

United Against Bullying School Case Study: Using Anti-Bullying Week to send a clear message against bullying

How Shenley Academy, Birmingham used Anti-Bullying Week to send a clear and lasting 'United Against Bullying' message

Context of our anti-bullying work

This was the launch of our Anti-Bullying Week – United Against Bullying, utilising resources from the Anti-Bullying Alliance. The ABW was themed purple.

What we hoped to achieve

We want to ensure that students, staff and parents had a better awareness of what bullying is, how it can affect individuals, the devastating effects this can have on these students and why it is important that we reach out to support.

We want to be clear that all staff are united against bullying and will challenge, sanction and record any concern, creating clear messaging that students can articulate.

The action we took

Whole school week of themed activities:

- Assembly for all students – gifted every student and member of staff the UAB bands – with the reach out logo purchased through the online shop, as a symbol of how we are united against bullying (please see pictures and twitter video). This was from feedback from students that all staff and students should have this.
- Had 2 specially created post boxes, to support students to be able to reach out. Explained the promotion of the week and students suggested a post box that they could put things into if required (1 pictured below in our reception area).



- We had multiple purple balloon arches up around school to promote the anti-bullying week. Students support in making these alongside staff to promote anti-bullying week.
- All deserts and food were themed purple for the week (please see below)



- Please see page 7 of our newsletter for further displays of information shared with parents in the community: <https://shenleyacademy.secondary.e-act.org.uk/wp-content/uploads/sites/6/2023/04/Issue-16-Approved-reduced.pdf>
- Please look at the twitter account for the video of all Y7s with their UAB bands and supporting in choral response "United Against Bullying":



Impact and outcomes of the work

Students were extremely clear in our message of what we expect from students and each other. They had a better understanding that bullying is intentional and repetitive not just a falling out. Student voice involved in the idea of post boxes and that all staff and students should be given the band.

This message has been reiterated to staff in briefing throughout the week, assemblies, a PSHE session during this week.

We have continued to ensure that key messages have been delivered throughout the year, through an Anti-bullying quiz in forms to check understanding.

Recording of incidents following this week, initially spiked, this may have been a combination of staff awareness but also students actually reaching out. This then slower decreased back down, but there was an initial spike which means more staff/students understood this is not to be tolerated.

What we have learned

Whilst we really went out to support the week, Anti-Bullying is not just a week. Over this academic year we have kept the "United Against Bullying" message going by ensuring that this is a key focus for all students. We have had posters and displays utilising the week to continue to promote this throughout the whole year around school.

We continue to do assemblies and remind students in every PSHE session how they can reach out to staff if they or a friend need help.

Next year let our anti-bullying ambassadors to support and lead the assemblies to further involve them and allow them to be the face of this.