

United Against Bullying School Case Study: Engaging with hard to reach parents in the school community

How Hall Park Academy Nottingham engaged with hard to reach parents in their school community

Context of our anti-bullying work

There is a real belief in the local community that the school do not act on bullying and let it happen. We felt we need to educate the parents as well as the students about what goes on in school and what they can do to support us.

The parent forum who attended meetings at school were very supportive of the school and what steps we are taking but agreed we need to target parents who will not attend the school.

What we hoped to achieve

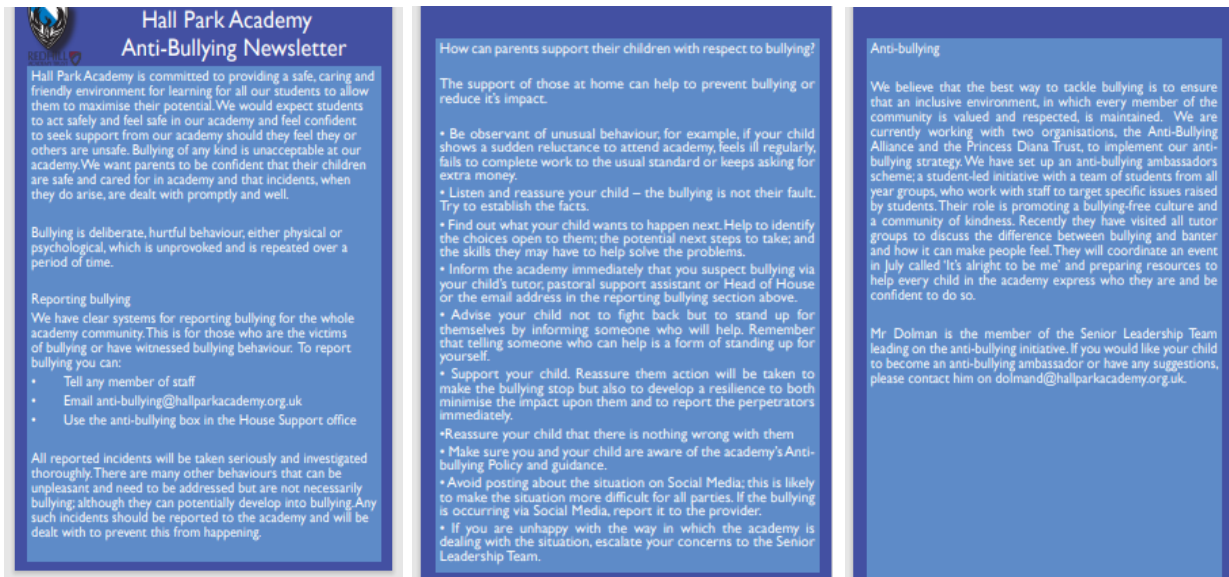
We wanted to educate, support and give knowledge to the parents so that they understand what is going on within the school to prevent bullying. We planned to get some parents responding and joining help support what occurs in school. It also reinforced the message we take a zero tolerance to bullying within the school, and explains the ways that every student or parent can do to support their child if they are being bullied.

The action we took

A newsletter dedicated to Anti-Bullying will go out each term explaining what has been done the term before, what topics have been focussed on and what the key themes were.

Students wrote articles regarding their experience and a look at what we are planning as a team. By including photos of the ambassadors we could give real life examples for some parents as to what actually is going on.

All newsletters are text out to every parent and placed on the school website. Copies for staff were placed in the staffroom and workrooms.



Impact and outcomes of the work

The lead ADD received a number of emails of support plus some with ideas that parents thought may help. It allowed us to get messages to some hard-to-reach parents.

The whole point of the newsletter was education of key issues and what actions the school were taking.

The long-term plan is that parents will understand more the work the school is doing and engage with us. It also hopefully will make the reporting of bullying easier and with a clear avenue of how it will be dealt with, students will be confident to tell us.

It is good for staff seeing us trying to engage with parents and students as they will see us and parents working together.

What we have learned

All feedback is useful, even if negative you can use it to drive your programme forward so answering the negative comments by putting things in place and reacting to what is sent. The positive messages can be used in future newsletters as case studies giving extra avenues of support.

The key for us was the education of parents - informing them what bullying actually is, to what the school will do when it is reported.