

United Against Bullying School Case Study: Promoting kindness in school and the wider community

How Westhoughton High School created and promoted a Kindness campaign to be encouraged in school and the wider community

Context of our anti-bullying work

As a school we want to celebrate, recognise, encourage and embrace kindness in all its forms in order to outweigh negative behaviours and bullying. In order to achieve this, we have created a Kindness Award which has been set up in memory of an ex-student who was renowned for her natural ability to show kindness towards others as well as her unfailing ability to be an up stander. THE MORGAN EMMA DAVIES MEMORIAL AWARD. This award allows staff to nominate students for random acts of kindness, kindness shown towards others day in day out however big or small as well as being an up stander in and out of school. We celebrate their nominations by giving rewards and sharing their achievements with the whole and the wider community on all our social media platforms and during form times so that we are constantly promoting positivity within our school.

What we hoped to achieve

To promote positivity, to encourage kindness and to boost and inspire students to be up standers like Morgan.

The action we took

As part of our anti-bullying and Up-stander policy we have continued to promote our Kindness campaign 'What would Morgan do?'.

This has been developed over the year, building in status and popularity with an ever-increasing number of students being nominated for the award each half term. It has also been extremely pleasing to see that more boys have also taken an active interest in the kindness award.

Having been introduced to actively encourage students to do the right thing, promote anti-bullying and to strive to be an up-stander rather than a by-stander, the Morgan Emma Davies Award is in memory of an ex-student at WHS who was renowned for her kindness towards others, her ability to stand up for the underdog and her empathy for the most vulnerable students in school.

Staff have continued to promote the campaign during form time via posters, learn activities and assemblies, encouraging positivity, kindness, anti-bullying and what it means to be an up

stander. Kindness quotes have been shared on our social media pages along with our hashtags which acts as a constant reminder to all, about Morgan and how random acts of kindness can impact someone's day, week, life!

Our Kindness Army have met on a regular basis to discuss ideas for spreading kindness across the school and the local community, in addition to our feeder primary schools.

During our annual Kindness Conference, Primary schools created kindness packages, gifts, kindness cards and the like, with help from our kindness army. These were then distributed to staff, students, parents and local citizens to promote our campaign but to also spread a little bit of joy. Our team also went out into the local community over the Christmas period, giving out mince pies, kindness packages and Christmas treats. This was especially well received in Aldi, where our Kindness Army are forging great relations.

Plans for the next round of gifts and distribution are underway along with strategies for other activities suggested by our Kindness army.

Impact and outcomes of the work

- The new award has continued to promote positivity and kindness around school. We have displayed posters in all classrooms as a visual reminder of what Morgan would have done in situations that call for anti-bullying ambassadors, up-standers and employing acts of kindness.
- Students who have continued to be nominated for their acts of kindness which has been celebrated and shared on all our social media platforms, during form times and assemblies.
- This has proven to be very popular on social media with many members of the public have liked, shared and commented on the posts.
- Staff have shared their overwhelming gratitude to the kindness army for giving out kindness cards, messages and small treats – from the feedback given, these small acts of kindness have had a very positive impact on their well-being – this was especially apparent during our Christmas RAK's.
- The word is spreading; more and more students are being recognised for their kindness. There is a growing population of students who have been nominated and received rewards.
- Learners are creating an ethos in school that being kind and being an up stander is something of which to be proud.

Over the next year we expect to further develop and expand positivity, kindness, whilst eradicating negativity and challenging bullying not only in our school but through Primary School liaisons and the wider community.

We want to continue to go out into the local community and actively participate in helping others by continuing to work with local care homes, our elderly, lonely or vulnerable neighbours and primary schools.

We want to develop our connections with the LGBTQ community and celebrate inclusion and diversity.

We want our Kindness Army to continue to spread the word through from time activities, leading kindness gift making sessions, being the eyes and ears of Morgan – looking out for students who may have experienced bullying or who may be feeling isolated and offering a place to come and chat etc.

We also want to create Kindness packages at every key point in the school calendar so that this becomes the norm as well as promoting 'pay it forward' RAK's.

We want to create a celebration party for all participants and nominees to celebrate kindness to others.

We want our school ethos to be: Let's make kindness the norm!

What we have learned

Meeting with our amazing learners on a regular basis has helped us as staff to realise how lucky we are to have some many amazing students at our school. The input, ideas and naturally kind nature has shone through in all of our meetings, and it is genuinely heart-warming to see such upstanding members of our school being part of something so important as the anti-bullying and upstander campaign.