

Primary School & Youth Setting Pack

Anti-Bullying Week 2025: Power for Good

Monday 10th to Friday 14th November 2025



www.anti-bullyingalliance.org.uk

© 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.

Part of the family
NATIONAL CHILDREN'S BUREAU

CONTENTS

Introduction (Page 2)

About this pack (Page 3)

Getting Ready for Anti-Bullying Week 2025 (Page 3)

Assembly plan (Page 6)

Lesson/Activity plans (Page 8)

Cross-curricular ideas (Page 12)

**More ways to get involved in
Anti-Bullying Week 2025 (Page 14)**

INTRODUCTION

This pack has everything you need to take part in Anti-Bullying Week 2025 with primary school age young people.

Anti-Bullying Week 2025 takes place from Monday 10th - Friday 14th November with the theme 'Power for Good'. It is coordinated by the Anti-Bullying Alliance, which is based at leading children's charity the National Children's Bureau. This year we have worked with children and young people up and down England, Wales and Northern Ireland to decide the theme.

This Anti-Bullying Week we urge adults and young people alike to come together to have discussions about how we can use the power we have for good, to bring bullying to an end. We are particularly focusing on how you can use your power for good if you witness bullying and want to understand how you can safely help.

ANTI-BULLYING WEEK 2025:

POWER FOR GOOD

CALL TO ACTION:

Every year, bullying impacts the lives of countless young people and silence helps it grow.

That's why, this Anti-Bullying Week, we're empowering young people to use their Power for Good to safely speak up and raise awareness when they see bullying, face to face or online.

Lasting change needs all of us. From playgrounds to parliament, our homes to our phones — we all have a part to play.

Together, we can use our Power for Good to end bullying - for good.



#ANTIBULLYINGWEEK

ABOUT THIS PACK



The ideas in this pack are designed to help schools and other youth settings celebrate and take part in Anti-Bullying Week. Although it is mainly designed for classroom and assembly delivery for key stage 1 and 2 (for key stage 1 you may need to spend more time explaining terminology), the pack can be easily adapted to deliver to smaller groups and online, as well as to different age groups where appropriate.

The pack contains a 20 minute assembly style activity, two 60 minute lesson/activity plans and cross-curricular activity ideas that are designed to encourage students to think critically about how we can use our 'Power for Good' to address bullying both online and offline.

WE NEED YOUR HELP TO CONTINUE TO BRING YOU ANTI-BULLYING WEEK!

We rely on fundraising to be able to continue to provide you with free Anti-Bullying Week resources each year. We'd be grateful if you would consider **donating** or **fundraising** for the Anti-Bullying Alliance to ensure we can keep providing these resources.

- 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

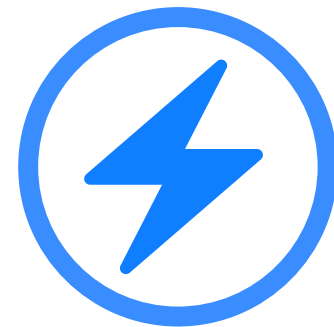


GETTING READY FOR ANTI-BULLYING WEEK 2025



THE CONCEPT OF 'POWER'

For this year's Anti-Bullying Week theme, Power for Good, we focus on the importance of using power responsibly. The definition of bullying involves a power imbalance, where one person uses their power to control or harm another. It's essential to help students understand that where we may have power and/or influence, we have a choice and a responsibility to use that positively, encouraging kindness, support, and standing up for others.



It's important to teach students that power needs to be used carefully. Power should never be used to dominate, control, coerce or manipulate others. By equipping students with the skills to recognise power dynamics and encourage respect for each other's rights, we can foster an environment where everyone feels that they belong, are safe and valued.



**POWER
FOR
GOOD**
#ANTIBULLYINGWEEK

**ANTI-BULLYING
ALLIANCE**

ORGANISER

© 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.

LET STUDENTS LEAD!

This year's Anti-Bullying Week has a particular focus on using power for good, and who better to explore and share this theme than students themselves. Anti-Bullying Week is a great way to get students involved in planning their own learning. Why not ask them to get involved in planning for parts of the week, with adult support?



There are lots of ways you can get students involved in Anti-Bullying Week:

- Allow a group of students to plan and deliver a school assembly or part of a lesson
- Ask students what they think about bullying in their community, ask if they think it happens, ask where it happens, ask what they'd like to see their school/setting do to prevent and respond to it?
- Ask students what activities they'd like to see delivered during Anti-Bullying Week
- Ask students to review the school's/youth setting's current Anti-Bullying Policy and make recommendations
- Students could plan a fundraising event such as Odd Socks Day, a bake sale or fun run

BE MINDFUL

Whilst we try to make Anti-Bullying Week a celebratory event and a chance to raise awareness of bullying, for some students, particularly those that might be being bullied or those bullying, Anti-Bullying Week can be hard. Therefore, it's important to consider this during planning to ensure all lessons and activities are delivered sensitively.

As the adult delivering the session:

- Read through the contents of these resources, handouts and videos to ensure they are suitable for your students e.g., do you need to consider if case studies need names changing? Or if they should be adapted for some of your students?



- Consider any students who are currently experiencing or witnessing bullying and identify how you will tackle this before delivering the session
- Be aware of any changes in participant behaviour during the session as this may highlight a bullying-related issue
- Try to avoid students from disclosing personal information or specific incidents during the session but remind them an adult will be available to talk to them afterwards

GUIDANCE AND CURRICULUM

The lesson/activity plan, assembly plan, and cross-curricular activities within this pack could contribute to certain areas of the curriculum that students should know by the end of primary school. You can find relevant guidance and legislation, as well as curriculum mapping, in relation to bullying for schools in England, Wales and Northern Ireland [here](#).



The Anti-Bullying Alliance has a suite of CPD-certified anti-bullying courses for anyone that works with children and young people. Find out more [here](#).

The Anti-Bullying Alliance's website is full of free tools & information. This includes resources exploring what bullying is, tools for preventing and responding to it, and guidance on where to find advice and support. Find out more [here](#).

REMINDER

During the session, make sure students are taught:



- How to report bullying or anything they are worried about
- That there are people who care and can help if they are struggling with a bullying-related issue
- Where to find their school's/youth setting's Anti-Bullying Policy

ANTI-BULLYING WEEK 2025 SCHOOL STAFF AWARD

Each year, for Anti-Bullying Week, we ask students to help us celebrate the teachers and school staff that go above and beyond the call of duty to prevent and respond to bullying & to raise awareness of bullying in their school community by nominating them for our School Staff Award.



**School
Staff
Award**



Closing date for entries is 5pm,
Friday 26th September 2025



ANTI-BULLYING WEEK 2025 OFFICIAL MERCHANDISE

We have official Anti-Bullying Week 2025 merchandise available to buy on our website.

New stock includes our new school pack collection of 'Power for Good' fabric & silicone wristbands, and ABA t-shirts.



Get yours [here](#) while stocks last



Odd Socks Day



MONDAY 10TH NOVEMBER

Odd Socks Day is an opportunity to encourage people to express themselves and celebrate their individuality and what makes us all unique! There is no pressure to wear the latest fashion or buy expensive costumes. All you need to do to take part is wear odd socks, it could not be simpler!

To help you get involved, we've created a pack for schools & other youth settings, posters, a pack for workplaces and flyers. You can find them [here](#).

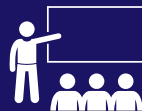


**POWER
FOR
GOOD**
#ANTIBULLYINGWEEK

**ANTI-BULLYING
ALLIANCE**
ORGANISER

© 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.

ASSEMBLY PLAN



DURATION



This session should take 20 minutes to deliver, but can be adapted as needed.

OBJECTIVES



- Introduce Anti-Bullying Week 2025 and the theme Power for Good
- Help students understand that everyone has the power to be kind and helpful
- Encourage students to report bullying and support others
- Share plans for Anti-Bullying Week in your school

YOU WILL NEED



-  PowerPoint slides (Primary Assembly version)
-  Anti-Bullying Week 2025 Theme Video (43 seconds)
-  A few notes on your school's anti-bullying activities for the week

STRUCTURE



1. WELCOME AND INTRODUCE THE THEME (3 minutes)

"Good morning, everyone! This week is Anti-Bullying Week, and we're going to be thinking about how each of us has the Power for Good. That means we all have the power to be kind, to include others, and to speak up if we see someone being unkind or hurt."

→ Show Slide 1 and Theme Video



2. WHAT IS POWER? (5 minutes)

Ask students to talk to the person next to them about this question:

- What do you think the word 'power' means?
- Can power be used in a good way?
- Can you think of a character from a film, book, or show who used their power to help others?

After a couple of minutes, invite 2-3 pairs to share their ideas.

→ Show Slide 3: "What is Power?"

3. WHAT CAN WE DO? (5 minutes)

Explain that we all have different types of power. Some people are kind. Some are brave. Some are good at including others.

Ask:

- Have you ever seen someone being left out or picked on?
- What could you do to help in that moment?

→ Show Slide 4: "How Can You Use Your Power for Good?"

4. SHARE SCHOOL PLANS (4 minutes)

Ask a teacher or member of staff to share some of the activities happening during the week (e.g. Odd Socks Day, special lessons, a poster competition).

➡ Slide 5: "What's Happening This Week?"

5. REMIND STUDENTS TO ASK FOR HELP (2 minutes)

"Sometimes, using your power for good means asking for help. If you see bullying or someone being treated unkindly, you can tell a teacher or trusted adult."

➡ Slide 6: "Who Can You Talk To?"

6. FINAL CHALLENGE (1 minute)

Challenge students to do one kind thing every day this week that shows their Power for Good.

➡ Slide 7: "This Week's Challenge"



LESSON / ACTIVITY PLANS



These lesson and activity plans have been designed for use during Anti-Bullying Week 2025 in primary schools, based on the theme Power for Good. Each session includes clear guidance for teachers, simple and engaging activities, and time for discussion and reflection. Slides, videos, and handouts are provided to support delivery and make the learning age-appropriate and impactful.

The first session, Let's Talk About Bullying, helps students explore the different roles people play in bullying situations and encourages them to create a kindness agreement together showing how they are using their power for good.

The second session, Let's Stand Up and Speak Out, focuses on helping students understand why people sometimes stay silent and how they can safely and confidently support others.

SESSION 1: LET'S TALK ABOUT BULLYING

This session should take 60 minutes to deliver, but can be adapted as needed.

OBJECTIVES

- Understand what bullying is and how it can make people feel
- Explore ways we can use kindness and our voices and use our power for good
- Learn that everyone has a role in helping to stop bullying

YOU WILL NEED

- PowerPoint slides (Primary Lesson 1)
- A definition of bullying from your school or the ABA
- Large paper for group work
- The incident at the school gate: (Handout A)
- Anti-Bullying Week 2025 Theme Video

SESSION 1: ACTIVITIES



1. WELCOME AND VIDEO (10 minutes)

Remind the group about Anti-Bullying Week and show the Theme Video again.

Slides 1 and 2



Ask:

- What does bullying mean?
- How is it different from someone being mean once?

Share your school's/setting's bullying definition or you could show ABA's definition and show the animation we've created.

Slide 3

2. WHAT IS BULLYING LIKE? (10 minutes)

In small groups or pairs, ask students to talk about how someone might feel if they are being bullied. Record words on the board: sad, scared, lonely, hurt.

Slide 4

3. THE INCIDENT AT THE SCHOOL GATE

(15 minutes)



Use the handout to see instructions. The aim of this section is to ensure students understand that bullying is a group behaviour and to understand the roles involved in bullying.

Slides 5, 6 and 7

4. BEING KIND AND USING OUR POWER FOR GOOD (10 minutes)

Ask:

- What can you do to make someone feel included?
- What could you say if you saw someone being unkind?

Slide 8

5. GROUP KINDNESS AGREEMENT (15 minutes)

On a big sheet of paper, work together to create a kindness agreement.
For example:

- We will help others feel included
- We will speak kindly
- We will tell an adult if something's wrong

Slide 9

Display the agreement (e.g. in the classroom.)

6. CLOSING REFLECTION (2 minutes)

Recap key messages (Slide 10):

- How to report bullying;
- That everyone has power they can use for good, and;
- What other activities are taking place during Anti-Bullying Week.





SESSION 2: LET'S STAND UP AND SPEAK OUT

This session should take 60 minutes to deliver, but can be adapted as needed.



DURATION

OBJECTIVES



- Understand why some people stay quiet when they see bullying
- Learn how to be safe and helpful if you see someone being unkind
- Celebrate the small ways we can make a big difference

YOU WILL NEED

- PowerPoint slides (Primary Lesson 2)
- Scenario cards (or make up simple ones)
- Post-it notes or small slips of paper
- Primary Scenarios (Handout B)

SESSION 2: ACTIVITIES



1. HOW CONFIDENT DO YOU FEEL TO SPEAK OUT? (10 minutes)

Create an imaginary line in the room. Ask students to line up based on how confident they feel speaking out when someone is being unkind (1 = not confident, 10 = very confident).

Then ask:

- What makes it hard to speak up?
- What could make it easier?

Slide 2

2. BYSTANDER MYTHS

Read out statements and ask students to vote with thumbs up or down.

Show three common myths about intervening (Slide 2):



"It's not bullying if it's online."



"It's not my problem"



"I'll get bullied if I help"

Discuss why these statements are not true.

Slide 3

3. SCENARIO PRACTICE (20 minutes)

Give small groups handout B or work all together through scenarios on slides 4 to 7.

After each scenario, ask:

- What helped the bystander speak up?
- What could they do if they didn't feel safe to speak up directly?

Ensure the focus remains on empathy and safe intervention - the final page of the handout has teaching notes for each scenario.

→ Slides 4 to 7

4. ONE SMALL THING I CAN DO (10 minutes)

Give out post-it notes. Ask students to finish the sentence:

"One way I can use my power for good is..."

Stick these to a class wall or kindness display.

→ Slide 8

5. CLOSING AND RECAP (10 minutes)

Talk about how even small acts, like smiling, saying hello, or sitting next to someone, can be powerful.

Remind students who they can talk to.

Ask:

What's one thing you'll do this week to help someone feel happy or safe?

→ Slide 9





Creating an anti-bullying environment requires a whole-school effort. To maximise the impact of Anti-Bullying Week, involve students and adopt a cross-curricular approach. We've provided activity suggestions below to help you integrate the messages of Anti-Bullying Week 2025: Power for Good into other lessons.

Be sure to incorporate displays around the school and inform parents and carers about how they can participate. Additionally, make sure school clubs, transportation staff, and breaktime supervisors are aware of your Anti-Bullying Week plans.

COMPUTING: DESIGNING A 'POWER FOR GOOD' ANIMATION

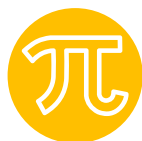


Create a simple stop-motion animation or storyboard using iPads or software like Scratch Junior to show a scenario where a bystander uses their "power for good" to help someone who is being bullied online or in person.



Learning outcome: Students learn basic digital storytelling skills and understand how to use technology to raise awareness of online safety and kindness.

MATHS: MEASURING THE POWER OF KINDNESS



Students carry out a week-long "Acts of Kindness" survey in their class or year group. They choose 3-6 categories of kind acts that they will monitor (e.g., helping others, sharing, giving compliments, inviting others to play) and then create a tally of how often they see these things happening in school. They can then use the data to create pictograms, bar charts, or tally tables.



Learning outcome: Students collect, record, and interpret data while reflecting on how kindness and positive actions can be measured and encouraged in daily life.

ENGLISH: 'POWER FOR GOOD'-INSPIRED CREATIVE WRITING



Students write from the perspective of a character who witnesses unkindness (e.g. bullying) and decides to do something positive. They can choose to write a diary entry, a short story, or even a persuasive letter encouraging others to stand up against bullying. Older students could draft speeches about kindness or scripts for an anti-bullying school assembly.



Learning outcome: Students develop their empathy, creative writing, and persuasive language skills while exploring how individual choices and words can create change.

ART/DESIGN: 'POWER FOR GOOD' POSTERS

Students create a "Power for Good" superhero poster. They design their own superhero character whose mission is to stop bullying. They can include symbols, design their superhero outfit, and could even create a short comic strip showing the hero stepping in to help someone being bullied. Create a wall display for Anti-Bullying Week.



Learning outcome: Students express ideas visually and create lasting reminders of the week's message.

SCIENCE: USING OUR POWER TO PROTECT THE ENVIRONMENT



Ask students to work in groups to develop a pitch for changes that our school could make that will encourage more wildlife in the school grounds, or will make a positive change to the outdoor school environment (e.g. something to promote recycling or to encourage people to use reusable containers). Students present their ideas to the class, explaining how these proposed changes would be a power for good for our wider environment, and for the living things that might call our school grounds their home.



Learning outcome: Students understand the power that we have as humans to affect the environment around us, and how we might try to ensure any impact we do have is a more positive one.

LANGUAGES: OUR WORDS HAVE POWER



Learn how to say kind phrases like "You are my friend," "I will help you," or "Let's be kind" in French, Spanish or another language being studied. Create speech bubbles or a class display.



Learning outcome: Students expand their vocabulary in another language and understand the universal nature of kindness.

HISTORY: POWER AND SOCIAL JUSTICE MOVEMENTS



Learn about a historical figure (e.g., Rosa Parks, Malala Yousafzai, or Emmeline Pankhurst) who used their voice for good and stood up against injustice. Students create a biography fact file, or role-play an interview with the figure and how they used their power for good.



Learning outcome: Students learn how individuals and movements used power for good to drive change.

PE: THE POSITIVE POWER OF TEAMWORK



Set up cooperative games and challenges (e.g., trust walks, team obstacle courses) that require teamwork, encouragement, and helping others. After each activity, discuss what it means to be a good team player and how we show support.



Learning outcome: Students build physical coordination and social skills while reflecting on how positive actions support others in a group setting.

DRAMA: USING POWER TO CHANGE THE STORY



In small groups, students act out a short scene involving bullying. The teacher calls 'freeze!' to stop the scene, and ask students what different characters could do to change the story and use their power for good. Students continue their scenes with the shift in character choices and then discuss how this made a difference to the characters involved.



Learning outcome: Students reflect on intervention, empathy, and how actions can shift outcomes.

MUSIC: CREATING A 'POWER FOR GOOD' THEME TUNE



Students compose a class song or chant titled "Power for Good." Use simple percussion or body rhythms to accompany lyrics that promote speaking up, inclusion, and kindness. Students could be split into groups to create the chorus and different verses, and then come together to perform.



Learning outcome: Students develop collaboration and performance skills while using music as a tool to share positive messages.



MORE WAYS TO GET INVOLVED IN ANTI-BULLYING WEEK 2025

1. **Odd Socks Day** – Celebrate what makes us unique on Monday 10th November by wearing odd socks.
2. **Sign up online** – Become a supporter of Anti-Bullying Week and download your school's certificate.
3. **Get the merch** – Official Anti-Bullying Week wristbands, stickers, and more available from our online shop.
4. **Show your support** – Put up our Anti-Bullying Week poster and share resources with parents and carers.
5. **Online training** – Access our CPD anti-bullying online course for all school staff.
6. **Fundraise for us** – Help keep Anti-Bullying Week free by running by holding a fundraiser or donating online.
7. **Review your policy** – Use our tips to refresh your school or setting's anti-bullying policy.
8. **Join the conversation** – Share your activities using #AntiBullyingWeek and #PowerforGood.
9. **Download our free resources** – Lesson plans, assemblies, and activities for schools and packs for families.
10. **Take it further** – Sign up as an ABA member and/or become a United Against Bullying school to join our new whole-school programme.



BBC LIVE LESSONS

BBC Teach are bringing you a new Live Lesson during Anti-Bullying Week 2025.

This curriculum-linked Live Lesson, aimed at pupils aged 7–11, is designed to inspire children to recognise their Power for Good, whether that's by speaking up, supporting others, or helping to create a kinder, more respectful environment in school and online.

CURRICULUM LINKS

- National Curriculum, England - KS2 Citizenship, PHSE and Relationships Education
- National Curriculum, Northern Ireland - KS1 and 2 Personal Development and Mutual Understanding
- Curriculum for Excellence, Scotland - Health and Wellbeing 1st and 2nd Level
- Curriculum for Wales - Health and Wellbeing, progression step 2 and 3

HOW TO WATCH

The 30 minute Live Lesson will be available to watch on Monday 10 November at 11:00 on the CBBC channel and from 09:00 on their [website](#).



GET INVOLVED

Let BBC Teach know you'll be joining with your class or school, and/or email your shout-outs to live.lessons@bbc.co.uk with Anti-Bullying Week as the subject, or get in touch using #BBCLiveLessons.





Twinkl has developed fantastic FREE resources for Anti-Bullying Week 2025 which are ideal for both in-school and at-home learning.

VOTESFORSCHOOLS

GHOSTING & BULLYING



Get the conversation started straight away with lessons on changing relationships from VotesforSchools PLUS receive freshly-made lessons sent out in time for Anti-Bullying Week.

The Primary resource explores whether it's easy when friendships change and include an assembly on bullying, encouraging your young people to reflect on what they can do when they witness bullying, and how reaching out can make a real difference.

VotesforSchools create weekly, topical lessons that help young people explore the issues that matter most, from current affairs to everyday challenges.



Premier League
Primary Stars

This Anti-Bullying Week, use your Power for Good with Premier League Primary Stars! We've launched a new FREE resource that supports classroom discussion around empowering young people to counteract bullying in constructive and measured ways.

Join the team of more than 77,000 teachers who have already inspired pupils with the magic of football. Our fun, curriculum-linked materials are free and easy to use, featuring engaging worksheets, films, and special appearances from Premier League footballers.



JIGSAW
Education Group

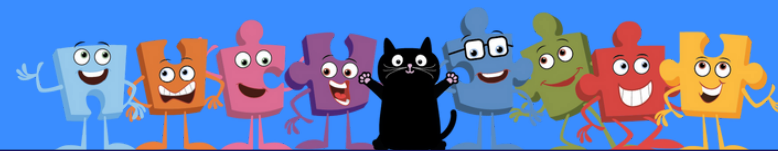
Jigsaw Education Group are proud to support Anti-Bullying Week 2025 with **FREE** resources to help schools and settings explore the theme **Power for Good** by empowering children and young people to recognise their inner strengths and use them to support others to build positive, inclusive communities.

Primary resources (3-11) include:

These are all explained further in our Overview Sheet to support schools in planning their Anti-Bullying Week activities with ease and flexibility.

- Whole School Assembly
- Superhero Sock Day: 'Our Jigsaw Power Squad'
- Activities for Younger Children
- Recommended Book List
- Mapping and built-in learning for Jigsaw Schools

GET INVOLVED



ANTI-BULLYING
ALLIANCE

ORGANISER

© 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.

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 all the young people involved in developing the theme this year and the school films. Particularly those young people from the 'Young Anti-Bullying Alliance'.



Please share your 'Power for Good' activity with us online!



@ABAonline



@anti-bullying
alliance.org.uk



AntiBullyingAlliance



Anti-Bullying Alliance



Anti-BullyingAlliance



@antibullyingalliance



@antibullyingalliance

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

Part of the family
NATIONAL CHILDREN'S BUREAU