

**CHANGE  
STARTS  
WITH**



---

**Anti-Bullying Week 2019**

---

# **IMPACT REPORT**

**“**

It stopped a lot of  
bullying in my school.

From a pupil

**”**

**“**

I think it brought us  
all closer together.

From a teacher

**”**



**NATIONAL  
CHILDREN'S  
BUREAU**

---

PART OF THE NCB FAMILY



---

ORGANISER



---

OFFICIAL PARTNER

# ABOUT ANTI-BULLYING WEEK 2019

Anti-Bullying Week in 2019 took place from Monday 11th to Friday 15th 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 year we were lucky enough to have the support of O2 as official partner. This report brings together the activity and impact from the week.



## The aims of Anti-Bullying Week 2019

Change Starts With Us was the theme for Anti-Bullying Week 2019 and was developed with young people. Our message was that whether it is verbal, physical, online or in-person, bullying has a significant impact on a child's life well in to adulthood. By making small, simple changes, we can break this cycle and create a safe environment for everyone. Because together, we can challenge bullying. Change starts with a conversation. It starts with checking in. It starts with work together. Change starts here. Change starts now. Change starts with us.

The goal was to inform schools and settings, children and young people, parents and carers to know that it takes a collective responsibility to stop bullying. We created an empowering, positive messages addressing the fact that when it comes to bullying CHANGE STARTS WITH US!

**78%** of schools in UK took part in Anti-Bullying Week 2019<sup>1</sup> reaching roughly **18,600 schools and 7.5M pupils.** 54% of teachers knew that the theme was Change Starts With Us<sup>2</sup>.

" It has had a massive impact on our school as it's given us lots of information that would be relevant to the topics it was showing. "

From a teacher

" [Anti-Bullying Week] Helps people that are being bullied to come forward. "

From a pupil

" It was necessary, encouraging and it raises awareness. "

From a teacher

## Odd Socks Day in Anti-Bullying Week



Aimed at early years and primary school children (plus their parents, organisations, schools and teachers), Odd Socks Day is an opportunity to have fun, be yourself and spread awareness of the core values Anti-Bullying Week promotes. Taking part could not be simpler - all we ask is for children and adults to wear odd socks to celebrate what makes us all unique.

Odd Socks Day is supported by CBeebies star Andy Day, and his band Andy and the Odd Socks, and SafeToNet. Andy and the Odd Socks wrote a song called 'Change' to support this year's Odd Socks Day.



**56%** of schools in England took part in Odd Socks Day in 2019 reaching roughly **13,400 schools and 5.3M pupils<sup>3</sup>.**

" I liked anti bullying week, I wore odd socks. 1 sock was blue with spots and the other was red with stripes. "

From a pupil

1. From a survey of 1,002 pupils (aged 5-16) in the UK by Censuwide  
2. From a survey of 1,002 teachers in the UK by Censuwide  
3. From a survey of 1,002 pupils (aged 5-16) in the UK by Censuwide



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

# OUR 'CHANGE STARTS WITH US' MESSAGE

Young people set out their recommendations for change as our poll revealed that children are missing school, avoiding social media and changing their journey to and from school to avoid being bullied.

Our poll suggested that many children are missing school and avoiding spending time with friends to escape bullying. As a result of this research, the young people we worked with made recommendations for tech companies, government, media, influencers, parents, young people and schools.

The survey of over 1,000 11 to 16-year-olds shows the scale of bullying children are experiencing on a day-to-day basis.

**24%**

Nearly a quarter (24%) saying they have been bullied once a week or more during the last six months.

**1 PER CLASS**

Nearly one child in every classroom (3%) said they are bullied every day.



**1 in 10**

One in ten children (11%) said they have missed school due to bullying.

**1 in 7**

Even greater numbers have changed their route to school (14%).

**1 in 5**

Nearly one in five (19%) have steered clear of spending time with friends to avoid being bullied.

**1 in 5**

Nearly one in five (19%) have avoided social media and online gaming because of bullying.



While many of the children who had been bullied said it happened in school (83%), other flashpoints included their journey to and from school (26%) and time spent online (30%).



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



Anti-Bullying Week, together with O2, urged everyone to remember that 'Change Starts with Us' underlining how everyday acts like listening to young people, having a conversation, thinking about the impact of our words or stopping before clicking 'like' on a hurtful social media post, can all help to reduce bullying.



Children highlighted where they thought change should start. Over three-quarters (76%) of those polled saying that social media

and gaming platforms should change the way they address bullying, and nearly half (48%) saying their schools could do more.

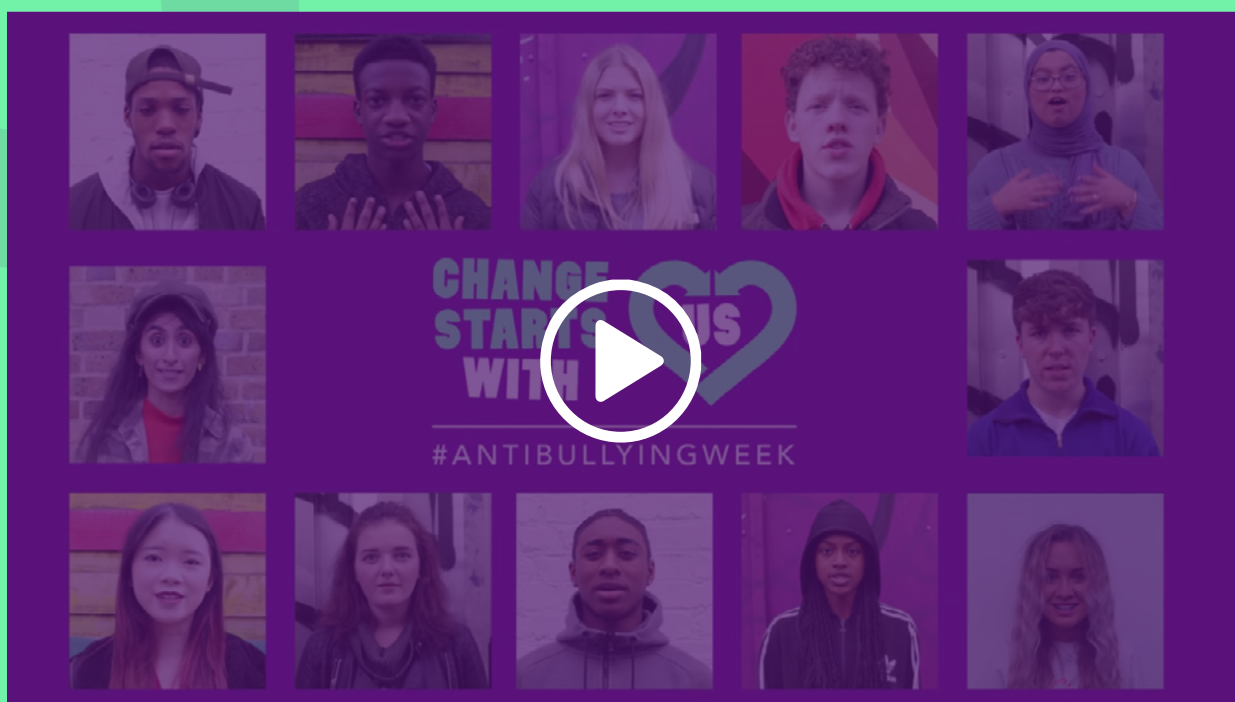
More than four in ten (44%) children said that the media and influencers had the power to reduce bullying.



Three quarters (73%) of children said that adults needed to step up to help tackle the problem, and a quarter (25%) said grownups were not good role models for online and face-to-face behaviour. Some children reported having seen grown-ups bullying each other either in the community (10%) or online (9%).



Nearly a quarter of children (23%) said their parents had not spoken to them about bullying.



## A MESSAGE MADE WITH YOUNG PEOPLE FOR ANTI-BULLYING WEEK 2019



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

Working with young people, the Anti-Bullying Alliance and O2 published a report setting out young people's recommendations about what we can all do to address bullying. The recommendations were:

## Children and young people



### Change starts with ...

1. being an 'upstander'
2. considering the impact of your words and actions
3. knowing you can make a difference
4. saying hello and being empathetic
5. focusing on what's on the inside instead of someone's appearance
6. including everyone

## Schools and educational settings



### Change starts with ...

1. listening to and involving young people in the solution
2. knowing how much bullying is going on and recording it
3. training for school staff about bullying and online bullying
4. helping pupils to understand each other when bullying does happen
5. seeing bullying as a barrier to learning and a risk to our mental health
6. ensuring all children are included in school, and that school staff have respectful and caring relationships with pupils
7. knowing about 'hotspot' areas of bullying where it's more likely to happen (e.g. on the way to and from school and online)

## Parents and carers



### Change starts with ...

1. taking the time to talk and find out about our day
2. understanding the technology we use
3. improving relationships with our siblings
4. teaching us about empathy
5. putting ourselves in our shoes and being aware of the issues we face



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

## Government and parliamentarians



### Change starts with ...

1. parliamentarians acting as role models for how we treat each other
2. being able to access help when we need it
3. understanding the links between bullying and mental health
4. legislation to define bullying and requiring schools to record levels of bullying
5. knowing how much bullying is happening on online and in school
6. funding for anti-bullying resources and training in schools
7. seeing the links between bullying online and face to face

## Technology Companies



### Change starts with ...

1. clarity about the behaviour that is acceptable on your platforms
2. knowing and being transparent about what type of bullying is going on
3. using new technology to tackle bullying
4. being better and more consistent when handling reports of bullying and removing harmful content
5. applying the highest possible privacy settings automatically for under 16s when they sign up, rather than expecting young people to set it themselves
6. thinking about children's safety on your platforms at inception not when you become multi-million user platforms

## Media and influencers



### Change starts with ...

1. using your power responsibly and positively
2. thinking about the impact of what you say
3. portraying real life and not just an ideal
4. not just thinking about how many followers you have but the impact you have on them



**YOU CAN READ THE FULL REPORT HERE**



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

“

If one in ten children have reported missing school because of bullying, we clearly have a problem. To turn this around, it's important to bear in mind that everyone has a part to play in reducing and stemming the impact of bullying.

Through the publication of our 'Change Starts With Us' report, young people can be a catalyst for change in the way we address bullying both face-to-face and online. We must work together to avoid the long-term impact that bullying can have on young people. Of course that means change on a national scale – for example, improving support online or conducting research – but it's also about the everyday actions that each of us can take to help someone who is suffering because of bullying. That's the idea behind 'Change Starts With Us', and we're encouraging young and old to get involved.

**Martha Evans**, Director of the Anti-Bullying Alliance,  
part of the National Children's Bureau



”

“

We're very proud to be working with the Anti-Bullying Alliance, and to be adding our voice to the call to stamp out bullying once and for all. The report shows that bullying isn't an isolated problem. It exists in many forms – in schools, in the community and online – and as a responsible business, we know we need to play our part in tackling it.

Our own research shows that 63% of parents are worried about bullying via smartphones, and 48% don't feel supported enough to deal with it.\* At O2, we continue to work hard to put resources in place to help parents and their children feel more empowered, and to have those open conversations that can help in finding a solution. Working collaboratively is the only way we're going to tackle bullying, and we're urging everyone from parents, young people and educators, to government, media, influencers and other tech companies to join the discussion, and make a commitment to change.

**Ann Pickering**, Chief HR Officer and Chief of Staff,  
Chair of Responsible Business Taskforce, O2



”

\* The data referenced in the quote from Ann Pickering comes from a separate YouGov Plc poll of 1,021 GB parents with children aged 18 or under, conducted between 25th and 29th October 2019.



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



# MEDIA COVERAGE

This data has been collected covering a period from 1st November – 29th November 2019



## Press and online



Anti-Bullying Week featured in over

**345** pieces of coverage in November,

including:

**3** national newspaper articles

**15** key regional newspapers

**327** online, trade, local and other outlets

We gained eight pieces of national press coverage for our poll largely focusing on the fact that children said they had missed school due to bullying. Coverage included The Daily Telegraph, Sun, The Daily Star on Sunday, The Daily Star, Yahoo, ITV News website, AOL, BT online, Telecom TV online The Daily Mirror and Daily Mail online and many pieces of local coverage.

There was also coverage in key education media and children's websites including TES, Primary Times and FE News, and BBC Newsround.

The Daily Telegraph



itv NEWS

Daily Mail



YAHOO!

## Radio and TV



Anti-Bullying Week gained

**559** broadcast hits

We conducted a number of broadcast and radio interviews, including ITV News Central, BBC Radio 5 Live, BBC Radio Cumbria, BBC Radio Devon, BBC Radio Surrey, BBC Radio Sussex, BBC Radio Cornwall, BBC Radio Lancashire, BBC Radio Stoke, UBC Radio, BBC Radio London, BBC Radio Scotland, BBC Radio Wales, BBC Radio Suffolk, BBC Radio Newcastle, BBC Radio Manchester, BBC Sheffield, BBC Radio Kent, BBC Radio Lancashire, BBC York, LBC, Heart, BBC Radio Essex, Voice of Islam, Sky News Radio, Magic, Talk Radio, Free Radio, Rock FM, Capital.



BBC  
RADIO



B B C



Magic RADIO

sky NEWS  
RADIO



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY

[Anti-Bullying  
Alliance]

ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



## Media coverage reach



The Advertising Equivalent Value of Anti-Bullying Week coverage was:

**£893,440**



The potential reach of Anti-Bullying Week coverage was:

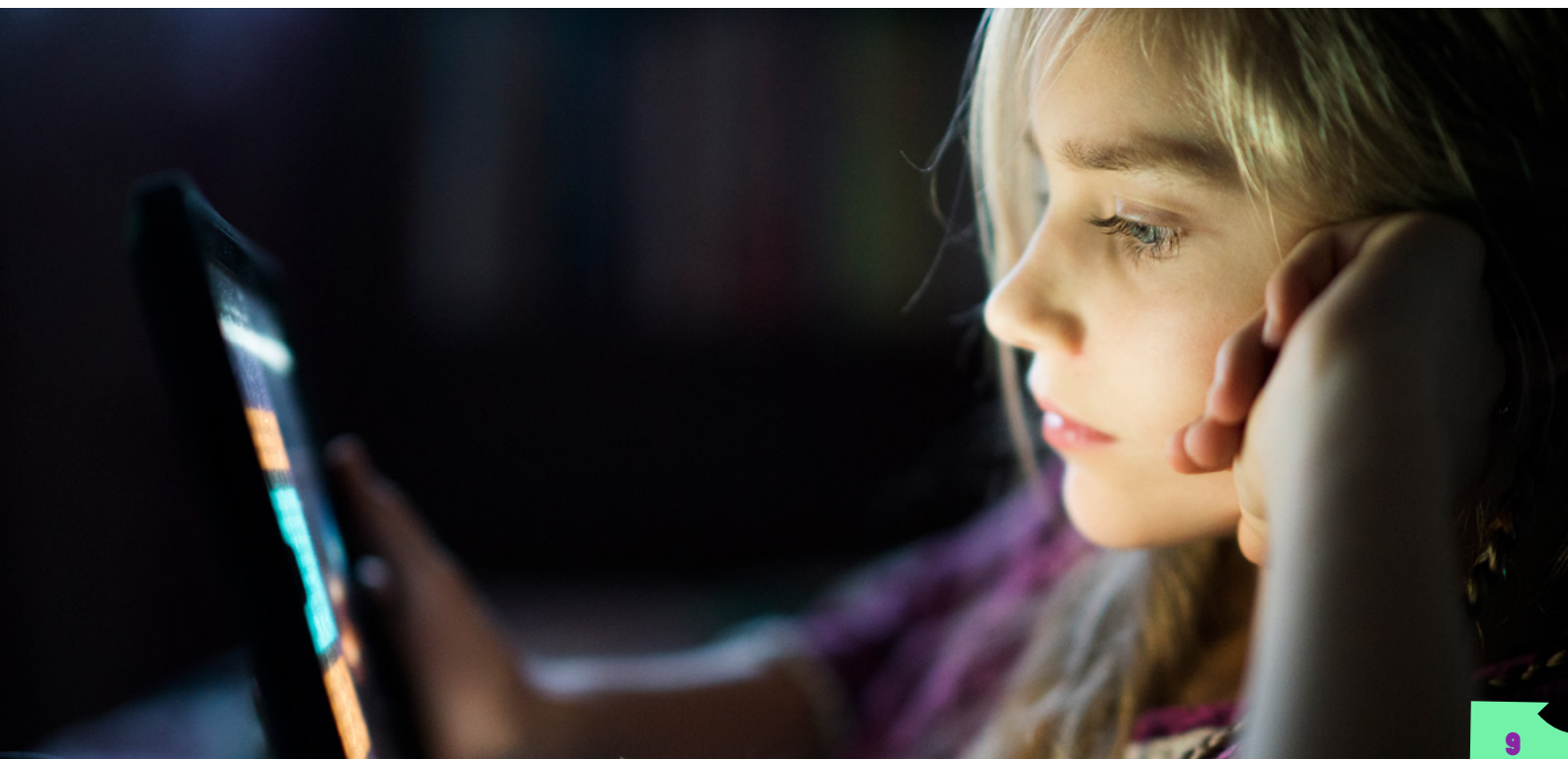
**27,074,150**

It makes you think about what you're texting and how to keep safe online.

From a pupil



Andy Day and Odd Socks Day featured in the Daily Express and Metro and was also featured in the Daily Star on Sunday and the Evening Standard. There was a lengthy feature about Andy and Anti-Bullying Week in Primary Times.



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

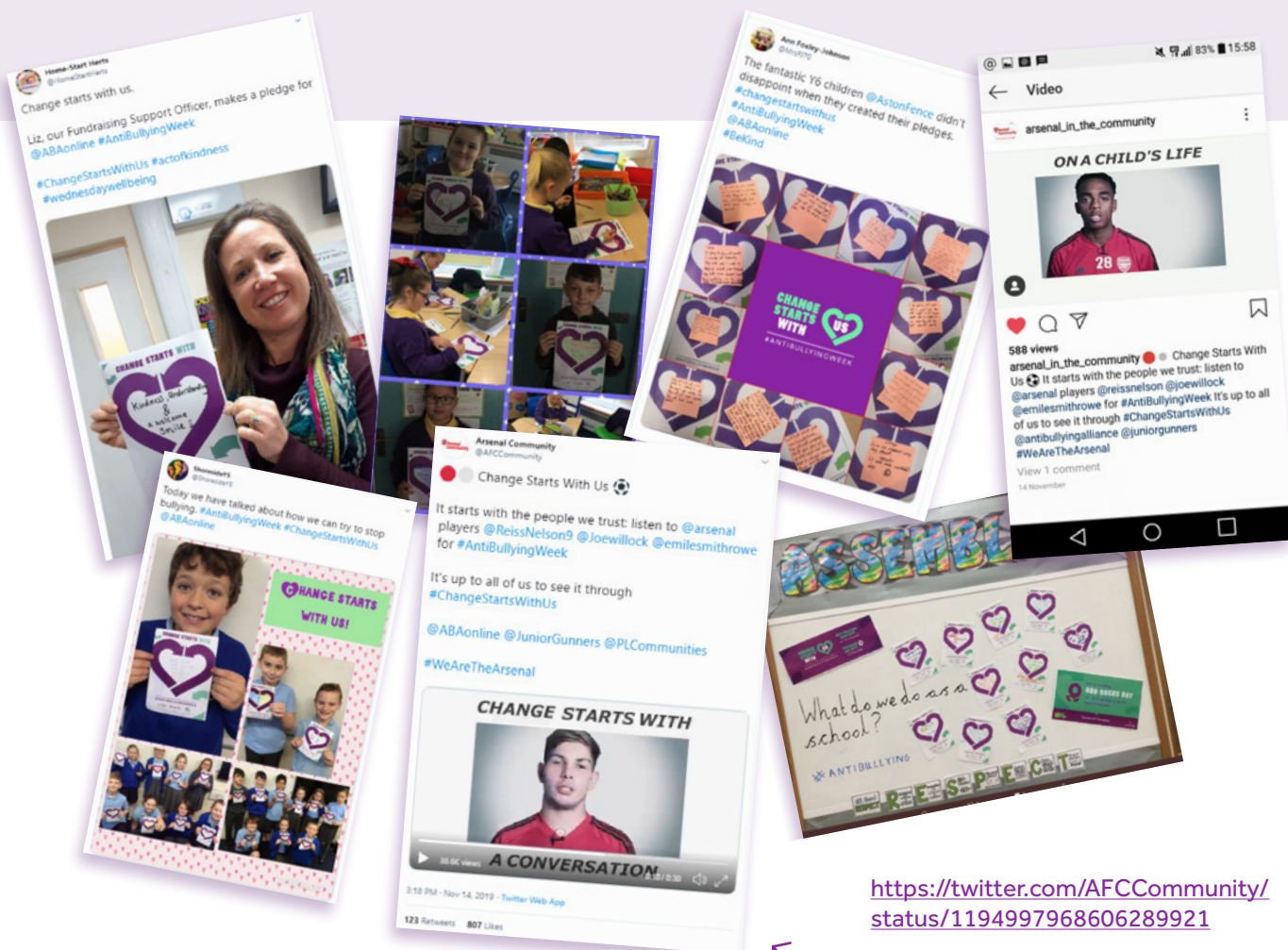
© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

# SOCIAL MEDIA CAMPAIGN REACH



We saw significant growth in our social media campaign this year. We used Twitter, TikTok, Facebook and Instagram as our main social media sites. We used four key hashtags.

# Hashtag	Total impressions in millions (between Sept – Nov)	% increase compared to 2018
#AntiBullyingWeek (primary hashtag each year)	202.5	53.37%
#ChangeStartsWithUs	49.4	Not used last year
#OddSocks	12.8	20.69%
#OddSocksDay	57.5	Not monitored last year



<https://twitter.com/AFCCCommunity/status/1194997968606289921>



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY

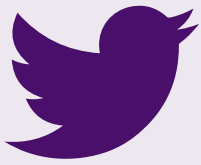


ORGANISER

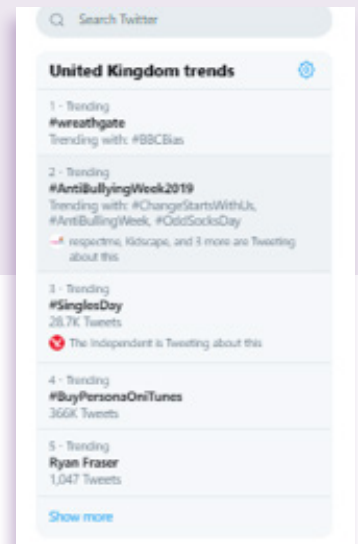


OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



We trended on Twitter again this year for **#AntiBullyingWeek**, **#ChangeStartsWithUs** and **#OddSocksDay** which is a big achievement at a time of a general election.



Across Twitter, Facebook and Instagram we saw

**429,877** engagements

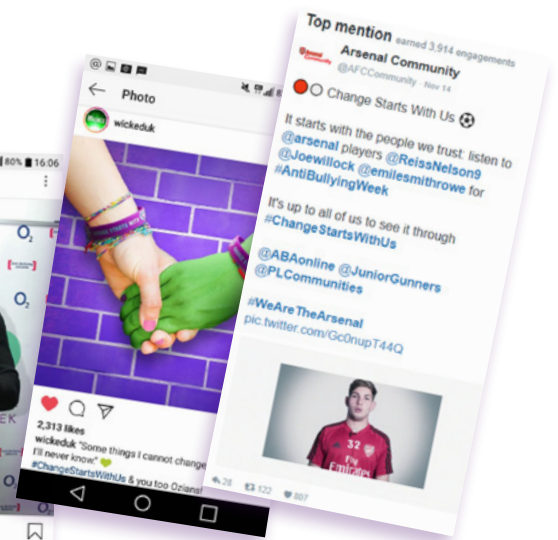
which equated to a

**200%** increase compared with 2018.



We saw a significant amount of activity on social media with people taking part in Anti-Bullying Week and Odd Socks Day. This included some high profile influencers, like

**Fern Cotton and Emma Willis.**



TOP CONTRIBUTORS			
	TWEETS	RETWEETS	POTENTIAL IMPRESSIONS
@ABAonline	717	3,138	18.4M
@Arsenal	1	0	15.2M
@bullyinguk	66	87	12M
@spencerrayner	19	3	5.4M
@O2	2	9	723.3k
@CardiffCityFC	2	24	657.9k
@MonicaLewinsky	1	0	646.3k
@FranceAfrik	111	0	577.6k
@NAKMASNCB	19	0	538.9k
@Kidscape	44	7	407.7k

**1000s** of schools

used our Anti-Bullying Week school materials and took part in Odd Socks Day.



#ANTIBULLYINGWEEK



PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



# VIDEO REACH



We launched three key videos in Anti-Bullying Week all of which were made with young people and Unique Voice, a Bristol based charity.

Across all social media channels we had more than **1.2M views** of the Anti-Bullying Week videos.

## 1. Primary School Anti-Bullying Week video



## 2. Secondary School Anti-Bullying Week video



## 3. Change Starts With Us message from young people



# THE ANTI-BULLYING WEEK WEBSITE

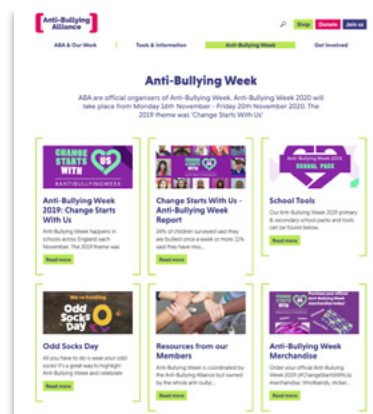


[www.anti-bullyingalliance.org.uk/antibullyingweek](http://www.anti-bullyingalliance.org.uk/antibullyingweek)

The Anti-Bullying Week website had over

**645,279** views

from the 1st September to the 30th November 2019.



We had

**511** organisations

sign up as supporters of Anti-Bullying Week.



We were lucky to have the support from TikTok for a hashtag challenge to reach young people with the Change Starts With Us message. This campaign reached over **3.7 million people** on TikTok.



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



# SCHOOL TOOLS

We released a number of school resources with the support of O2 for Anti-Bullying Week this year including. We saw an increase in the number of downloads of our schools materials and 88% of teachers we surveyed rated them as good or excellent<sup>4</sup>.



## 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 Change Starts With Us

[DOWNLOAD HERE](#)

## A school pack for Odd Socks Day

– that included assembly plans, a song by Andy Day called Change and activity ideas

[DOWNLOAD HERE](#)

## A tool written by Restorative Thinking

about how restorative approaches in school can help with addressing bullying

[DOWNLOAD HERE](#)

The primary school pack was downloaded almost

**126,000** times

**30%**

compared to 2018

The secondary school pack was downloaded over

**37,000** times

**25%**

compared to 2018

The Odd Socks Day School Pack was downloaded over

**26,000** times

“ Great resources and would highly recommend.

From a teacher ”

“ It was really useful and informative. It’s made a big difference.

From a teacher ”

“ They [the Anti-Bullying Week resources] were very helpful and resourceful to our school and stop bullying from happening.

From a teacher ”

We also promoted a wide range of tools, resources and events created by our members.

Our independent survey of teachers showed that

**60%**

of those that took part in Anti-Bullying Week said they had talked about online bullying during the week (the % increased amongst old children).

**91%**

of pupils we surveyed said they knew how to report bullying in school.



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER

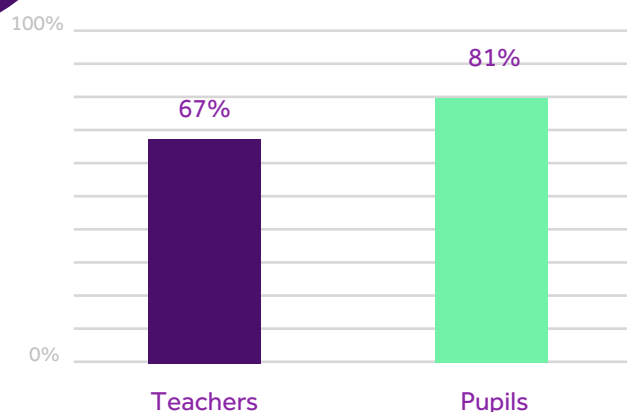


OFFICIAL PARTNER

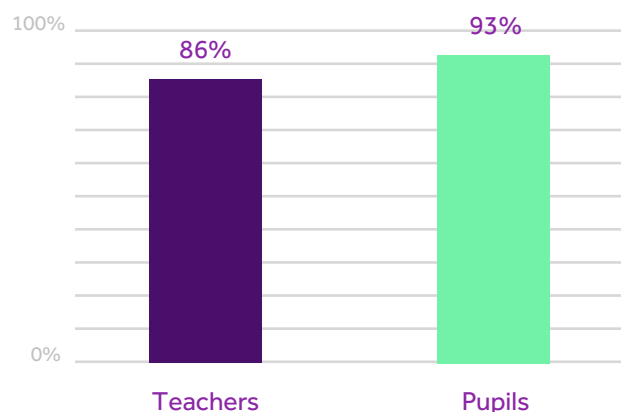
© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

# THE IMPACT OF ANTI-BULLYING WEEK 2019

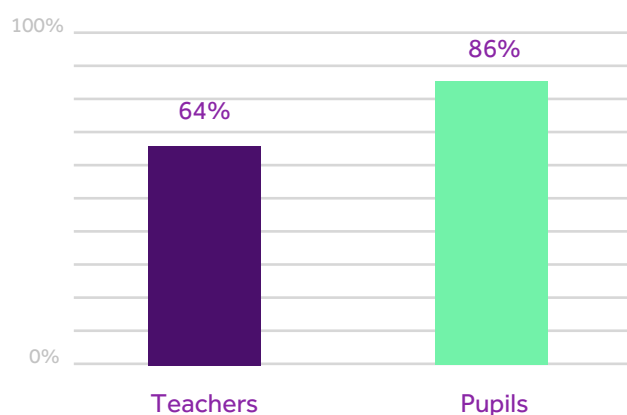
This year, we conducted an independent poll of teachers and pupils about Anti-Bullying Week<sup>5</sup>. It's given us some fascinating information about the reach of Anti-Bullying Week and how pupils and teachers feel about what it achieves.



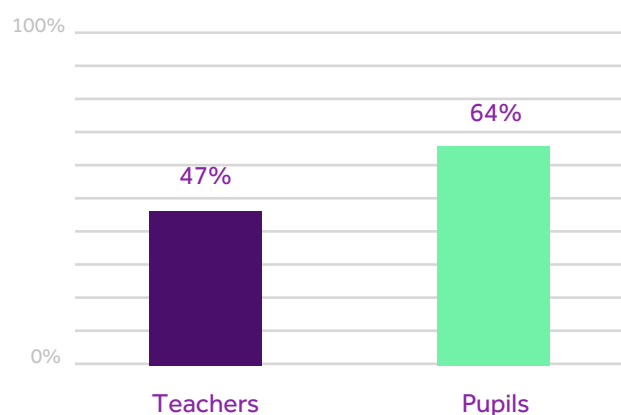
**67% of teachers and 81% of pupils** agree that Anti-Bullying Week is a useful event in the school calendar



**86% of teachers and 93% of pupils** agree that Anti-Bullying Week helps raise awareness of bullying



**64% of teachers and 86% of pupils** agree that Anti-Bullying Week helps schools tackle bullying



**47% of teachers and 64% of pupils** agree that Anti-Bullying Week helps to reduce bullying

## Looking forward to 2020

**85%** of pupils said they wanted their school to hold Anti-Bullying Week in 2020

**79%** of pupils said they enjoyed taking part in Anti-Bullying Week 2019



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

# CHANGE STARTS WITH

**" Made children more aware of bullying both online and in person. "**

From a pupil

**" It's great to make all aware the importance and implications that bullying can have on children and cyber bullying too. And strategies to combat it. "**

From a pupil

**" I like it because it stops other kids being mean to each other. "**

From a pupil



**" There was more awareness of what bullying consists of for the pupils and how they can help reduce their own and others bullying behaviours. "**

From a teacher

**" It's a great week for positive changes that desperately need to happen. "**

From a teacher



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

Anti-Bullying Week is coordinated by the **Anti-Bullying Alliance (ABA)** in England. ABA is based at leading children's charity the National Children's Bureau. We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.



### ABA has three main areas of work:

1. Supporting learning and sharing best practice through membership
2. Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns
3. Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives

# THANK YOU



We would like to extend our thanks to our official partners for Anti-Bullying Week 2019, O2, without which we could not have made this Anti-Bullying Week happen.



### And to the following organisations:

- All ABA Members and the ABA Advisory group including its chair Claude Knights
- SafeToNet for supporting Odd Socks Day this year
- Andy Day, Tamsin Skan and the Andy and the Odd Socks Day team
- The Team at Unique Voice for creating the videos for Anti-Bullying Week again this year
- Fabien Gouby for delivering our design work
- The Anti-Bullying Week School Staff Award winners and the pupils that nominated them:
  1. Primary School Winner: Mrs Vitti from Tintwistle School (Glossop, Derbyshire)
  2. Secondary School Winner: Sarah White from Newark Orchard Special School (Newark, Nottinghamshire)
- Fairfield High School and City Academy in Bristol and the young people who wrote and starred in the secondary school film
- Chester Park Junior School in Bristol and the young people who starred in the primary school film
- Restorative Thinking for writing the restorative approaches resource for schools
- Professional boxer and anti-bullying campaigner, Joe Joyce
- Young people from Young NCB, Kidscape, Henley College, the Diana Award and Raw Mentoring who worked so hard on the Change Starts With Us Report and who starred in the film
- Henry and Ryan at Lantern for developing the brand and logo for Anti-Bullying Week 2019
- 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.**



#ANTIBULLYINGWEEK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



# ANTI-BULLYING WEEK 2020

will be held from  
**16<sup>th</sup>-20<sup>th</sup> November 2020**  
and the theme will be announced in  
the Spring of 2020.

“

Anti-bullying week is  
essential for all schools

”

From a teacher



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



OFFICIAL PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717.  
Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.