



**choose**  
**respect**

**Anti-Bullying Week 2018**

# **EVALUATION REPORT**



Programme Lead



Part of the NCB family



Official Partner

# ABOUT ANTI-BULLYING WEEK 2018



Anti-Bullying Week in 2018 happened from Monday 12th to Friday 16th 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 report brings together the activity, reach and impact of the week.

## THE AIMS OF ANTI-BULLYING WEEK 2018

Choose Respect was the main overarching theme for Anti-Bullying Week 2018 and was developed with young people. The aims of the week were to support schools and other settings to help children and young people, school staff, parents and other professionals who work with children to understand:

- The definition of respect.
- That bullying is a behaviour choice.
- That we can respectfully disagree with each other i.e. we do not have to be best friends or always agree with each other but we do have to respect each other.
- That we all need to choose to respect each other both face-to-face and online.

**79%** of schools in England

took part in Anti-Bullying Week 2018 reaching roughly 19,200

schools and **7.5M** pupils. 68% of teachers knew that the theme was Choose Respect<sup>1</sup>.



## ODD SOCKS DAY - MONDAY OF ANTI-BULLYING WEEK

We held our second ever Odd Socks Day with the support of

Andy Day, cBeebies star and front man of Andy and the Odd Socks. Odd Socks Day is a chance for primary schools to celebrate Anti-Bullying Week in a positive way by asking pupils to wear odd socks to school. There is no pressure to wear the latest fashion or buy expensive costumes. All you have to do to take part is wear odd socks, it couldn't be simpler! Andy and the Odd Socks released a free song called 'Choose Respect' and we developed tools for schools to use.



## STOP SPEAK SUPPORT DAY - THURSDAY OF ANTI-BULLYING WEEK

This year, as part of Anti-Bullying Week, we held our first ever Stop Speak Support Day to tackle cyberbullying. Launched last year by The Duke of Cambridge and The Royal Taskforce on the Prevention of Cyberbullying, Stop Speak Support is a campaign to help young people understand what cyberbullying is, and learn what they should do if they see someone being treated badly online.



THE ROYAL FOUNDATION of The Duke and Duchess of Cambridge and The Duke and Duchess of Sussex

**41%** of schools in England

took part in Odd Socks Day in 2018 reaching roughly 10,000 schools and

**3.9M** pupils<sup>2</sup>.

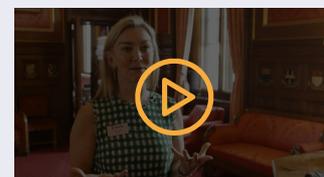
**36%** of schools in England

held Stop Speak Support Day in 2018 reaching roughly 8,700 schools and

**3.4M** pupils<sup>3</sup>.



WE HELD A PARLIAMENTARY EVENT, WHICH WAS HELD AT SPEAKER'S HOUSE IN THE HOUSE OF COMMONS. YOU CAN WATCH THE VIDEO TO SHOW YOU ABOUT THE EVENT HERE:



1,2,3 From a survey of 501 teachers in England by Censuwide

# CHILDREN TOLD US THEY WANT ADULTS TO SHOW MORE RESPECT IN OUR POLL

Just before Anti-Bullying Week 2018 we launched the results of our poll of over 1,000 11-16 year olds. The results were as follows.



The poll suggest that over four-in-ten children (41%) have seen adults bullying each other during the last six months, with an even greater number (60%) witnessing grown-ups being disrespectful to other adults. Children said they saw much of the adult bullying take place face-to-face (21%), but had also come across it online (18%) or in the media (20%).

More than 4 in 5 of the children polled (87%) also reported having seen children bullying each other. The majority (76%) had seen this happen at school, with a third (34%) seeing it online and a quarter (27%) seeing it in their communities.

Nearly half of the children surveyed (45%) said they had been bullied face to face at least once during the last six months, with over a third (34%) saying they had been bullied online over the same period. Worryingly, the equivalent of one child in every classroom (4%) said they had been bullied face-to-face or online every day over the last six months.

However, nearly all children surveyed (98%) said that showing respect to each other is important and that it is possible to be respectful even if you disagree with someone else. 97% said adults should set a good example and show more respect for each other.

**Martha Evans, Director of the Anti-Bullying Alliance, said:**

Children who experience bullying are at higher risk of experiencing a range of mental health issues and leaving school with fewer qualifications. The impact of bullying can last well in to adulthood. We need children to learn that we do not have to be best friends with each other or always agree with each other but this is never an excuse for bullying or hurtful behaviour. We must always choose respect. We are urging adults to role model the 'choose respect' message, and help us stop bullying in schools to prevent it from affecting so many children's lives.

# MEDIA COVERAGE OF ANTI-BULLYING WEEK (9<sup>TH</sup> NOV TO 10<sup>TH</sup> DEC)

## KEY HIGHLIGHTS

Anti-Bullying Week was covered in over **639** pieces of national, local and regional media coverage in the month following the campaign launch.



We gained fantastic coverage for our survey, including: **BBC**, **The Independent**, **Sun**, **Mirror**, **Express**, **Metro**, **TES** and **Sky News TV**



ABA staff also took part in numerous regional radio interviews including with: **BBC Somerset**, **BBC Scotland**, **BBC Tees**, **BBC London**, **BBC Humberside**, **BBC Cambridge**, **BBC Merseyside**.

Stop, Speak, Support was featured in many outlets including coverage in the **Daily Mail**.



## ODD SOCKS DAY COVERAGE

Andy Day (ABA Patron) appeared on **ITV's Loose Women** talking about Odd Socks Day for Anti-Bullying Week with Oscar – a young anti-bullying activist.



Kids' TV star Andy on tackling child bullying

## PRESS AND ONLINE

**18** national newspaper articles



**235** key regional newspapers

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



ADVERTISING EQUIVALENT VALUE (AVE) of this press and online coverage



**£2,597,133**

POTENTIAL AUDIENCE REACH of this press and online coverage



**75,450,024**

## BROADCAST

**666**

broadcast 'hits' - including national and regional television and radio.

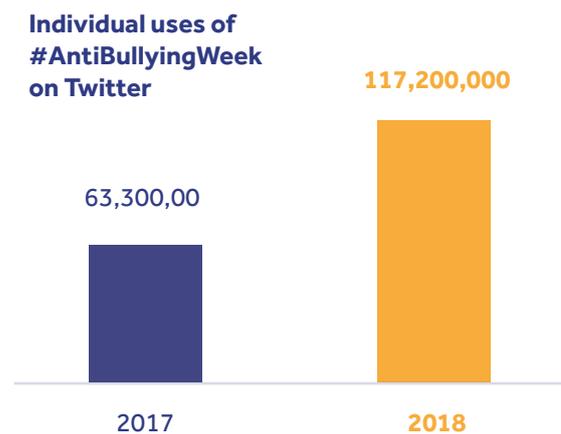
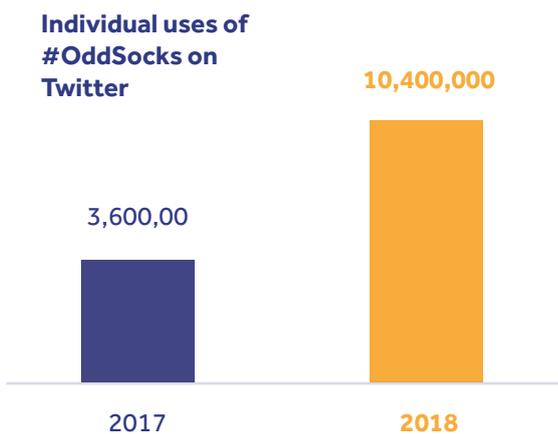


# SOCIAL MEDIA AND ANTI-BULLYING WEEK



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

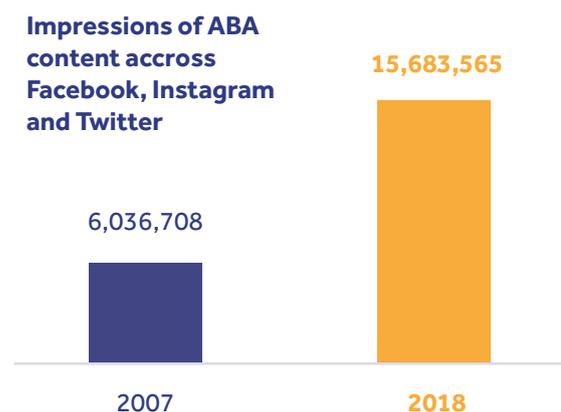
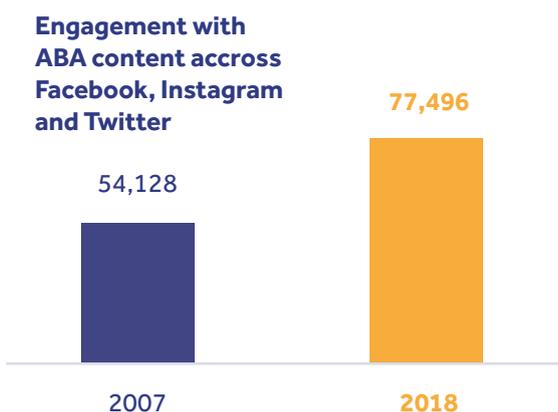
Hashtag	Total individual uses in Anti-Bullying Week 2018 in millions (between Sept 18 – Nov 18)	% increase compared to 2017
<b>#AntiBullyingWeek</b> (primary hashtag each year)	117.2	82%
<b>#ChooseRespect</b>	28.9	Not used last year
<b>#OddSocks</b>	10.4	198%
<b>#StopSpeakSupport</b>	50.2	Not used last year



We significantly increased our impressions across all platforms and engagements based on last year's figures:

**160%** increase in impressions

**43%** increase in engagements



Total views of Stop Speak Support videos on Twitter, Facebook and Instagram were (watching 10 seconds or more)

**1,320,572**

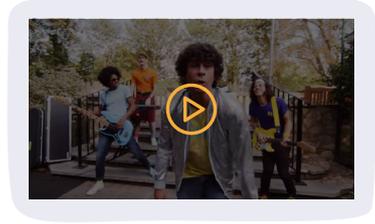


Total completion of Stop Speak Support videos on Twitter, Facebook and Instagram were (watching 100% of the video)

**101,822**

Total views of Odd Socks song for Odd Socks Day were

over **93,000**



We created three videos with Bristol based charity Unique Voice. On YouTube the combined video views were

**82,509**



We had some amazing support from celebrities and influencers on Twitter. Our top influencers were:

We had countless tweets with images and videos of odd socks for Odd Socks Day. This included all the Ministers at the Department for Education and Amanda Holden.

	TWEETS	RETWEETS	POTENTIAL IMPRESSIONS
@NiallOfficial	2	9,931	78.6M
@yokoono	13	8,550	62.3M
@KensingtonRoyal	22	3,189	36.7M
@voguemagazine	2	19	27.1M
@guardian	3	248	22.2M
@ManUtd	1	394	18.4M
@MTVUK	5	98	12.5M
@GemmaAnneStyles	3	1,549	10.1M

**TOP TWEETS**

**Amanda Holden** @amandaholden Nov 9, 2018  
 Andy and the Odd Socks, @andyoddsock have joined up with the Anti-Bullying Alliance to hold Odd Socks Day, to symbolise that we are all different! I would love for you to get involved with me on 12th Nov - bit.ly/2MSz2iy #oddsocks  
 2.1M

**DfE** @educationgovuk Nov 12, 2018  
 40% of children would hide an aspect of what makes them unique because they were worried about bullying. Nobody should have to hide who they are, so today our Ministers are wearing #OddSocks to celebrate individuality for #AntiBullyingWeek anti-bullyingalliance.org.uk/anti-bullying... #ChossofRespect  
 1.6M

**AMAZING ARABELLA** @Arabella140 Nov 15, 2018  
 Guys it's #AntiBullyingWeek & I @ChossofRespect check out my top tips on how to deal with #bullying @ABAcrline & want to also shout out 2 school minister @NickGB@UK loving the @educationgovuk video & the #oddsocks too mine have emoji!  
 892k

**Evening Standard** @standardnews Nov 12, 2018  
 Anti Bullying Week 2018: What is Odd Socks Day and how to get involved bit.ly/2Vggt8E  
 632.7k

**Twitter UK** @TwitterUK Nov 12, 2018  
 Are you wearing #OddSocks today in support of #AntiBullyingWeek?  
 450.7k

**Monica Big Mac D'Arcy Bimbo That Woman Lewinsky** @MonicaLewinsky Nov 12, 2018  
 It's #AntiBullyingWeek in the UK which means it's also #OddSocks week around accepting d'ference. #ChossofRespect @DJanakward @AntiBullyingPro @MBAonline @'s also fans to me right now!  
 448.4k

**Niall Horan** @NiallOfficial Nov 15, 2018  
 We can make the internet a better place. #StopSpeakSupport Day, part of #AntiBullyingWeek. Together we can help tackle cyberbullying. Be an upstander if you see bullying online: you.tu.be/\_kJKFjX78aE @abaonline  
 56.2M

Before you remember there's a real human behind the screen. Someone with real emotions and real feelings.

We were so pleased to see **Niall Horan from One Direction** among the many influencers who tweeted about Stop Speak Support Day.

# SCHOOL TOOLS

We released a number of school resources for Anti-Bullying Week this year including:

**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 Choose Respect



**A school pack for Odd Socks Day** – that included assembly plans, a song by Andy Day called Choose Respect and activity ideas



**A school pack for Stop Speak Support Day** – that included lesson plans, assembly plans, videos and activity ideas to help encourage 'upstanders' in cyberbullying



A tool written by Restorative Thinking about how **restorative approaches in school**

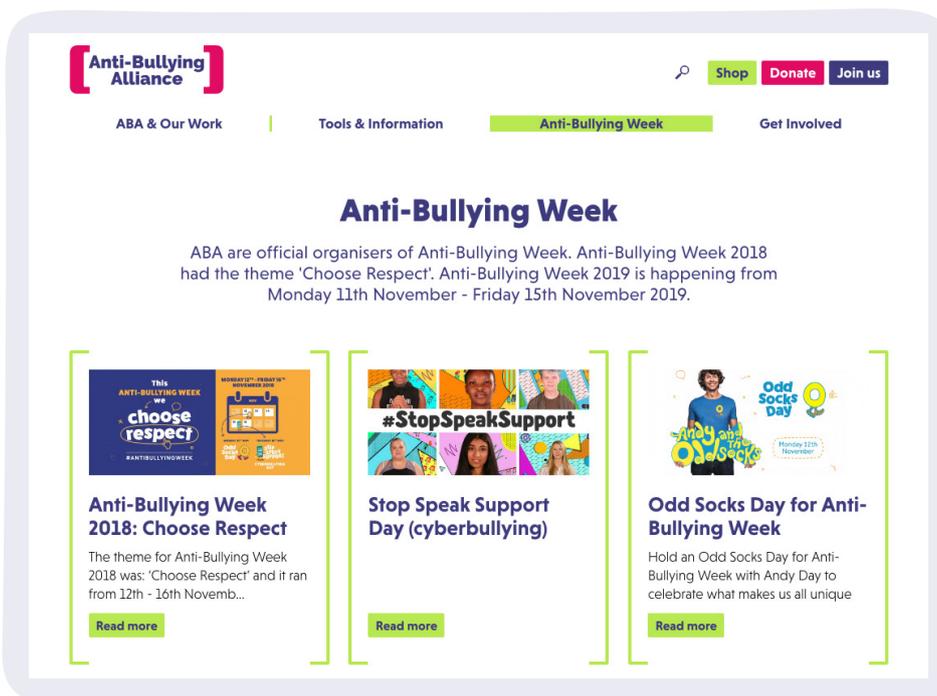


The primary school pack was downloaded over **97,000** times

The secondary school pack was downloaded almost **30,000** times

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

# THE ANTI-BULLYING WEEK WEBSITE



The Anti-Bullying Week website had over

**0,5M** views

from the 1st September to the 13th December 2018.

The Stop Speak Support

pages had **17,500** views and Odd Socks Day pages

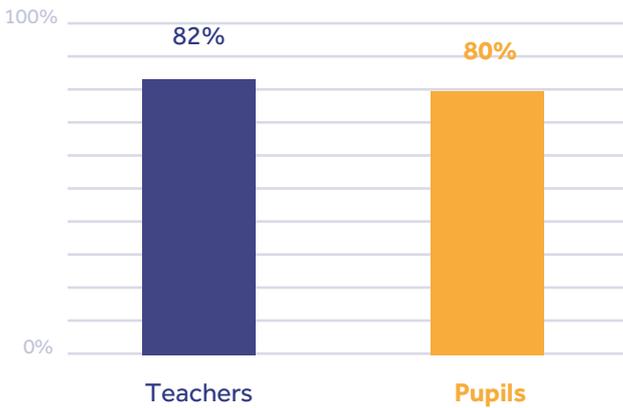
had almost **90,000**.

# WHAT IMPACT DOES ANTI-BULLYING WEEK HAVE?



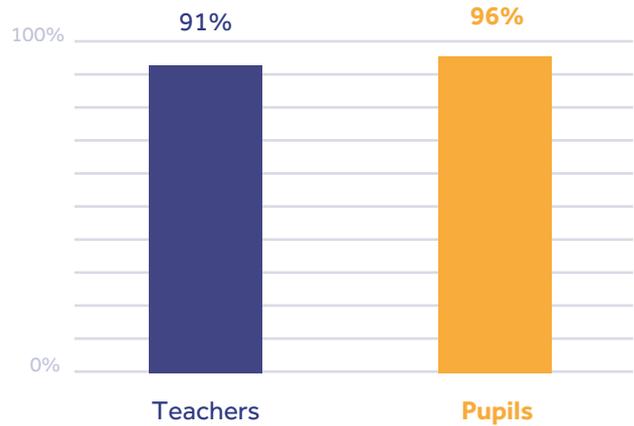
This year, for the first time, we have conducted an independent poll of teachers and pupils about Anti-Bullying Week<sup>4</sup>. It's given us some fascinating information about the reach of Anti-Bullying Week and how pupils and teachers feel about what it achieves.

Agree that Anti-Bullying Week is a useful event in the school calendar (somewhat or strongly agreed)



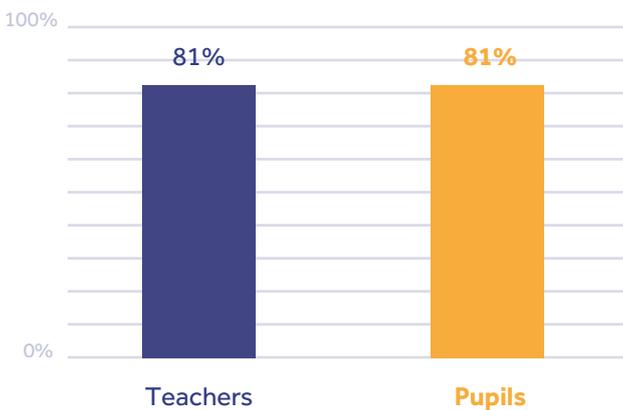
**82% of teachers and 80% of pupils** agree that Anti-Bullying Week is a useful event in the school calendar

Agree that Anti-Bullying Week helps raise awareness of bullying (somewhat or strongly agreed)



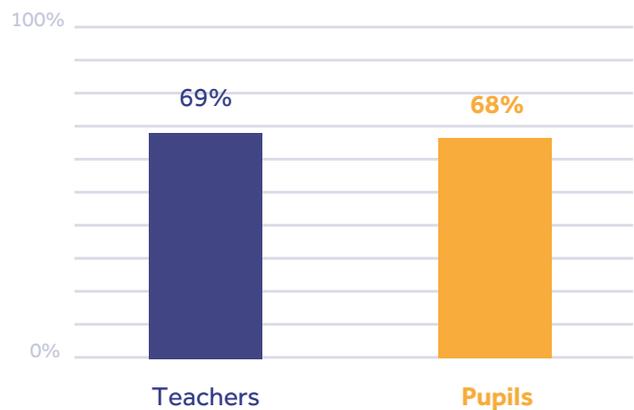
**91% of teachers and 96% of pupils** agree that Anti-Bullying Week helps raise awareness of bullying

Agree that Anti-Bullying Week helps schools tackle bullying (somewhat or strongly agreed)



**81% of teachers and pupils** agree that Anti-Bullying Week helps schools tackle bullying

Agree that Anti-Bullying Week helps reduce bullying (somewhat or strongly agreed)



**69% of teachers and 68% of pupils** agree that Anti-Bullying Week helps to reduce bullying

**69% of teachers** felt that they had the resources they needed to make Anti-Bullying Week happen in their school.

4. 501 of teachers and 502 of pupils aged 5-16 in England conducted by Censuwide

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 the following organisations and individuals, without which Anti-Bullying Week could not be as successful:**

- All ABA Members and the ABA Advisory group including its chair Claude Knights
- SafeToNet for providing funding for Anti-Bullying Week again this year
- Andy Day, Tamsin Skan and the team that make Odd Socks Day happen
- The Royal Foundation, The Duke of Cambridge and all members and all members of the Royal Cyberbullying Taskforce for supporting Stop Speak Support Day
- Claire and the team at Unique Voice for creating the videos for Anti-Bullying Week and Stop Speak Support Day this year
- Rosie Apps for leading on our social media content
- Fabien Gouby for delivering our design work
- The Anti-Bullying Week School Staff Award winners and the pupils that nominated them:
  1. Secondary School Winner: Mrs Watkiss - Head of College - Blue Coat Church of England Academy (Walsall)
  2. Primary School Winner: Miss Durrant - Learning Mentor - Emerson Valley School(Milton Keynes)
- Fairfield High School in Bristol and the young people who wrote and starred in the secondary school film
- Filton Avenue Primary School in Bristol and the young people who starred in the primary school film
- Restorative Thinking for writing the restorative approaches resource for schools
- The Speaker of the House of Commons, John Bercow MP, for allowing us to use Speaker's House for our parliamentary event
- Baroness Dido Harding for speaking at our parliamentary event
- Oscar Clitheroe and his family for speaking at our parliamentary event and on Loose Women
- Young people from Young NCB, NSPCC and the Diana Award who worked so hard on the Stop Speak Support campaign and wrote and starred in the film
- Henry and Ryan at Lantern for developing the brand and logo for Anti-Bullying Week 2018
- 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.**

# Anti-Bullying Week 2019

will be held from  
**Monday 11th to Friday 15th**  
**November 2019** and the  
theme will be announced in  
the Spring of 2019.



Programme Lead



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