

ANTI-BULLYING WEEK:

WHAT IS IT AND WHAT DOES IT ACHIEVE?

**NATIONAL
CHILDREN'S
BUREAU**

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WHAT IS ANTI-BULLYING WEEK?

Anti-Bullying Week is an annual UK event, held in the third week in November which aims to raise awareness of bullying of children and young people, in schools and elsewhere, and to highlight ways of preventing and responding to it. It started in 2002 and has since grown to become a significant event in the calendars of children, families and schools with an estimated



80%

of schools in the UK taking part reaching over 7.5 million children and young people¹.

Each year we work with 100s of young people to develop a theme for the week that is tailored to specific issues. For example, in 2020 we had the theme 'United Against Bullying' and in 2019 'Change Starts With Us'. We launch the theme each May to make sure people have plenty of time to get planning.

Anti-Bullying Week is coordinated by the Anti-Bullying Alliance (ABA) in England and Wales and the Northern Ireland Anti-Bullying Forum (ABA's sister organisation) in Northern Ireland.

1 - Censuswide poll of 1,000 pupils and 1,000 teachers 2019
2 - Longitudinal study of young people in England: cohort 2, wave 2 - Department for Education 2016
3 - Takizawa R, Maughan B, Arseneault L. "Adult health outcomes of childhood bullying victimization: Evidence from a 5-decade longitudinal British birth cohort" is published in the American Journal of Psychiatry
4 - Adult mental health consequences of peer bullying and maltreatment in childhood: two cohorts in two countries (2015) - Suzet Tanya Lereya, William E Copeland, E Jane Costello, Dieter Wolke

WHY IS IT NEEDED?

Research shows that



30%

of children have been bullied in the last year alone²



17%

having been bullied online.



With approximately
ONE CHILD IN EVERY CLASSROOM
experiencing bullying each day.

Bullying has a significant impact on a child's life and this can last well into adulthood with adults who were bullied as children being more likely to³:



Experience a range of mental health issues



Earn less money



Be unemployed



Be obese



Not be in a stable relationship



Leave school with no qualifications

Research even suggests that the long-term impact of bullying may even be worse than that of child abuse⁴.

ODD SOCKS DAY

Odd Socks Day forms part of our Anti-Bullying Week campaign and takes place on the Monday of Anti-Bullying Week. Fronted by the Anti-Bullying Alliance patron and CBeebies presenter, Andy Day and his band Andy and the Odd Socks, millions of children and adults go to school or work in odd socks day to highlight what makes us all unique and help prevent bullying.

There is no pressure on the children to wear the latest fashion or for parents to buy expensive costumes. All they have to do to take part is wear odd socks to school, it couldn't be simpler!

Each year Andy and the Odd Socks write a toe tapping song around the Anti-Bullying Week theme and we know that **56% of schools take part in Odd Socks Day**



reaching over
7 5 MILLION
children and young people!



ANTI-BULLYING WEEK IN SCHOOLS

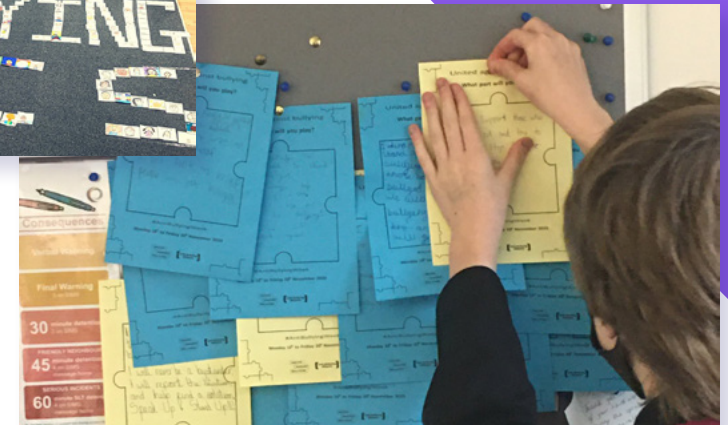
We create lots of resources and tools for schools across the country to use including lesson plans, films, assembly plans and cross curricular ideas all designed around our Anti-Bullying Week annual theme we develop with young people. We make sure we tailor our resources for all ages.

In Anti-Bullying Week 2020, we have over

50,000
DOWNLOADS 
of our school resources.



5 – Quote from a teacher for the evaluation of Anti-Bullying Week 2016
6 – Quote from a pupil for the evaluation of Anti-Bullying Week 2017
7 – Quote from a teacher from the Anti-Bullying Week Censuswide poll 2019



“

“Thank you for promoting such a great cause-this is one of the highlights of our year.” - Teacher⁵

“Anti-bullying week helps others realise the effect on a persons behaviour if they are the target, and also prevents bullying.”
- Young person⁶

“Anti-bullying week is essential for all schools” - Teacher⁷

”

ANTI-BULLYING WEEK ON SOCIAL MEDIA

Because children and adults across the country get involved in Anti-Bullying Week we trend on socials with millions taking part. The messages are overwhelmingly positive with adults, young people, schools/settings, companies parliamentarians and influencers all sharing their anti-bullying activities and commitments.

In Anti-Bullying Week 2020 we:

**TRENDED N°1
ON TWITTER**



across all three
hashtags

had almost
**600,000
VIEWS**



of Anti-Bullying Week and
Odd Socks Day videos on
YouTube

reached over
**44 MILLION
ON TIKTOK**



with #UnitedAgainstBullying

reached a
**1/4 BILLION
USERS ON
TWITTER**



with #AntiBullyingWeek and 65
million with #OddSocksDay

saw an
84%



**INCREASE IN OUR SOCIAL
MEDIA ENGAGEMENTS**

compared to 2019

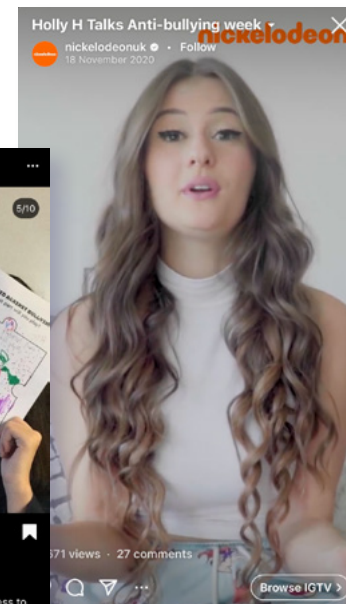
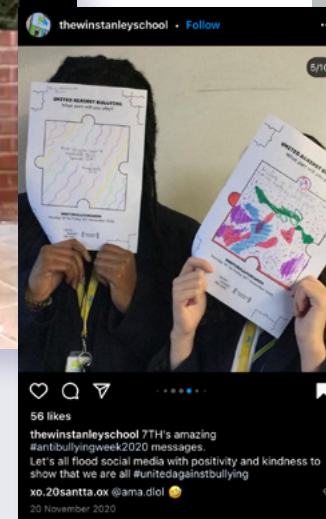
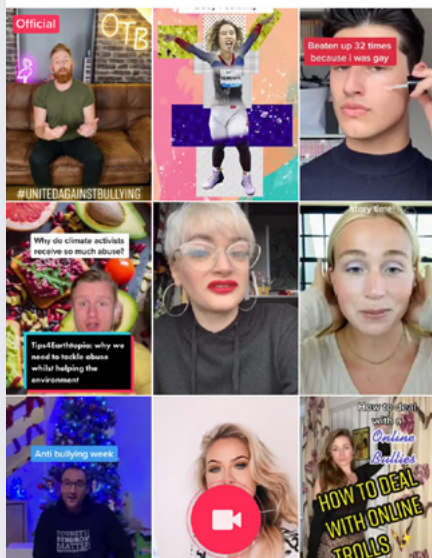
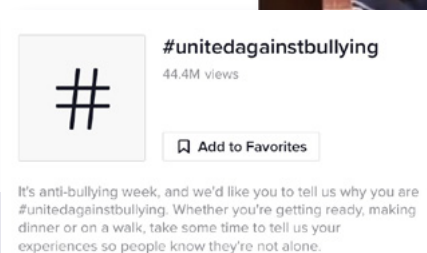
had over
400,000 VISITS



to the ABA website

saw
165,000+ USES

of our Giphys



"Anti-Bullying week is extremely
helpful to us and helps us see each
others as equals so, thank you for
sticking up for this." –
Young person⁸

"It [Anti-Bullying Week] makes you
think about what you're texting
and how to keep safe online." –
young person⁹

8 – Quote from a pupil for the evaluation of Anti-Bullying Week 2017

9 – Quote from young person from the Anti-Bullying Week
Censuswide poll of pupils aged 11 – 16 years old – 2019

ANTI-BULLYING WEEK IN THE MEDIA



To help raise the profile of bullying and amplify the message in our theme each year we conduct an independent poll of children and young people. The results of this poll are written up in to a press release and release before or during Anti-Bullying Week. In 2020, our press released focused on how vital it is to support children's friendships throughout the covid-19 crisis as we've seen children reporting having fewer friends and that online bullying is potentially on the rise.

Each year we secure a lot of press around Anti-Bullying Week. Our reach for 2020 is below (please note that the wider 'Anti-Bullying Week' figures are higher than they usually are due to a story relating to Priti Patel released at the end of the week):



Media reach

'Anti-Bullying Week'

'Anti-Bullying Alliance'

'Odd Socks Day'

N° of pieces of media coverage

2,020 (including 46 national newspapers)

158 (including 4 national newspapers)

462 (including 2 national newspapers)

N° of broadcast coverage

973

87

Didn't collect the data

Potential reach of coverage

156,275,184

8,753,231

11,341,907

Advertising equivalent value

£5,999,557

£856,643

£917,246



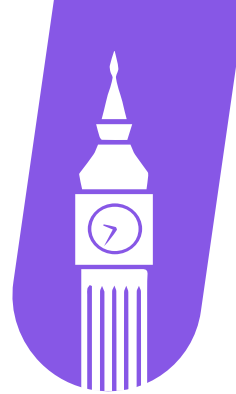
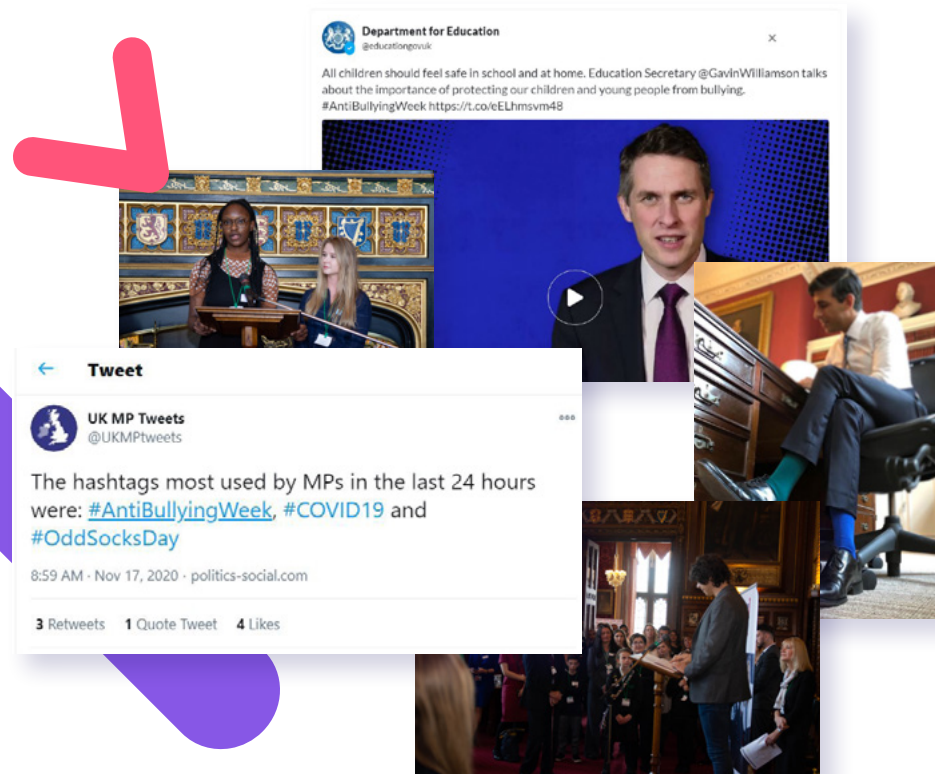
"I like it [Anti-Bullying Week] because it stops other kids being mean to each other."
- young person¹⁰

10 - Quote from young person from the Anti-Bullying Week Censuswide poll of pupils aged 11 - 16 years old - 2019

ANTI-BULLYING WEEK IN PARLIAMENT

Each year we hold a **parliamentary event** with young people to highlight Anti-Bullying Week, previous events have been held on the House of Lords Terrace and Speaker's House, and work with parliamentarians to table debates relating to Anti-Bullying Week.

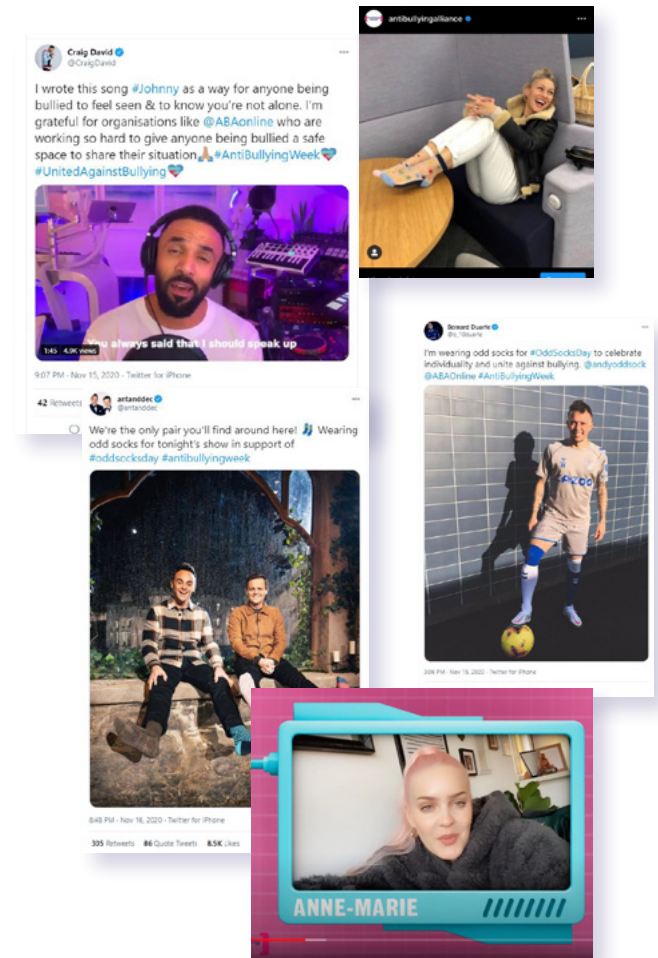
In 2020 we saw that #AntiBullyingWeek and #OddSocksDays were the **most used hashtags by members of parliament**. This was even before the Priti Patel story broke which saw even more reach than we normally would. We also had lots of parliamentarians highlighting the week, including the **Chancellor of the Exchequer, Rishi Sunak**, and the **Secretary of State for Education, Gavin Williamson**.



ANTI-BULLYING WEEK AND INFLUENCERS

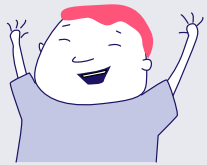
We have built up an organic list of influencers and celebrities that have supported Anti-Bullying Week and Odd Socks Day. They include:

- **Victoria Beckham**
- **Emma Willis**
- **Ant and Dec**
- **Bernard Duarte**
- **Keith Lemon**
- **Craig David**
- **Ore Oduba**
- **Gemma Style**
- **Paloma Faith**
- **Ringo Starr**
- **Niall Horan**
- **Sir Mo Farrah**
- **Anne-Marie**
- **Anthony Joshua**
- **Many premier league football clubs including Leicester City, Arsenal and Manchester United**
- **And many more!**



DOES IT MAKE A DIFFERENCE FOR CHILDREN AND YOUNG PEOPLE?

The most important thing is that Anti-Bullying Week helps raise awareness of bullying amongst children and young people and helps schools to tackle bullying taking place both online and face to face. We've conducted independent research with young people and school staff to ensure that the campaign makes a difference.



93%

of young people told us that they think Anti-Bullying Week helps raise awareness of bullying

86%

of young people told us that they think Anti-Bullying Week helps schools to tackle bullying¹¹



“

“Anti-Bullying Week literally saved my life” – A young person¹²

“There was more awareness of what bullying consists of for the pupils and how they can help reduce their own and others bullying behaviours” – Teacher¹³

“It's a great week for positive changes that desperately need to happen” – Teacher¹⁴

“Anti-Bullying Week helps people who are being bullied to come forward” – A young person¹⁵

”

WE ARE LOOKING FOR PARTNERSHIPS TO HELP US MAKE ANTI-BULLYING WEEK AND ODD SOCKS DAY BIGGER AND BETTER!

We desperately need your support to ensure that we can continue and build on this campaign and help bring an end to bullying.



If you are interested in becoming an official partner for Anti-Bullying Week, please contact:

Martha Evans,
Director of the Anti-Bullying Alliance

mevans@ncb.org.uk

ABOUT THE ANTI-BULLYING ALLIANCE

Anti-Bullying Week is coordinated by the Anti-Bullying Alliance (ABA) in England. 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. The ABA has three main areas of work:

- Supporting learning and sharing best practice through membership
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns
- Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives

ABA is based at leading children's charity the National Children's Bureau.



UNITED AGAINST BULLYING

