

Monday 16<sup>th</sup> November 2020  
during Anti-Bullying Week 2020

# ODD SOCKS DAY



## WORKPLACE PACK



NATIONAL  
CHILDREN'S  
BUREAU

PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK

PARTNER



# CONTENTS

What is Odd Socks Day? **(Page 2)**

Why do we need Odd Socks Day? **(Page 4)**

Get involved on social media **(Page 5)**

How to make a donation to the Anti-Bullying Alliance **(Page 5)**

Other ways to get involved in Anti-Bullying Week 2020 **(Page 6)**



## WHAT IS ODD SOCKS DAY?

### INTRODUCTION

Anti-Bullying Week 2020 is happening from Monday 16th – Friday 20th November and has the theme 'United Against Bullying'. It is coordinated by the Anti-Bullying Alliance, which is based at the National Children's Bureau.

This year, more than ever, we've witnessed the positive power that society can have when we come together to tackle a common challenge.

Anti-Bullying Week is no different. Bullying has a long-lasting effect on those who experience and witness it. But by channelling our collective power, through shared efforts and shared ambitions, we can reduce bullying together. From parents and carers, to teachers and politicians, to children and young people, we all have a part to play in coming together to make a difference.

**We're all a piece in the puzzle, and together, we're united against bullying.**

**This year we are delighted to the continued support from our patron Andy Day and his band Andy and the Odd Socks.**

### ABOUT ODD SOCKS DAY

Most importantly, Odd Socks Day is designed to be fun! It's an opportunity to express and celebrate individuality. It helps us raise awareness of bullying. There is no pressure to wear the latest fashion or to buy expensive costumes. All you have to do to take part is wear odd socks to work. It couldn't be simpler!

If you can't do the Monday of Anti-Bullying Week, any day in the week would be fine (or the whole week!). We would like to invite participants to **make a £1 donation (or whatever you feel the right donation should be)** to support the work of the Anti-Bullying Alliance. However, if you do not think raising money is the right thing for your workplace, please do still take part in Odd Socks Day and have lots of fun helping us raise awareness on this important issue.



PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK



PARTNER

© National Children's Bureau  
- Registered charity No.  
258825. Registered in England  
and Wales No. 952717.  
Registered office:  
23 Mentmore Terrace, London  
E8 3PN. A Company Limited  
by Guarantee.

## WHAT DO WE NEED FROM YOU?

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

1. Ask you and your company to **wear odd socks to work** (even if it's working from home!)
2. **Donate £1** to help the Anti-Bullying Alliance carry on our important work
3. If you want to, you can **share a photo online using #oddssocksday and #anti-bullyingweek** and Tag **@andyoddssock** and **@abaonline**

To help you bring Odd Socks Day 2020 to life in your workplace, we've developed this flyer you can distribute.



## ABOUT ANDY AND THE ODD SOCKS

We hold Odd Socks Day in partnership with 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.



PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK



PARTNER

© National Children's Bureau  
- Registered charity No. 258825. Registered in England and Wales No. 952717.  
Registered office:  
23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



# 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 13,000 pupils aged between 7 and 15 years old from the Anti-Bullying Alliance's pupil wellbeing questionnaire in 2016<sup>1</sup> found:

# 1 IN 4

children reported being bullied a lot or always

Bullying and cyberbullying remains the top reason under 11s call Childline and in the top 4 reasons that 11-16 year olds call Childline<sup>2</sup>.



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 learning<sup>3</sup>

Miss school (research found that at any one time over 16,000 young people aged 11-15 are missing education primarily due to bullying<sup>4</sup>)



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 anxiety<sup>5</sup>



## Long-term impact

King's College London research from 2015 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 suicide ideation



earn less money



be obese (particularly in women)

not be in employment, education or training into adulthood



not gain qualifications



not be in stable relationships



## WHAT ABOUT ONLINE BULLYING?

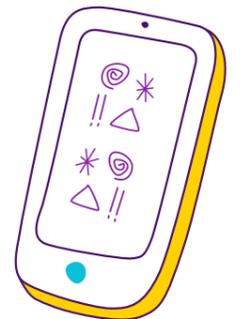
Research about online bullying varies greatly.

# 17%

One analysis from Public Health England showed that 17% have experienced cyberbullying in the previous year<sup>7</sup>.

# 9/10

Studies have shown that online bullying creates very few new victims. It generally starts face to face and then 'goes' online<sup>8</sup>. Research suggests that 9 out of 10 adolescents who report experience of cyberbullying are also bullied by traditional (face to face) forms of bullying<sup>9</sup>.



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



PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK



PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



## GET INVOLVED ON SOCIAL MEDIA



Please share your activity with us on social media. Use the hashtag **#AntiBullyingWeek**, **#OddSocksDay** and **#UnitedAgainstBullying** and Tag **@andyoddssock** and **@abaonline**

We love to see what you're doing. Share with us your videos, artwork and messages.



@abaonline



AntiBullyingAlliance



Anti-BullyingAlliance



antibullyingalliance



@andyoddssock



AndyOddSocksVEVO



andyandtheoddssocks



andyandtheoddssocks



## 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 England. If you raise money for us through your Odd Socks Day or anytime in Anti-Bullying Week you can give it to us in the following ways:

- You can donate directly to us via our **Virgin Money Giving page.**



- Or send us a cheque should be made payable to 'Anti-Bullying Alliance' and be sent to the National Children's Bureau, 23 Mentmore Terrace, London, E8 3PN. Please make sure you include your name and your address as we like to acknowledge all funds raised wherever possible.



PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK



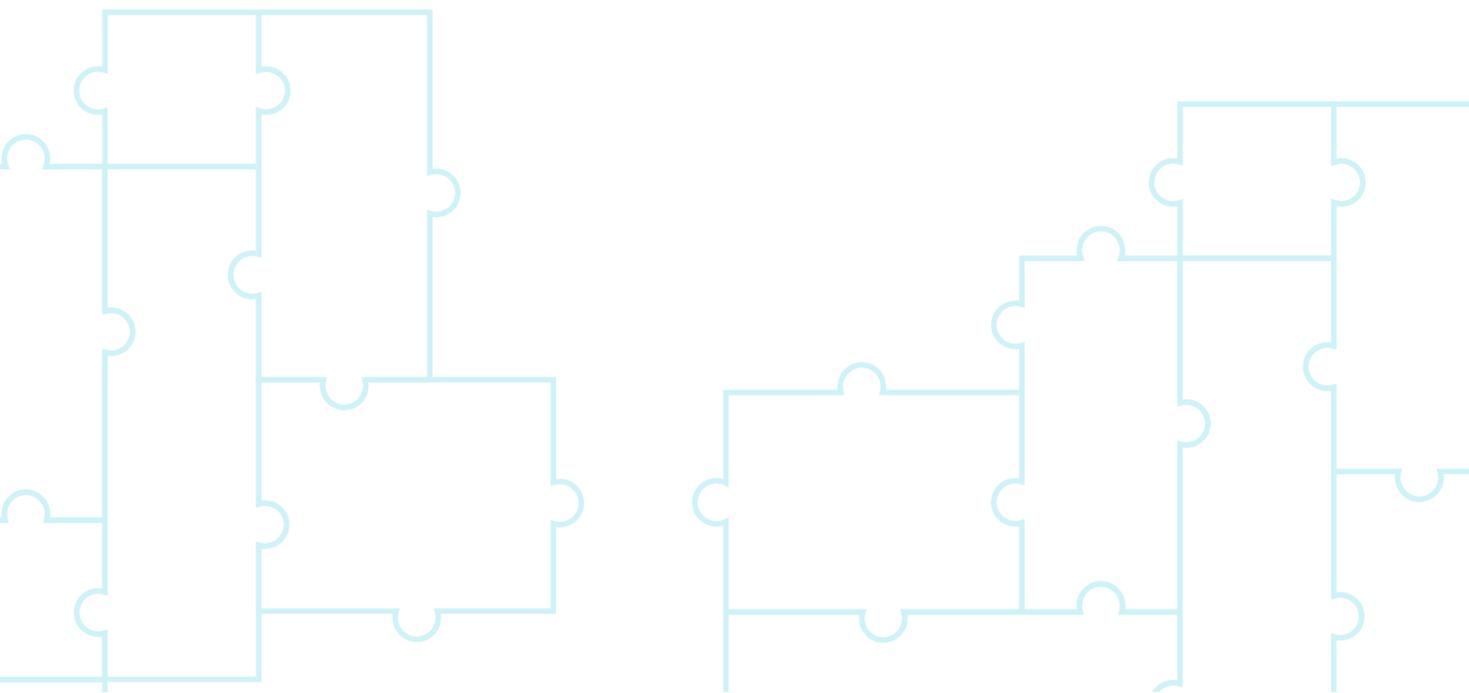
PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.



# OTHER WAYS TO GET INVOLVED IN ANTI-BULLYING WEEK 2020

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/oddssocksday](http://www.anti-bullyingalliance.org.uk/oddssocksday) 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 to be a [supporter of Anti-Bullying Week online](#) where you can download a certificate to display.
3. You can purchase a range of amazing Anti-Bullying Week merchandise including wristbands and stickers from our [online shop](#) to support your activities / and raise awareness.
4. Sign up for [free anti-bullying email updates](#) and/or become a member of ABA
5. 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 during Anti-Bullying Week here.](#)



PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK



PARTNER

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717. Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.

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:

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

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.

We'd also like to thank the children from the following schools for helping us write our The Kids Are United rap:

- Trinity CE Primary School
- Sacred Heart Catholic Primary Roehampton
- Brigg Primary School
- Dunham-on-Trent CofE Primary School
- St John's Catholic Primary School
- Smawthorne Henry Moore Primary School
- Cardinal Newman Primary School
- Our Lady of Good Help Catholic Primary School
- Elmwood Infant and Nursery School
- St Barnabas CE VC Primary School
- St Peters RC Primary School
- May Park Primary School
- Mowlem Primary School

And finally, a big thank you to Sham 69 for allowing us to use their amazing song for Odd Socks Day 2020.

© Copyright Anti-Bullying Alliance 2020



PART OF THE NCB FAMILY



ORGANISER



#ANTIBULLYINGWEEK

© National Children's Bureau - Registered charity No. 258825. Registered in England and Wales No. 952717.  
Registered office: 23 Mentmore Terrace, London E8 3PN. A Company Limited by Guarantee.