



**Monday 15<sup>th</sup> November**  
**during Anti-Bullying Week 2021**

# Odd Socks Day

**WORKPLACE PACK**



PARTNER



ORGANISER



#ANTIBULLYINGWEEK



## 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 2021 (Page 6)



## WHAT IS ODD SOCKS DAY?

### INTRODUCTION

Anti-Bullying Week 2021 is happening from Monday 15th – Friday 19th November and has the theme 'One Kind Word'. It is coordinated by the Anti-Bullying Alliance, which is based at the National Children's Bureau.

In a world that can sometimes feel like it's filled with negativity, one kind word can provide a moment of hope. It can be a turning point. It can change someone's perspective. It can change their day. It can change the course of a conversation and break the cycle of bullying.

Best of all, one kind word leads to another. Kindness fuels kindness. So from the playground to Parliament, and from our phones to our homes, together, our actions can fire a chain reaction that powers positivity.

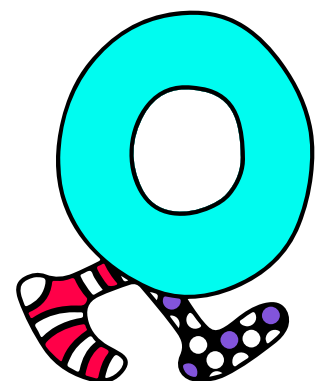
**It starts with one kind word. It starts today and we need your help to make it happen!**

**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.





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 #oddsocksday and #anti-bullyingweek and Tag @andyoddsock and @abaonline on Twitter. Or @andyandtheoddssocks and @antibullyingalliance on Instagram.

To help you bring Odd Socks Day 2021 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.







# 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 learners aged between 7 and 15 years old from the Anti-Bullying Alliance's learner 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>.



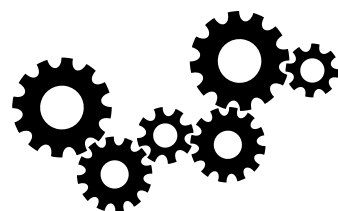
Children and young people who are involved in school bullying go to school less, have poorer relationships with their teachers, and are less likely to feel safe or included within the school.



## 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>)



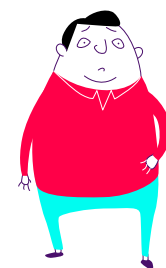
Experience a range of physical symptoms such as sleepless nights, bedwetting, abdominal pain and headaches, and psychological symptoms such as depression, self-harm, suicidal ideation and anxiety<sup>5</sup>



\* Please see our website for references

## 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

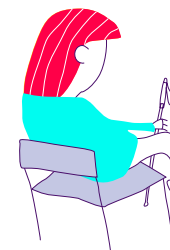


earn less money



be obese

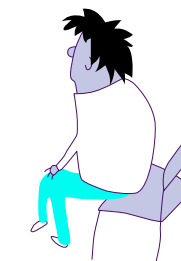
not be in employment, education or training into adulthood



not gain qualifications



not be in stable



## WHAT ABOUT ONLINE BULLYING?

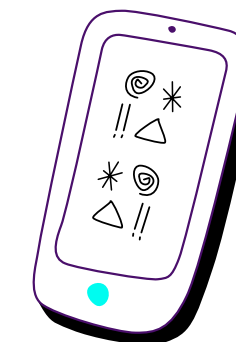
Research about online bullying varies greatly.

**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.



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## GET INVOLVED ON SOCIAL MEDIA

### BEST PET IN ODD SOCKS COMPETITION

Last year we saw so many of our furry friends in odd socks on Odd Socks Day. **So during Anti-Bullying Week we will be holding competition for the best pet in odd socks.**

All you have to do is **share a photo or video of your pet in odd socks on Twitter or Instagram and use the hashtags #OddSocksDay #PetsInOddSocks and tag @ABAonline @AndyOddSocks during Anti-Bullying Week.**

We will share our favourite three each day of Anti-Bullying Week with the final round on the last day of Anti-Bullying Week.



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



We love to see what you're doing. Share with us your videos, artwork and messages. You can also share on Instagram if you'd prefer by using the same hashtags but tagging **@AntiBullyingAlliance** and **@AndyandtheOddSocks.**



@abaonline



AntiBullyingAlliance



Anti-BullyingAlliance



antibullyingalliance



@andyoddsock



AndyOddSocksVEVO



andyandtheoddsocks



andyandtheoddsocks



## 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 and Wales. 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 Just 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.

**JustGiving™**



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## OTHER WAYS TO GET INVOLVED IN ANTI-BULLYING WEEK 2021

- 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.](#)
- 6.** Read our [guide for parents and carers](#) about how you can get involved in Anti-Bullying Week with your children.



 ANTI-BULLYING  
ALLIANCE

ORGANISER

**ONE  
KIND  
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**Andy and  
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Andy and  
The  
Odd Socks

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.

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