

United Against Bullying School Case Study: Using anti-bullying flyers

How [school] used anti-bullying flyers

Context of our anti-bullying work

[School] is a 3-form entry school in [City]. Our children are extremely well behaved and high expectations are held at all times for staff and pupils. However, there are some times when bullying is a problem for a minority of students so we wanted to completed the 'United Against Bully' programme to support our whole school further.

One of our action points from our initial ABA audit was to ensure that all members of our school community are aware of how to report bullying to the appropriate members of staff. Because of this, we created a whole school anti-bullying flyer that was sent home and also displayed in our front office area.

What we hoped to achieve

The desired outcome of the anti-bullying flyer was to ensure that a consistent message was sent to pupils, staff and members of our wider community. We hoped that it would be used as a reference point for people to go to when unsure on how to report bullying. The use of pictures for staff members to contact was hoped to also help signpost who they are for parents who may not have met them before.

We hoped that the messages in our whole school anti-bullying flyer would clarify what bullying is, who to speak to at school and where to access more information. We hoped it would ensure that messages are given to the correct members of staff rather than being relayed from parent to class teacher and then to the anti-bullying staff team.

The action we took

We had a discussion with SLT on ideas for spreading the message to all members of the school community and decided that a whole school flyer would be a good reference point for all. The anti-bullying champion looked at examples from other schools before selecting some to share with pupils to gain feedback.

We spoke with the anti-bullying ambassadors for ideas on what they would like to see in a flyer. We looked at examples from other schools and agreed that our flyer most importantly needs to give a definition of bullying, who to contact and where to find more information. We

also used the anti-bullying ambassadors during the editing stage of the flyer to ensure it could be read and accessed by pupils too.

By the spring term, every child had been given a flyer to take home and we also created an area in the front office area for people to pick up extra copies when needed. A message was also put into the newsletter to remind parents.

Impact and outcomes of the work

The anti-bullying flyers have had a positive impact as less parents are now contacting the front office and asking what to do and how to report it. Parents are now given messages directly to the anti-bullying team which means situations are dealt with more quickly. Children have also been reminded of who they can talk to other than their class teacher to report bullying.

By having the definition of bullying on the flyer, has also given people a reference point to know whether it is bullying or not.

Over the next year, we hope more visibility will be created and the message will be spread further as a new cohort joins us in September.

What we have learned

We have learned that children, staff and parents respond well when there are specific locations for them to pick up something. Parents have commented that they are now having meaningful conversations with the children and using the flyer to discuss if it meets the definition of bullying.

One thing we need to think further about is other ways to increase signposting for children, staff and parents. We also need to think about how these can be distributed to the next cohort of children.