



RESOURCE FOR PARENTS AND CARERS

Anti-Bullying Alliance are working to achieve their mission to stop bullying and create safer environments in which children and young people can live, grow, play and learn, partnering with Monster High, who strives to authentically create a world where every child is proud to be their authentic self and feel like they belong.

**New research from The Anti-Bullying Alliance and Monster High shows that:
At the thought of going to school...**

39%

**of children
feel nervous**

35%

feel worried

31%

feel unhappy

21%

feel scared

Children are most likely to tell their Mum if someone teased them with their Dad or teacher being another way.

59% of children don't believe their teachers know much about the bullying going on in their school.

14% of children have chosen to miss school due to bullying.

22% of children have been worried about how they look because of bullying.



HOW TO TALK TO YOUR CHILD ABOUT BULLYING

UNDERSTANDING BULLYING

BULLYING IS:

The repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power. Bullying can be physical, verbal or psychological. It can happen face-to-face or online. Disagreements among children are a normal part of development, but it's important to watch for signs of bullying. Relational conflicts are a normal part of life, and usually involve a willingness to make amends, while bullying is ongoing and meant to cause harm.

HOW TO TALK TO YOUR CHILD ABOUT BULLYING:

While school is a great place for children to make friends, play, learn and grow, it can also be a worrying time for some children. In fact, our research told us that 39% of children feel nervous about the thought of going to school. Regular conversations with your child about school and friendships can highlight any issues. Try open-ended questions like:

- "How are things with your friends?"
- "What would you do if someone was unkind at school?"

This encourages them to share openly. If they mention bullying, listen carefully and reassure them that you're here to help.

SPOTTING THE SIGNS OF BULLYING:

Watch for changes in your child's behaviour, such as:

- Avoiding school or social situations (14% have missed school, 18% have changed routes due to bullying)
- Becoming withdrawn, anxious, or upset (26% avoid friends due to bullying)
- Unexplained injuries or lost items
- Changes in eating or sleeping habits

These signs could indicate bullying. Stay observant and reassure your child of your support.

WHAT TO DO IF YOUR CHILD IS BEING BULLIED:

- Reassure them: Remind your child that bullying is not their fault, and they aren't alone.
- Work with the school: Reach out to teachers or staff to address the issue together, seek out their anti-bullying policy
- Encourage self-worth: 22% of children worry about appearance due to bullying. Help your child focus on their strengths and what makes them unique.

By keeping open dialogue and a supportive environment, you empower your child to navigate challenges and feel proud to be themselves.