

Tuesday 12th November during Anti-Bullying Week 2019

ODD SOCKS DAY



WORKPLACE PACK

PATRON



Andy and The Odd Socks



NATIONAL CHILDREN'S BUREAU

PART OF THE NCB FAMILY



ORGANISER



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#ANTIBULLYINGWEEK



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WHAT IS ODD SOCKS DAY?

INTRODUCTION

Anti-Bullying Week 2019 is happening from Monday 11th – Friday 15th November and has the theme 'Change Starts With Us'. It is coordinated by the Anti-Bullying Alliance, which is based at the National Children's Bureau.

The aims of this week are to support schools and other settings to help children and young people, school staff, parents and other professionals who work with children to understand that whether it is verbal, physical, online or in-person, bullying has a significant impact on a child's life well in to adulthood. If we work together and make small changes, we can make a big difference and break this cycle to create safe environments for everyone.

This year we are delighted to the continued support from our patron Andy Day and his band [Andy and the Odd Socks](#), and from [SafeToNet](#) as official supporters of Odd Socks Day. Find out more about SafeToNet's app on page 4.

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!



Odd Socks Day normally takes place on the first day of Anti Bullying Week, however, this year we are holding it on the Tuesday of Anti-Bullying Week, the 12th November, to avoid clashing with Armistice Day



WHAT DO WE NEED FROM YOU?

If you can't do the Tuesday 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.



1. Wear odd socks to school, work or wherever you are going on the Tuesday 12th November
2. Donate £1 to help the Anti-Bullying Alliance carry on important work
3. If you want to, you can share a photo online using #oddsocks #antibullyingweek



To help you bring Odd Socks Day 2019 to life in your workplace, we've developed this flyer you can distribute.



ABOUT ANDY AND THE ODD SOCKS

Andy Day is one of the most popular children's TV presenters in the country. He has worked with young children for over 10 years, and is a favourite amongst children and parents alike. Andy wanted to create a new way of promoting a positive and inclusive message to the young audience that watch him week in and week out on TV. So he formed a band called Andy and the Odd Socks...and the Odd Socks rock, and not just musically!

They promote a message that it's good to be different and everyone is unique. Which is no more apparent than in their song 'Change', written especially for Anti Bullying Week based on this year's theme, 'Change Starts With Us'. You can find the song in the materials below



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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 2016¹ 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 Childline².



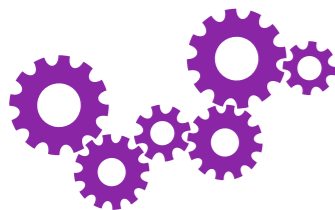
Children and young people who are involved in school bullying go to school less, have poorer relationships with their teachers, and are less likely to feel safe or included within the school.



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

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?

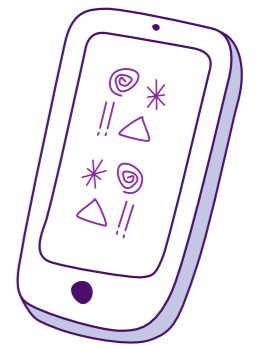
Research about online bullying varies greatly.

17%

One analysis from Public Health England showed that 17% have experienced cyberbullying in the previous year⁷.

9/10

Studies have shown that online bullying creates very few new victims. It generally starts face to face and then 'goes' online⁸. Research suggests that 9 out of 10 adolescents who report experience of cyberbullying are also bullied by traditional (face to face) forms of bullying⁹.



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



Please share your activity with us on social media. Use the hashtag **#AntiBullyingWeek** **#OddSocks** and **#ChangeStartsWithUs**

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



@SafeToNet



safetonet-ltd



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



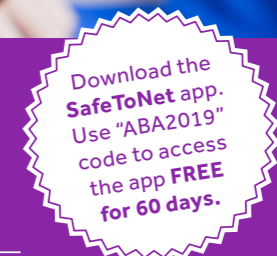
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A MESSAGE FROM THE SAFETONET TEAM

What does the SafeToNet app do?

FOR CHILDREN

SafeToNet is an online safeguarding buddy. It's an intelligent keyboard which interacts with children and educates them to become better digital citizens by advising and if necessary preventing children from sending messages that could harm them and others. It detects signs of bullying, sexual content, worrying thoughts, abuse and aggression.



FOR PARENTS

SafeToNet advises and guides parents too by providing powerful and informative insights into their child's digital world. It does this whilst always respecting the child's rights to privacy as it never discloses what the child is doing, what they are saying and who they are talking to. Instead it provides a Safety Indicator. Parents are notified of their child's movement towards or away from online risk, and are given "in the moment" advice and guidance that encourages conversations between the parent and child about staying safe in the digital world.

**FREE
FOR
60
DAYS**

As part of SafeToNet's support of Odd Socks day SafeToNet is providing parents access to its award-winning app for **FREE FOR 60 DAYS** Use promo code 'ABA2019'. You might find it helpful to download the book bag slips for your parents as it explains how they can gain access to the app.

To download more great anti-bullying content, please visit:

www.safetonet.com/oddssocksday

We hope Odd Socks Day is a great success in your workplace.



OTHER WAYS TO GET INVOLVED IN ANTI-BULLYING WEEK 2019

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 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.**



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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 unite against 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

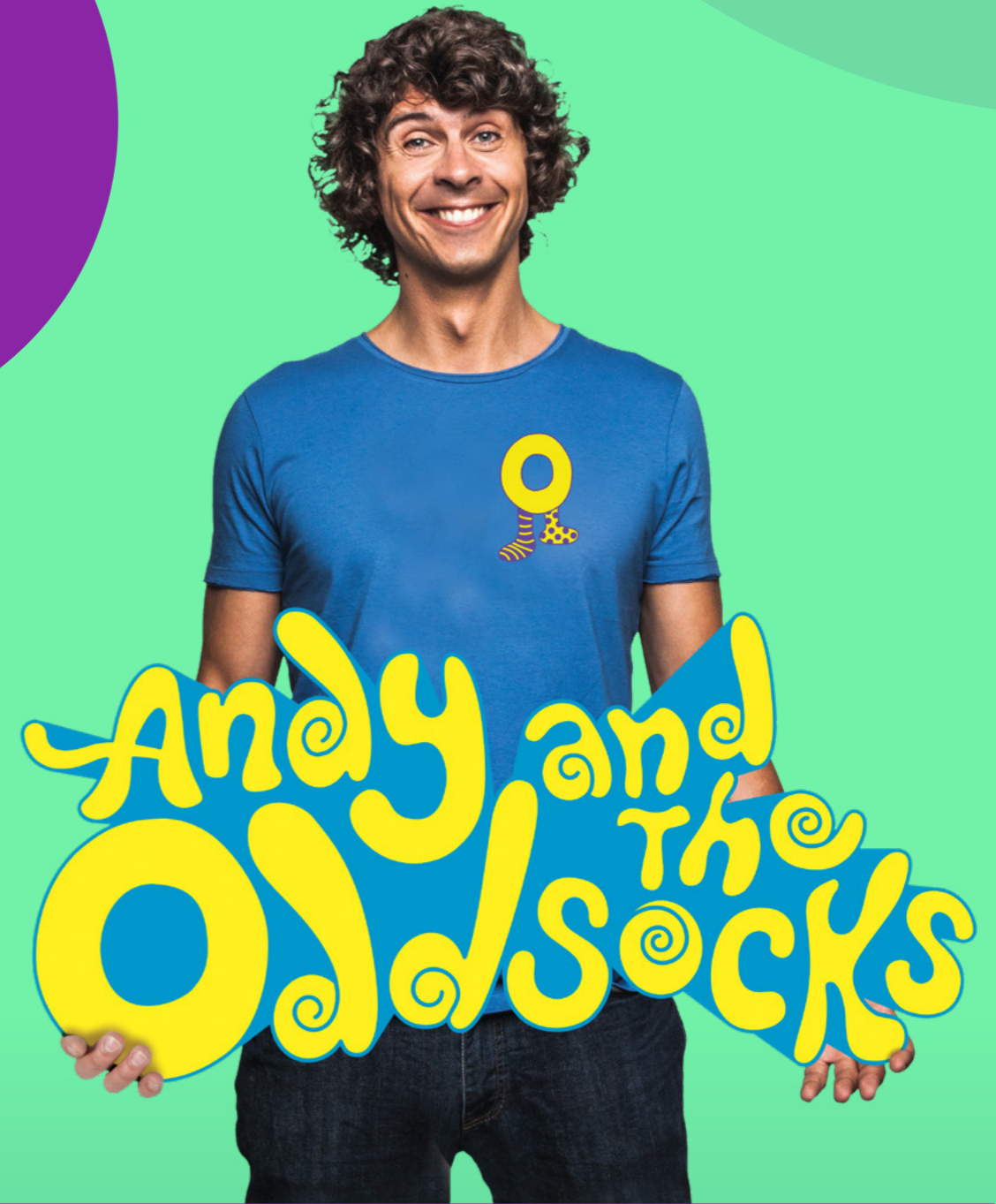
ABA is based at leading children's charity the National Children's Bureau. Mentions of the SafeToNet app does imply a recommendation or endorsement from the Anti-Bullying Alliance or Andy and the Odd Socks

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 extend our sincere 'thanks' to **SafeToNet** for their continued support and help making Odd Socks Day happen.

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