

Odd Socks Day Workplace Pack

Anti-Bullying Week 2026: Break the Silence

Kicking off the week in style on Monday 16th November



BREAK THE SILENCE

#ANTIBULLYINGWEEK

 www.anti-bullyingalliance.org.uk



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INTRODUCTION



Firstly, thank you for your support to help raise awareness of bullying by holding Odd Socks Day in your workplace!

We fundraise to be able to reach almost 8 million children each year in the UK with our anti-bullying message.

This pack provides everything you need to get ready for Odd Socks Day this year. If you need anything else or want to share your activity, please do get in touch.

WELCOME TO ODD SOCKS DAY 2026!

This year, we're celebrating the 10th anniversary of Odd Socks Day! 

Odd Socks Day is a key part of Anti-Bullying Week each year. Anti-Bullying Week 2026 is taking place from Monday 16th – Friday 20th November. This year's theme is 'Break the Silence'. It is coordinated by the Anti-Bullying Alliance, which is based at the National Children's Bureau.

OUR BREAK THE SILENCE CALL TO ACTION

Millions of children and young people experience bullying every year. Many never tell anyone.

They stay silent when they are being bullied, when they see it happening, and sometimes when they feel drawn into it themselves. When silence persists, bullying can grow.

When we speak up, take notice, and act together, we can stop bullying before it takes hold and create places where every child feels safe, valued, and that they truly belong.

Let's challenge ourselves this Anti-Bullying Week and beyond to find ways to break the silence on bullying wherever we see it.

The Anti-Bullying Alliance and Andy and the Odd Socks started Odd Socks Day in 2017. We wanted to create a new and fun way of celebrating Anti-Bullying Week and what makes us all unique.

Odd Socks Day is an opportunity to have fun, be yourself and spread awareness of the core values Anti-Bullying Week promotes.



Remember to share all your Odd Socks Day photos on social media on Monday 16th November and use the hashtags #OddSocksDay and #AntiBullyingWeek



ABOUT ODD SOCKS DAY



Most importantly, Odd Socks Day is designed to be fun! It's an opportunity for children to express themselves and celebrate their uniqueness. 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!



Odd Socks Day is taking place on Monday 16th November

If you can't do Monday 16th November, that's OK! You can run your own Odd Socks Day on any day in Anti-Bullying Week (or even the whole week!). We would like to invite participating children to make a £1 donation (or whatever you feel the right donation should be) to support the Anti-Bullying Alliance. However, if you do not think raising money is the right thing for your school, please still take part in Odd Socks Day to help raise awareness of this important issue.

WHAT DO WE NEED FROM YOU?



It's so easy! Here's what you do:

1. Ask your employees to wear odd socks to work (even if you're working from home!)
2. Ask for a £1 donation per member of staff to help the Anti-Bullying Alliance carry on our important work.
3. If you want to, you can share a photo online using #OddSocksDay and #AntiBullyingWeek, & tag @ABAonline on X. Or @AndyandtheOddSocks and @AntiBullyingAlliance on Instagram.
4. Share a video or photo of your odd socks online, and please feel free to use this year's song 'Who's Wearing Odd Socks?!'.



To help you bring Odd Socks Day 2026 to life in your workplace, we've developed [this flyer](#) you can distribute.





ABOUT ODD SOCKS DAY



ABOUT ANDY AND THE ODD SOCKS



We hold Odd Socks Day in partnership with the co-founders of Odd Socks Day, Andy and the Odd Socks. Andy and the Odd Socks are one of the most popular bands for young children in the UK.

Stars of the wacky comedy drama 'Andy and the Band' currently on CBeebies and CBBC, the Odd Socks are always there to help their fans along the way and of course save the day...in their own inimitable way.

Fronted by Andy Day, one of the most popular children's TV personalities, the Odd Socks are all about fun and laughter, but more importantly they deliver a message of individuality, acceptance, and tolerance. Which is what being an Odd Sock is all about... because everyone is different and that's good!

The Anti-Bullying Alliance and Andy and the Odd Socks started Odd Socks Day in 2017. We wanted to create a new and fun way of celebrating Anti-Bullying Week and what makes us all unique. Odd Socks Day is an opportunity to have fun, be yourself, and spread awareness of the core values Anti-Bullying Week promotes.



Watch Andy and the Band anytime on BBC iPlayer.





WHY IS ODD SOCKS DAY IMPORTANT?



Unfortunately, research shows that bullying is still a significant problem in children's lives. The impact of experiencing bullying can last well into adulthood*.

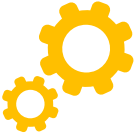
Data from over 30,000 learners aged between 7 and 15 years old from the Anti-Bullying Alliance's learner wellbeing questionnaire in 2022¹ found:

- **1 in 4** children reported being bullied 'a lot' or 'always'.
-  Bullying and cyberbullying remains in the top three reasons under 11s call Childline and in the top 5 reasons that 11-16-year-olds call Childline².
-  Children and young people who are involved in school bullying go to school less, have poorer relationships with their teachers, and are less likely to feel safe or included within the school.

IMPACT OF BULLYING

Short-term impact

Children and young people who have experienced bullying are more likely to:

-  Face barriers to learning³.
-  Miss school (research found that at any one time over 16,000 young people aged 11-15 are missing education primarily due to bullying⁴).
-  Experience a range of physical symptoms such as sleepless nights, bedwetting, abdominal pain, and headaches, and psychological symptoms such as depression, self-harm, suicidal ideation, and anxiety⁵.

* Please see our website for references



WHY IS ODD SOCKS DAY IMPORTANT?

Long-term impact

King's College London research shows the substantial long-term effect of being bullied (especially if they fall into a 'frequently bullied' category) where people in their 50s who were bullied as children were more likely to:

-  experience a range mental health issues as an adult including suicidal ideation.
-  not gain qualifications.
-  not be in employment, education, or training into adulthood earn less money.
-  not be in a stable relationship.

WHAT ABOUT ONLINE BULLYING?

Research about online bullying varies greatly.

- **1 in 5** Analysis from Health Behaviour in School Age Children (HBSC) showed that 21% young people had experienced cyberbullying in the previous two months.
- **9 out of 10** Research suggests that 9 out of 10 adolescents who report experience of online bullying are also bullied by traditional (face to face) forms of bullying. Studies have shown that online bullying creates very few new victims. It generally starts face to face and then 'goes' online.

Odd Socks Day allows us to raise the issue of bullying in a positive way and celebrate what makes us all unique.

[* Please see our website for references](#)



GET INVOLVED ON SOCIAL MEDIA

BEST PET IN ODD SOCKS COMPETITION

During Anti-Bullying Week we will be holding a competition for the best furry friends in odd socks. All you have to do is share a photo or video of your pet in odd socks on social media and use the hashtags #OddSocksDay #PetsInOddSocks and tag us during Anti-Bullying Week. We will be sharing our favourites throughout the week, with the final round on the last day of Anti-Bullying Week.



- ✕ On X: @ABAonline
- 📷 On Instagram: @antibullyingalliance and @AndyandtheOddSocks
- 🎵 On TikTok: @antibullyingalliance and @AndyOddSocks

- ✉ You can also take part by emailing aba@ncb.org.uk with your pictures/videos. If you'd like to email us your entries, you can do so by emailing aba@ncb.org.uk.



We love to see what you're doing. Share with us your videos, artwork and messages. Please share your activity with us on social media. Please feel free to use our song 'Who's Wearing Odd Socks?!' to accompany your photos and videos.

Use the hashtag #AntiBullyingWeek, #OddSocksDay and tag @ABAonline on X, and @AntiBullyingAlliance on Instagram.

HOW TO MAKE A DONATION TO THE ANTI-BULLYING ALLIANCE



We are a small team and are always so very grateful for any fundraising that you do for us to help us keep running Anti-Bullying Week each year in the UK. If you raise money for us through your Odd Socks Day or anytime in Anti-Bullying Week you can send it to us in the following ways:



SUPPORTING



- You can donate directly to us via our [JustGiving page](#).
- Or send us a cheque made payable to 'Anti-Bullying Alliance' and send to the National Children's Bureau, 23 Mentmore Terrace, London, E8 3PN. Please make sure you include your name and email address as we like to acknowledge all funds raised wherever possible.
- All donors that fundraise over £50 will receive a 'fundraising hero' certificate.

JustGiving™



To donate £1, text **ABA** to **70201**
To donate £3, text **ABA** to **70331**
To donate £5, text **ABA** to **70970**
To donate £10, text **ABA** to **70191**





OTHER WAYS TO GET INVOLVED IN ANTI-BULLYING WEEK 2026

1. If you have school-age children, encourage their schools to hold Odd Socks Day. You can find an Odd Socks Day School Pack at www.anti-bullyingalliance.org.uk/oddsocksdayschools and there is an exciting competition for participating schools to take part in where they can win a live performance from Andy and the Odd Socks.
2. [Sign up online](#) - Become be a supporter of Anti-Bullying Week online where you can download a certificate for your school to display.
3. [Get the merch](#) - Purchase a range of amazing Anti-Bullying Week merchandise including wristbands and stickers from our online shop.
4. [Fundraise for us](#) - Anti-Bullying Week is not government funded so we need to raise funds to run it each year. If you are able [to fundraise for us or any of our member charities](#) during Anti-Bullying Week we are immensely grateful. You could do a sponsored race or hold a non-uniform day or a bake sale. You can find more ways to fundraise for us in Anti-Bullying Week here.
5. [Share your activity with us](#) - Use the hashtag #AntiBullyingWeek and #BreakTheSilence. We love to see what you're doing. Share with us your videos, artwork and messages.
6. Sign up for free anti-bullying email updates and/or become a member of ABA.
7. Read our guide for parents and carers about how you can get involved in Anti-Bullying Week with your children.
8. Odd Socks bunting: Create your own Odd Socks Bunting by using the template on our website and decorate the office or home!



ABOUT THE ANTI-BULLYING ALLIANCE

Anti-Bullying Week is coordinated by the Anti-Bullying Alliance (ABA) in England, Wales and Northern Ireland. 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.

We'd like to extend a massive 'thank you' to the Andy and the Odd Socks team for continuing to support us year after year for Odd Socks Day with a toe tapping song and many, many ideas to help us bring Odd Socks Day to life.



#ANTIBULLYINGWEEK

Please share your activity with us on social media!



@anti-bullyingalliance.org.uk



@ABAonline



Anti-BullyingAlliance



@antibullyingalliance



@antibullyingalliance



Anti-Bullying Alliance



**NATIONAL
CHILDREN'S
BUREAU**
Part of the family

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