't do it without you. Get started by checking out some fundraising ideas in this pack.



## VISIT OUR SHOP

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Stock up on posters, wristbands, pencils and badges to help you share the anti-bullying message. [Visit the shop](#).





# FUNDRAISING T!PS

Make a  
**NO!SE**  
about bullying

**There are so many ways you can help raise money for the work of the Anti-Bullying Alliance. Whatever you do it should be fun and help share the Make a Noise about bullying message!**

## HERE'S A FEW IDEAS TO HELP YOU GET STARTED WITH FUNDRAISING

**Students can share their favourite music for a small donation and have a dance-a-thon!**

**Non uniform day.** Hold a 'wear your own clothes day' in exchange for a small donation. Hold it on Blue Monday (17th November) because Monday is the day of the week when young people are most likely to experience bullying. Wear something blue to raise funds and awareness.

**Hold a music concert to Make a Noise about bullying.** Students and teachers can sing, dance, rap or play their musical instruments.

**Hold an arts exhibition** with students submitting paintings, sculptures, drawings and photos inspired by the **Make a Noise about bullying** theme. Visitors to the exhibition can be asked to make a small donation.

**Get sponsored to give up your phone or tablet for the day** – or even for a week for the really brave! Use this as an opportunity to think about the impact of social networks such as Twitter, Instagram and Facebook on your life and to share ways we can all be a bit kinder online!

**Hold a bake sale or have your own 'Anti-Bullying Bake Off' competition between classes.** Have a panel of judges (you could contact your local Women's Institute or get school staff/pupils on board). Donate and the winner takes the cake!

**Get everyone involved for an all-inclusive fashion show.** All entrants must design, make and model their best 'anti-bullying' costume, the more elaborate the better, let your imagination run wild! Invite parents, the fashion editor from your local paper or the store manager of a high street shop to attend and take donations.

## SHARE YOUR STORIES WITH US

We would love to hear what you get up to during Anti-Bullying Week. Your stories inspire others to get involved and we love to share photos and videos through Facebook and Twitter.

Please send to:  
**[aba@ncb.org.uk](mailto:aba@ncb.org.uk)** or post on our [Facebook](#) and [Twitter](#) pages.



**We're incredibly grateful for your support! If you need to get your money to us, use these helpful tips.**

#### **GETTING YOUR MONEY TO US**

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Pay in your money through our online [Virgin Money Giving page](#), alternatively use the sponsorship form included in this pack and return it to us with a cheque. Cheques should be made payable to the 'Anti-Bullying Alliance' and posted to:

**Anti-Bullying Alliance  
NCB 8 Wakley Street  
London EC1V 7QE**



#### **THINKING OF POSTING US CASH?**

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We do not recommend that you post cash. Please don't forget to send your name and contact details so we can say thank you. If you have any questions about fundraising for the Anti-Bullying Alliance please contact us at [aba@ncb.org.uk](mailto:aba@ncb.org.uk).

#### **ARE YOU UNDER 18?**

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If you are under 18 years old please get a parent or guardian's permission before you start fundraising for the Anti-Bullying Alliance.

**THANK  
YOU!**

# KEY MESSAGES ABOUT BULLYING

Make a  
**NOISE**  
about bullying

**“The repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power”**

– THE ANTI-BULLYING ALLIANCE (ABA) DEFINITION OF BULLYING

## GOOD TO KNOW

These are key messages to help you talk to children and young people, friends and colleagues about bullying issues. For lots of additional resources visit our website [www.anti-bullyingalliance.org.uk](http://www.anti-bullyingalliance.org.uk).

The Anti-Bullying Alliance (ABA) defines bullying as:

**“the repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power.” It can happen face-to-face or through cyberspace.**

- Bullying includes a whole range of behaviour from name calling and spreading rumours through to spitting, cutting or sticking chewing gum in someone’s hair, groping and unwanted touch, hitting, kicking and pushing, manipulation and bribery. Bullying behaviour

can be criminal behaviour if you are harmed or threatened with harm and is always a child protection issue.

- Bullying is not just something that children and teenagers go through. It is well researched that bullying causes long term damage to both the person on the receiving end, and those that bully.
- It is not your fault if you are bullied. Children should never

be told to just ignore it, or to change who they are. It is the people around you that need to change their behaviour and their attitude. This is particularly true if the bullying is targeted at your gender, sexuality, race, faith, impairment or special educational need.



# KEY MESSAGES ABOUT BULLYING

Make a  
**NOISE**  
about bullying

- It is not true that girls are 'bitchy' and boys just have a punch up and get over it. Avoid gender stereotypes when it comes to tackling bullying. Anyone can be capable of bullying behaviour and it has a serious impact on both boys and girls. Did you know it is the most common reason that boys call ChildLine!
- Children need to be supported to speak out if they or someone they know is being bullied. Encourage them to talk to someone they trust. If a child tells you they are being bullied – take what they say seriously and ask them what they want to happen. Tell them that together you will make it stop.

Make sure they know they can call ChildLine any time on: 0800 1111.

- The only person who fears a 'grass' is a bully or a crook. We need to destroy the notion that you are 'grassing' if you speak out about bullying. You're not a grass – you're a life saver.
- The only way to stop bullying is to acknowledge that it happens and create a talking culture where any hurtful behaviour is quickly brought out in the open, discussed and dealt with. It is rarely one on one behaviour and so take time to find out who else is involved – and how the wider peer group can support the person on the receiving end while making it clear to the person or people doing the bullying that it's not acceptable.

- Make sure you never tell children or young people to retaliate if they are bullied. This can lead to serious consequences such as getting hurt or the bullied child ending up in trouble. It is better to get out of the situation and ask for help. If the bullying is online block or unfriend the person hurting you. Make sure you have the highest privacy settings and ask for help to report abusive behaviour to the social network provider.
- Encourage children to take part in activities that make them feel good about themselves and increase their confidence. Look to make friends outside of the immediate school group. Some ideas could include Guides and Scouts, cadets, drama and dance classes, art classes, exercise classes and swimming.
- If the bullying is making you feel very desperate and scared then don't take it out on yourself - get immediate help. You can contact ChildLine any time, day or night, for support and advice.
- Use your own experiences to help others. Talk to your school or youth group about setting up an anti-bullying group, or see if you can become a peer supporter - where you provide support to other children and young people.



# GETTING MORE HELP & ADVICE

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Make a  
**NOISE**  
about bullying

**Anti-Bullying Alliance HQ**  
**National Children's Bureau**  
**8 Wakley Street,**  
**London**  
**EC1V 7QE**

**E:** [aba@ncb.org.uk](mailto:aba@ncb.org.uk)

**W:** [anti-bullyingalliance.org.uk](http://anti-bullyingalliance.org.uk)



[Facebook](#)



[Twitter](#)



[YouTube](#)

## HELP FOR YOUNG PEOPLE

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### **ChildLine**

ChildLine is the UK's free, confidential helpline for children and young people. Trained volunteers are on hand to provide advice and support, by phone and online, 24 hours a day. Call ChildLine on 0800 1111 or visit [www.childline.org.uk](http://www.childline.org.uk)

## HELP FOR PARENTS & CARERS

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### **Anti-Bullying Alliance (ABA)**

The ABA website has a specific advice page for parents and carers about bullying. This includes our new guide 'Information for parents and carers on bullying' produced in partnership with Red Balloon Learner Centres.  
<http://www.anti-bullyingalliance.org.uk/advice/#>

### **Family Lives**

Family Lives is a national charity that works for, and with, parents. You can get support and advice from the Parentline helpline on 0808 800 2222 or visit [www.familylives.org.uk](http://www.familylives.org.uk)

### **Kidscape**

Kidscape works UK-wide to provide individuals and organisations with the practical skills and resources necessary to keep children safe from harm. It runs assertiveness training courses for children and young people under the age of 16, their parents or carers, and those who work with them. Visit [www.kidscape.org.uk](http://www.kidscape.org.uk)

### **Children's Legal Centre**

The Child Law Advice Line provides free legal advice and information covering all aspects of English law and policy affecting children. Visit [www.childrenslegalcentre.com](http://www.childrenslegalcentre.com)

### **YoungMinds**

YoungMinds offer free, confidential online and telephone support, including information and advice, to any adult worried about the emotional problems, behaviour or mental health of a child or young person up to the age of 25. Visit [www.youngminds.org.uk](http://www.youngminds.org.uk)

## HELP FOR PARENTS & CARERS OF DISABLED CHILDREN AND YOUNG PEOPLE

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### **Contact a Family**

Contact a Family have developed a guide, as part of a programme of training and support with the Anti-Bullying Alliance, for parents and carers of disabled children which gives information about dealing with bullying. You can find it here: [http://www.cafamily.org.uk/media/721109/caf\\_bullying\\_guide\\_9\\_may\\_2014\\_web.pdf](http://www.cafamily.org.uk/media/721109/caf_bullying_guide_9_may_2014_web.pdf)

**SPONSOR ME  
TO MAKE A NO!SE**

**Make a  
NOISE  
about bullying**

**[ anti-bullying alliance ]**

**PLEASE SPONSOR ME TO RAISE MONEY FOR THE WORK OF THE  
ANTI-BULLYING ALLIANCE, HOSTED BY THE NATIONAL CHILDREN'S BUREAU**

**MY NAME IS:** .....

**MY ACTIVITY IS:** .....

giftaid it

**You can add 25p to every £1 of your sponsorship money at no extra cost** to you. Ticking the Gift Aid box enables us to claim back the income tax you have already paid on the gift you make, as long as you are a UK taxpayer.

[illegible]

**TOTAL PAGE AMOUNT** .....

Your details will be held in accordance with the Data Protection Act 1998 and no information will be disclosed for use by a third party. The National Children's Bureau is a registered charity No. 258825. For more details or to opt out of our mailing list at any time please contact [aba@ncb.org.uk](mailto:aba@ncb.org.uk)



# GETTING NOTICED

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## THE PERFECT PRESS RELEASE FOR YOUR EVENT

### HEADLINE:

Insert a short description of your activity/ keep it interesting/short enough to tweet/remember to be local and topical.

*e.g. [name of] school showcases the 'next big thing' with their bully-beating talent show in support of national Anti-Bullying Week 2014*

### INTRODUCTORY PARAGRAPH:

Make sure you include Who? What? Why? Where? When?

*e.g. [name of school/college/youth group] is participating in the high profile, Anti-Bullying Week 2015 campaign led by the Anti-Bullying Alliance. We will be joining thousands of schools and colleges across the country by taking part in Anti-Bullying Week 2015.*

### PROVIDE MORE BACKGROUND:

*e.g. Anti-Bullying Week started over 10 years ago to raise the profile of the issue of bullying. Since then, schools and colleges across the country have showed their support by fundraising for the Anti-Bullying Alliance and raising awareness of the issue of bullying with educational activities across the week. This year, [insert name] school are [celebrating/*

*supporting] this important campaign by [holding a bake sale/anti-bullying festival/dress down day etc] to highlight the importance of making a noise about bullying wherever and whenever it happens.*

### CALL TO ACTION:

Include what do you want people to do/how can they get involved/who can they contact/where can they find more information

*e.g. Our [activity] will take place on [date] at [time] in our [e.g school hall] with a panel of guest judges including [insert local MP/ etc] For more information contact [insert].*

### SUPPORTING QUOTE:

From your organiser/head teacher/ MP/Mayor/other dignitaries] about the [importance of the campaign/involvement with the campaign].

*e.g. "[name], Headteacher at [school] said: "We are very proud to support the Anti-Bullying Alliance and raise awareness of such a vital issue. At [insert school] we take the issue of bullying very seriously and hope that our fun [insert activity] will help raise funds and the...*

.....



profile of such an important cause. Come along and join us and help stop bullying for all"

**OFFICIAL ABA QUOTE:**

e.g. Lauren Seager-Smith, National Coordinator of the Anti-Bullying Alliance says:

*"We need to empower children and young people to Make a Noise about bullying – wherever and whenever it happens. Through Anti-Bullying Week we will give teachers the tools they need to respond quickly and effectively to resolve bullying when it happens, and parents and carers the information they need to support their children with these issues"*

**CONTACT INFO:**

For more information contact:  
[NAME/TELEPHONE/EMAIL]

**NOTES TO EDITOR:**

**About:**

[insert school name]

**About the event:**

[insert info/times/dates/how people can get involved]

**About the Anti-Bullying Alliance (ABA):**

ABA is a unique coalition of organisations and individuals, who work together to reduce bullying and create safer environments in which children and young people can live, grow, play and learn. ABA is hosted by the National Children's Bureau. For more information visit [www.anti-bullyingalliance.org.uk](http://www.anti-bullyingalliance.org.uk)

**About The National Children's Bureau (NCB):**

The National Children's Bureau is a leading charity that for 50 years has been improving the lives of children and young people, especially the most vulnerable. We work with children and for children, to influence government policy, be a strong voice for young people and practitioners, and provide creative solutions on a range of social issues. For more information visit [www.ncb.org.uk](http://www.ncb.org.uk)

Anti-Bullying Week 2015 takes place 16-20 November 2015. For more information on how you can get involved in Anti-Bullying Week visit [www.anti-bullyingalliance.org.uk](http://www.anti-bullyingalliance.org.uk)

**PRESS RELEASE TOP TIPS:**

- Make sure you include the date, time and location of your event
- Include information including name and telephone number of who to contact about the event/activity
- It is always a good idea to contact your local journalist first, so they know to expect your press release- these details are easy to find, online or by looking in your local paper.
- Include your own quote about the importance of Anti-Bullying Week and the theme for this year
- Never send your press release as an attachment but include it in the body of an email



In partnership with



**It's  
time to  
say NO!**

**Speak out and together we can stop  
bullying. If you or someone you know  
is being bullied, tell someone today.**

**I'm here to help:**

**Make a  
NOISE  
about bullying**



ORGANISER



Working with children,  
for children