Anti-Bullying Week 2018

EVALUATION REPORT

Programme Lead

Part of the NCB family

Official Partner

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ABOUT ANTI-BULLYING WEEK 2018

Anti-Bullying Week in 2018 happened from Monday 12th to Friday 16th November. It was coordinated by the Anti-Bullying Alliance, as it is each year, which is based at leading children’s charity the National Children’s Bureau. This report brings together the activity, reach and impact of the week.

THE AIMS OF ANTI-BULLYING WEEK 2018

Choose Respect was the main overarching theme for Anti-Bullying Week 2018 and was developed with young people. The aims of the week were to support schools and other settings to help children and young people, school staff, parents and other professionals who work with children to understand:

- The definition of respect.
- That bullying is a behaviour choice.
- That we can respectfully disagree with each other i.e. we do not have to be best friends or always agree with each other but we do have to respect each other.
- That we all need to choose to respect each other both face-to-face and online.

79% of schools in England took part in Anti-Bullying Week 2018 reaching roughly 19,200 schools and 7.5M pupils. 68% of teachers knew that the theme was Choose Respect.

ODD SOCKS DAY – MONDAY OF ANTI-BULLYING WEEK

We held our second ever Odd Socks Day with the support of Andy Day, cBeebies star and front man of Andy and the Odd Socks. Odd Socks Day is a chance for primary schools to celebrate Anti-Bullying Week in a positive way by asking pupils to wear odd socks to school. There is no pressure to wear the latest fashion or buy expensive costumes. All you have to do to take part is wear odd socks, it couldn’t be simpler! Andy and the Odd Socks released a free song called ‘Choose Respect’ and we developed tools for schools to use.

41% of schools in England took part in Odd Socks Day in 2018 reaching roughly 10,000 schools and 3.9M pupils.

STOP SPEAK SUPPORT DAY – THURSDAY OF ANTI-BULLYING WEEK

This year, as part of Anti-Bullying Week, we held our first ever Stop Speak Support Day to tackle cyberbullying. Launched last year by The Duke of Cambridge and The Royal Taskforce on the Prevention of Cyberbullying, Stop Speak Support is a campaign to help young people understand what cyberbullying is, and learn what they should do if they see someone being treated badly online.

36% of schools in England held Stop Speak Support Day in 2018 reaching roughly 8,700 schools and 3.4M pupils.

WE HELD A PARLIAMENTARY EVENT, WHICH WAS HELD AT SPEAKER’S HOUSE IN THE HOUSE OF COMMONS. YOU CAN WATCH THE VIDEO TO SHOW YOU ABOUT THE EVENT HERE:

1,2,3 From a survey of 501 teachers in England by Censuswide
Just before Anti-Bullying Week 2018 we launched the results of our poll of over 1,000 11-16 year olds. The results were as follows.

Martha Evans, Director of the Anti-Bullying Alliance, said:

"Children who experience bullying are at higher risk of experiencing a range of mental health issues and leaving school with fewer qualifications. The impact of bullying can last well into adulthood. We need children to learn that we do not have to be best friends with each other or always agree with each other but this is never an excuse for bullying or hurtful behaviour. We must always choose respect. We are urging adults to role model the 'choose respect' message, and help us stop bullying in schools to prevent it from affecting so many children’s lives."
MEDIA COVERAGE OF ANTI-BULLYING WEEK
(9TH NOV TO 10TH DEC)

KEY HIGHLIGHTS

Anti-Bullying Week was covered in over 639 pieces of national, local and regional media coverage in the month following the campaign launch.

We gained fantastic coverage for our survey, including: BBC, The Independent, Sun, Mirror, Express, Metro, TES and Sky News TV.

ABA staff also took part in numerous regional radio interviews including with: BBC Somerset, BBC Scotland, BBC Tees, BBC London, BBC Humberside, BBC Cambridge, BBC Merseyside.

Stop, Speak, Support was featured in many outlets including coverage in the Daily Mail.

PRESS AND ONLINE

18 national newspaper articles
235 key regional newspapers
386 online, trade, local and other outlets

ADVERTISING EQUIVALENT VALUE (AVE) of this press and online coverage

£2,597,133

POTENTIAL AUDIENCE REACH of this press and online coverage

75,450,024

ODD SOCKS DAY COVERAGE

Andy Day (ABA Patron) appeared on ITV’s Loose Women talking about Odd Socks Day for Anti-Bullying Week with Oscar – a young anti-bullying activist.

BROADCAST

666 broadcast ‘hits’ - including national and regional television and radio.
We saw significant growth in our social media campaign this year. We used Twitter, Facebook and Instagram as our main social media sites. We used four key hashtags.

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Total individual uses in Anti-Bullying Week 2018 in millions (between Sept 18 – Nov 18)</th>
<th>% increase compared to 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>#AntiBullyingWeek</td>
<td>117.2</td>
<td>82%</td>
</tr>
<tr>
<td>(primary hashtag each year)</td>
<td></td>
<td>Not used last year</td>
</tr>
<tr>
<td>#ChooseRespect</td>
<td>28.9</td>
<td>198%</td>
</tr>
<tr>
<td>#OddSocks</td>
<td>10.4</td>
<td>Not used last year</td>
</tr>
<tr>
<td>#StopSpeakSupport</td>
<td>50.2</td>
<td></td>
</tr>
</tbody>
</table>

We significantly increased our impressions across all platforms and engagements based on last year’s figures:

- **160%** increase in impressions
- **43%** increase in engagements

Engagement with ABA content across Facebook, Instagram and Twitter:

- 2007: 54,128
- 2018: 77,496

Impressions of ABA content across Facebook, Instagram and Twitter:

- 2007: 6,036,708
- 2018: 15,683,565
Total views of Stop Speak Support videos on Twitter, Facebook and Instagram were **1,320,572**

Total completion of Stop Speak Support videos on Twitter, Facebook and Instagram were **101,822**

Total views of Odd Socks song for Odd Socks Day were **over 93,000**

We created three videos with Bristol based charity Unique Voice. On YouTube the combined video views were **82,509**

We had some amazing support from celebrities and influencers on Twitter. Our top influencers were:

- Niall Horan
- Amanda Holden

We had countless tweets with images and videos of odd socks for Odd Socks Day. This included all the Ministers at the Department for Education and Amanda Holden.

We were so pleased to see Niall Horan from One Direction among the many influencers who tweeted about Stop Speak Support Day.
SCHOOL TOOLS

We released a number of school resources for Anti-Bullying Week this year including:

Primary and secondary school pack – including lesson plans, assembly plans, videos and activity ideas to help bring Anti-Bullying Week to life around the theme of Choose Respect

A school pack for Odd Socks Day – that included assembly plans, a song by Andy Day called Choose Respect and activity ideas

A school pack for Stop Speak Support Day – that included lesson plans, assembly plans, videos and activity ideas to help encourage ‘upstanders’ in cyberbullying

A tool written by Restorative Thinking about how restorative approaches in school

The Anti-Bullying Week website had over 0.5M views from the 1st September to the 13th December 2018. The Stop Speak Support pages had 17,500 views and Odd Socks Day pages had almost 90,000.

THE ANTI-BULLYING WEEK WEBSITE

The primary school pack was downloaded over 97,000 times

The secondary school pack was downloaded almost 30,000 times

We also promoted a wide range of tools, resources and events created by our members.
WHAT IMPACT DOES ANTI-BULLYING WEEK HAVE?

This year, for the first time, we have conducted an independent poll of teachers and pupils about Anti-Bullying Week. It’s given us some fascinating information about the reach of Anti-Bullying Week and how pupils and teachers feel about what it achieves.

82% of teachers and 80% of pupils agree that Anti-Bullying Week is a useful event in the school calendar.

81% of teachers and pupils agree that Anti-Bullying Week helps schools tackle bullying.

91% of teachers and 96% of pupils agree that Anti-Bullying Week helps raise awareness of bullying.

69% of teachers and 68% of pupils agree that Anti-Bullying Week helps to reduce bullying.

69% of teachers felt that they had the resources they needed to make Anti-Bullying Week happen in their school.

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4. 501 of teachers and 502 of pupils aged 5-16 in England conducted by Censuswide.
We would like to extend our thanks to the follow organisations and individuals, without which Anti-Bullying Week could not be as successful:

• All ABA Members and the ABA Advisory group including its chair Claude Knights

• SafeToNet for providing funding for Anti-Bullying Week again this year

• Andy Day, Tamsin Skan and the team that make Odd Socks Day happen

• The Royal Foundation, The Duke of Cambridge and all members and all members of the Royal Cyberbullying Taskforce for supporting Stop Speak Support Day

• Claire and the team at Unique Voice for creating the videos for Anti-Bullying Week and Stop Speak Support Day this year

• Rosie Apps for leading on our social media content

• Fabien Gouby for delivering our design work

• The Anti-Bullying Week School Staff Award winners and the pupils that nominated them:
  1. Secondary School Winner: Mrs Watkiss - Head of College - Blue Coat Church of England Academy (Walsall)
  2. Primary School Winner: Miss Durrant - Learning Mentor - Emerson Valley School (Milton Keynes)

• Fairfield High School in Bristol and the young people who wrote and starred in the secondary school film

• Filton Avenue Primary School in Bristol and the young people who starred in the primary school film

• Restorative Thinking for writing the restorative approaches resource for schools

• The Speaker of the House of Commons, John Bercow MP, for allowing us to use Speaker’s House for our parliamentary event

• Baroness Dido Harding for speaking at our parliamentary event

• Oscar Clitheroe and his family for speaking at our parliamentary event and on Loose Women

• Young people from Young NCB, NSPCC and the Diana Award who worked so hard on the Stop Speak Support campaign and wrote and starred in the film

• Henry and Ryan at Lantern for developing the brand and logo for Anti-Bullying Week 2018

• All staff at ABA and the National Children’s Bureau who helped make Anti-Bullying Week happen

Finally, all the staff and children who held Anti-Bullying Week in their school this year.
Anti-Bullying Week 2019

will be held from
Monday 11th to Friday 15th
November 2019 and the
theme will be announced in
the Spring of 2019.