



Anti-Bullying Week Evaluation 2016

'Our Deputy Head said that she felt that Anti-Bullying week had a higher profile this year and was very well received by students. She noticed a buzz around the school of students being kinder and more thoughtful of each other.'

About the week

Anti-Bullying Week (14th - 18th November 2016) was sponsored by SafeToNet and the Ben Cohen Stand Up Foundation, with support from Internet Matters and Twitter UK. The overarching aim of the campaign was to encourage children, teachers and parents to use their **Power for Good** to stop bullying.

The Anti-Bullying Alliance (ABA) has coordinated the week since 2004. It is firmly established in the school calendar and is a vital opportunity to shine a light on bullying and encourage schools and colleges to take action against bullying all year round.

The week was led by Lauren Seager-Smith (National Coordinator, ABA) with support from Martha Evans (Senior Programme Lead, ABA), Betty Atia (Project Assistant, ABA), Dustin Hutchinson (Project Assistant, ABA), the NCB Communications team, Amber DeRosa (Participation lead) and YoungNCB. Georgie Pursey from SafeToNet also gave her support throughout the campaign and we had assistance from Kira O'Connor at Twitter UK, Jack Welch from YoungNCB and Rosie Apps (an external consultant) working on the social media campaign.

Setting the theme

In Easter time each year we survey children and young people to find out what they think the theme of Anti-Bullying Week should be. We also consult with members of the Anti-Bullying Alliance, ABA Advisory Group and Young NCB. There was a strong call for a campaign that would allow everyone to take part whatever their particular focus and therefore we agreed on a more generic campaign for 2016. The workshop with the ABA Advisory Group and Young NCB called for active youth participation in the campaign and so we decided on a theme that would empower young people to take action against bullying, and committed to work with YoungNCB across all areas of the campaign.

Key aims of the week

The key aims of Anti-Bullying Week 2016 were:

- To support children and young people to use their **Power for Good** – by understanding the ways in which they are powerful and encouraging individual and collective action to stop bullying and create the best world possible.
- To help parents and carers to use their **Power for Good** – through supporting children with issues relating to bullying and working together with schools to stop bullying.
- To encourage all teachers, school support staff and youth workers to use their **Power for Good** – by valuing the difference they can make in a child's life, and taking

individual and collective action to prevent bullying and create safe environments where children can thrive.

Anti-Bullying Week film competition

In the spirit of ensuring youth participation throughout all aspects of the campaign we ran a competition before the summer holidays for schools to make the official Anti-Bullying Week 2016 film. The prize was a selection of books for the school donated by Scholastic and the overall winner was St Helens College 14-16 Academy in Merseyside. The film was embedded in the Anti-Bullying Week assembly presentations and lesson plans and has had over 21,000 views on [Youtube](#). We were also delighted that two students from the Academy were able to read a poem that features in the film at the Parliamentary Reception.

Launch of Power for Good award

We felt strongly this year that we wanted to acknowledge school staff that do take action against bullying and go beyond the call of duty to support pupils with a range of different issues. We launched our first ever Power for Good award and were delighted to receive over 100 nominations for school staff from children and young people across the country.



Our Power for Good champions 2016 were Jackie Johnson from Orton Wistow Primary School in Peterborough and Luke Pittaway from Blue Coat Church of England Academy in Walsall.

"I want to nominate Mr Pittaway because I feel he has supported me in ways that help me forget about bad things and stop me from getting in trouble. For example he has removed me from situations such as fights and arguments that could have got me in deep trouble. He has spent time helping me by explaining the dangers and consequences of my actions. When I am angry or upset Mr Pittaway makes me laugh and helps me forget whatever makes me angry....Mr Pittaway is a great role model who never judges me for who I am and is always there for me in good and bad situations."

Jackie Johnson was nominated by her entire year three class, as well as a number of other pupils in the school, one year six student said:

"Mrs Johnson goes above and beyond; she helps with my friendship issues and supports me with everything I do. I know I can trust her; I would not be who or where I am at the moment without her"

Lauren from ABA visited Orton Wistow Primary School to announce in assembly that Mrs Johnson was a Power for Good champion and both Jackie and Luke attended the Parliamentary Reception with some of the students that nominated them and received an award from Caroline Dinan MP. The Duke of Cambridge also said he wanted to send personal letters to both champions to acknowledge the part they play in supporting children with bullying issues.

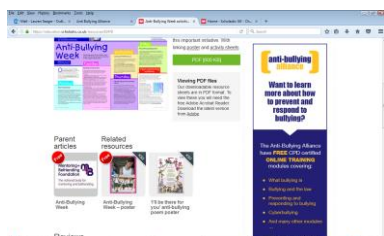
This was the first year we launched the award and we would very much like to see it become an established part of Anti-Bullying Week.

'Our local press reported on our Power for Good nominations and I would like to see this as an annual event as I think hearing from the children about the impact the staff are making on a daily basis had a profound effect on the whole school.'

Campaign materials

'We just wanted to let you know how grateful we are as a school for the campaigns and free resources available each year that you produce. They really help enrich ideas and suggestions for staff, children and parents. Our children are a kindly, empathetic group, and we work really hard as a staff to prevent bullying, as well as trying to 'cure' it; supporting both perpetrator and victim. So thank-you for the help you give us as a school; we have joined the anti-bullying alliance, and look forward to sharing this year's message with the children.'

'Thank you for producing these resources. Each year we are able to raise awareness and also build a bigger picture of the many aspects of bullying. Such a wealth of resources enables being able to find suitable materials right across the age range.'



This year we worked with [Scholastic](#) in both the production and distribution of [resources](#) for schools to encourage and support school activity in the week.

Following feedback from schools last year we included assembly presentations and lesson plans but also extended the support with letter templates for pupils and parents, recommended reading lists and the new [ABA guide to writing or updating your school anti-bullying week policy](#).

'It is a great opportunity to raise awareness of the issues and encourage, students, staff, parents and members of our local communities to get involved and make a positive difference. Thank you for a brilliant informative website and useful resources.'

'Thank you for the resources and ideas schools can access for no cost to themselves. We are a very small school so this type of support is invaluable to us. Keep up the good work.'

Media activity

Focus on social media



Our primary media focus this Anti-Bullying Week was to create an impact on social media. The campaign successfully teamed up with Twitter UK and achieved a substantial reach including:

- 92,750 uses of hashtags #antibullyingweek and #powerforgood.
- 71,900, 9000 maximum potential hashtag reach.
- 48,079 contributors to hashtags.

Many influential users used hashtags including Nickelodeon (4 million followers), The FA (1.8 million followers) former Spice Girl, Emma Bunton (1.2 million followers), MTV UK (2.5 million followers), This Morning (1.6 million followers), BBC Radio 1 (2.7 million followers) and Bear Grylls (1.3 million Followers).

ABA's social media channels:

- **1,285,492** impressions on Anti-Bullying Alliance's Facebook & Twitter content
- **12,539** engagements on content
- **2,539** clicks to the website
- **+4,892** new fans/follower.
- **523** users changed their profile picture with our Twibbon campaign

Power for Good Awards coverage



While our main focus for Anti-Bullying Week was social media, we also gained good local coverage for the school staff nominated for Power for Good Awards. And we had **national television coverage** when Jackie Johnson from Orton Wistow Primary school in Peterborough, appeared on ITV This Morning to talk about her approach to bullying.

We gained:

- 62 pieces of coverage in regional newspapers
- 22 pieces of coverage in trade magazines and online (including BBC online).

- £172k worth of coverage for Anti-Bullying Alliance
- A total audience of reach of nearly 5.8m

NB: This does not include broadcast coverage which included:

- ITV This Morning
- BBC Radio Cambridgeshire

The Anti-Bullying Week brand was highly visible in the media with national coverage including the Guardian, Sun, Metro and Daily Mail.

Anti-Bullying Week was featured in:

- 15 national newspapers
- 226 regional newspapers
- 804 online articles
- 15 trade magazines
- This coverage was worth an advertising equivalent of over £1.4m and reached a total audience of nearly 64m.

NB: This does not include general broadcast media coverage.

Anti-Bullying Week Parliamentary Reception



The Parliamentary Reception showcased the ways in which we can use our Power for Good to stop bullying. Caroline Dinenage MP shared the government commitment to tackling bullying and presented awards to our Power for Good champions.

School involvement

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

'We spoke about the power of good and linked it to the power of words. Each class has a 'power of words' themed book to use as a point for discussion/basis for activities. The children also had a self-esteem themed anti bullying poetry/beat boxing workshop to help raise aspirations and prevent bullying. Prior to the workshop they spoke about why bullies behaved how they did.'

'Each of the 3 classes across the school produced work to add to their own anti-bullying leaflet. Year 5 and 6 acted as agony aunts to answer problems about friendship/bullying, giving them the 'power' to help others.'

'We used the films from the Anti-Bullying Alliance website in all classes during registration time at the end of each day to generate discussion in the classes. We also used a specific prayer 'A prayer for those who are bullied' in the daily act of worship and in the staff briefing for the week. We also used this week to introduce this year's Year 10 antibullying Peer Mentors (62 of them) to their KS3 classes and start their work for the year. They join their allotted class each week to work through activities, resolve issues or escalate them up to staff, and help review the anti-bullying policy.'

We surveyed nearly 200 schools to measure school involvement in the week, and the impact of Anti-Bullying Week.

- **99.42% of the schools we surveyed took part. 13% for the first time.**
- 92% followed the **Power for Good** theme (up from 76% following the theme last year).
- 88% of schools held assemblies, 87% ran classroom activities and 56% whole school activities.

The Impact of Anti-Bullying Week

Of the schools we surveyed...

- 87% said Anti-Bullying Weeks **helps them to improve their anti-bullying practice**
- 87% said Anti-Bullying Week **increases levels of respect and kindness** towards others in their schools
- 62% said Anti-Bullying Week gives them an **opportunity to educate parents and carers** about bullying related issues
- 50% said Anti-Bullying Week gives an **opportunity to provide staff training** in relation to bullying
- 47% said Anti-Bullying Week leads to an **increase in bullying reporting** bullying

Schools shared the impact of Anti-Bullying Week

'We always take part in anti bullying week as we feel it is important to continually keep awareness high among our pupils. This also benefits our parents who often mistake unkind behaviour for bullying - this is a major source of difficulty as parental interpretation is often different from reality and this is a barrier that we are continually trying to break down.'

It's really helpful to have a designated time each year when we revisit the key anti-bullying messages. The children are much more aware of bullying since we started to participate 3 years ago - children are much more willing to report things happening to others if they think it is bullying.



Finally...

*Thank you to all of you that took part in the week and helped to spread the Power for Good message. I have been very fortunate to work with so many amazing people on the anti-bullying week campaigns over the years and I have faith that the campaign will continue to go from strength to strength for many years to come. **Lauren Seager-Smith, December 2016***

