

STAND UP TO BULLYING

STAND UP TO BULLYING SCHOOL CAMPAIGN PACK

This campaign is brought to you by The Diana Award

SUPPORTED BY:

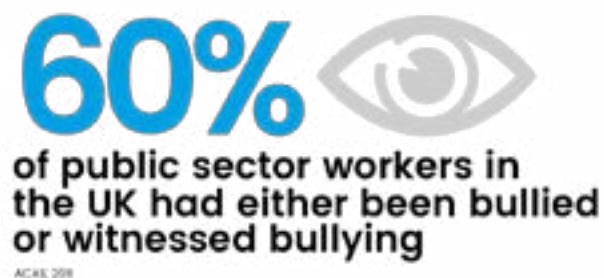


**Vodafone
Foundation**

Why #StandUpToBullying?



Bullying is an issue which affects people from all walks of life and can happen at any point.



Research confirms the long-lasting and damaging outcomes for the individual being bullied including prolonged absenteeism from school¹ and negative consequences on physical and mental health even at the age of 50².

Bullying isn't confined to the school gates and its victims aren't limited to young people. It also exists at home and in our wider communities; in boardrooms, and lunchrooms, on highstreets, stadiums and pubs.

And of course, bullying exists online: the result can be a constant, and unrelenting attack.

We all have a role to play in tackling and preventing bullying.

Lets #StandUpToBullying together!

¹ (NatCen and Red Balloon, 2011)

² (Takizawa et al, 2014)

Take a Stand on **Wednesday 21st June 2017**

On Wednesday 21st June, we want you to #StandUpToBullying with us and the rest of the nation! Explore this pack to find creative ways to get your school involved and check out www.standuptobullying.co.uk for more information.

Click on the ideas below:

Review your
Anti-Bullying Policy

Deliver a lesson plan on
Bullying

Share your
#Standuptobullying Pledge

'Go Blue'
Have a 'Dress up Day'

Put our campaign poster
around your school

Support the day on your
school website

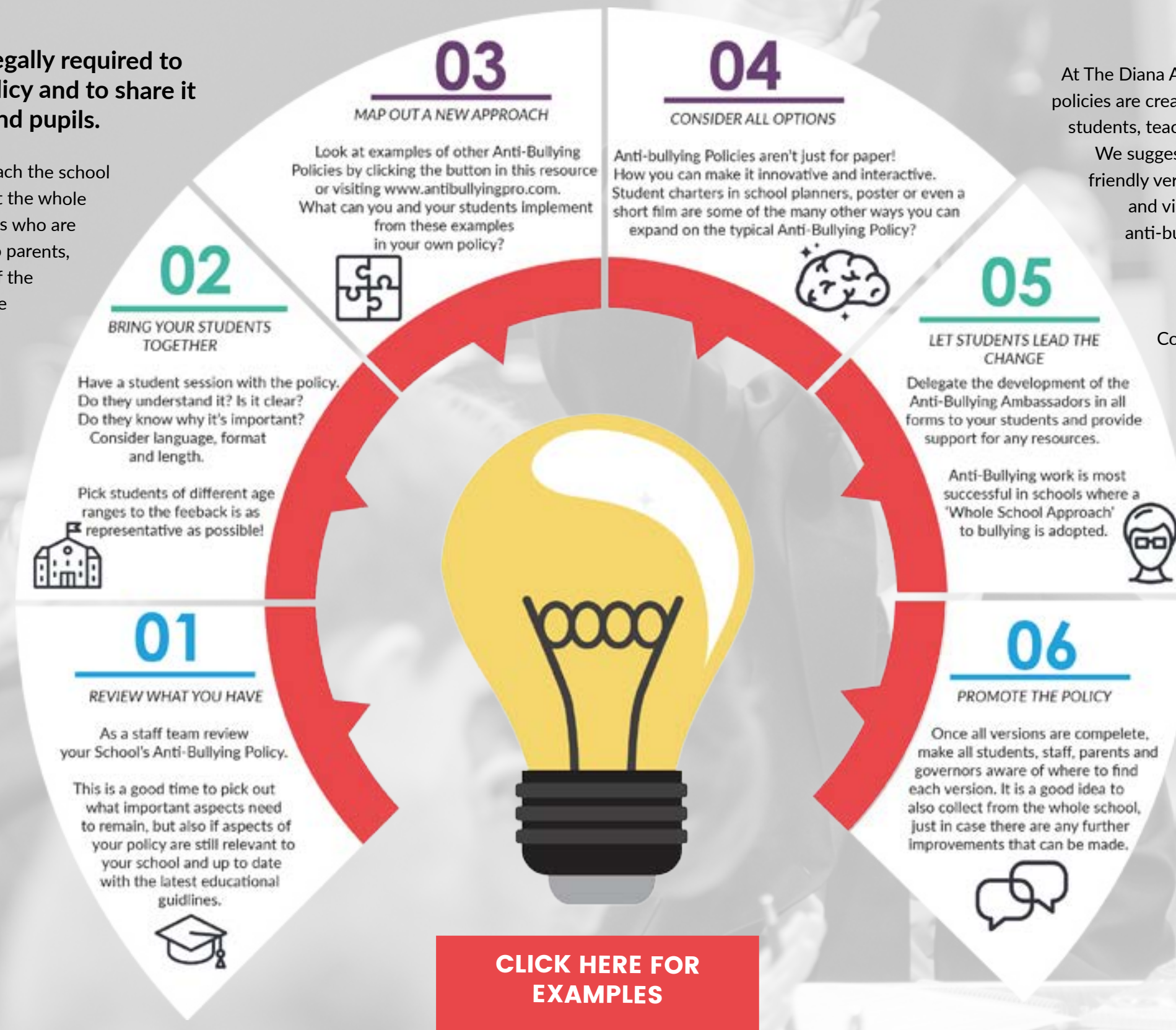
At 10:00AM and throughout the day, schools across the country show how they are standing up to bullying by using social media and the hashtag **#StandUpToBullying**



How to review your Anti-Bullying Policy?

Schools in England are legally required to have an anti-bullying policy and to share it with teachers, parents and pupils.

This policy makes clear the approach the school takes to bullying, and ensures that the whole school community – from students who are being bullied or bullying others, to parents, governors and staff – are aware of the school's anti-bullying work and the steps that are taken if bullying is reported.



At The Diana Award we believe that the best Anti-Bullying policies are created with a whole-school approach, including students, teachers, SLT members, governors and parents.

We suggest working with students to create a student friendly version of the policy that is colourful, engaging and visible around the school. You could create an anti-bullying 'pledge' or video version of the policy to spread the word about your school's anti-bullying stance.

Consider the following pointers when creating your policy to ensure that it is effective and easy to follow. These can also help you to identify any areas of improvement in your school's current anti-bullying policy.



What is digital resilience?

The charity YoungMinds describes digital resilience as “the social and emotional literacy and digital competency to positively respond to and deal with any risks they might be exposed to when they are using social media or going online.”

One of the key factors in young people's ability to cope with negative experiences such as cyberbullying is their level of resilience, a term which is “understood to denote an individual's ability to ‘bounce back’ when faced with difficulties within their lives”. Alongside using the tools at their disposal to report negative online behaviour, it is important that young people develop digital resilience to enable them to navigate the online world.

Digital resilience is a key element of our work with young people across the country and we are delighted that our Stand Up to Bullying Day sponsor is the Vodafone Foundation who are also committed to fostering this ability amongst young people.

Young People and the Internet

70%

of 9-16 year olds in the UK **go online daily** or almost daily, spending an average of just over an hour and a half per day online

67%

of these 9-16 year olds in the UK who **have internet access** have a profile on at least one social networking site

This increased access to the internet undoubtedly provides a wealth of opportunities for young people, and they consistently cite the positive benefits that the digital world brings in helping them interact with others, develop their creativity and express themselves.

Yet alongside increased opportunities comes an increased exposure to risks online, which can have a negative impact on young people's daily lives.

1 in 4

“...children aged 11-16 with a profile on a social networking site have **experienced something upsetting** on it in the last year (28 per cent)” (NSPCC)

These experiences, which range from trolling or exposure to violent or sexual content, to sites or messages which encourage risky behaviours such as self-harm, were shown to affect young people on a daily basis and take weeks or months to overcome.



There are actions that young people can take to overcome negative experiences online, such as making use of blocking and reporting buttons at their disposal on social networks. But a crucial factor in their ability to cope with upsetting online experiences is their digital resilience.

Young people who have greater levels of resilience, and are better equipped with social and emotional skills and higher levels of digital literacy, are more likely to be able to deal with the risks they encounter online. Helping young people to build these skills is vital to helping them navigate the online world.

As young people acquire digital skills and increased access to the internet, it is crucial that they are encouraged to develop the digital resilience they need to overcome upsetting online experiences if and when they encounter them.

How does The Diana Award help young people to build resilience?

The Diana Award's mission is to inspire and recognise social action in young people, and our programmes encourage resilience amongst young people online and offline:

- The Diana Award Anti-Bullying Ambassador Programme training days build young people's confidence and resilience, by giving them practical approaches to tackling bullying in their school, community and online. Find out more at: www.antibullyingpro.com/getinvolved
- Our [Be Strong Online](http://bestrongonline.antibullyingpro.com) project created in partnership with Vodafone takes a student-led approach to building digital resilience, giving young people the tools they need to deliver interactive and informative digital skills sessions to their peers on topics such as digital footprint, social media, peer pressure and critical thinking online. Find out more at: bestrongonline.antibullyingpro.com



**Be
STRONG
ONLINE**

Download the lesson plan Presentation



Primary School Lesson Plan



45 Minutes



Aims

Students will discuss the positives and negatives of the online world and learn what tools they can use to bounce back from adversity online.



KS2+



Resources

- Post-it notes
- Whiteboard
- Board Pen
- Copies of school anti-bullying policy

Preperation

Print out one of the device sheets between two. Click on the images to download.



Running the activity

Icebreaker [5 minutes]

- **Hand out** one 'devices sheet' between two. **Ask** pairs to label one 'positive' and the other 'negative'.
- Students should **fill in** the screens of these devices.
- 'Positive' should be **examples of good things** about the internet. (Hints: you can play games, watch videos, make art, talk to friends and family...)
- 'Negative' should be **examples of bad things** that can happen online. (Hints: cyberbullying, people contacting you who you don't know, coming across upsetting content by accident...)
- **Ask students to read out** their answers and write these on the board.
- **Add to the list** with other things that haven't been mentioned such as: believing things which aren't true online, seeing mean comments other people make online, feeling bad about how you look compared to other people online, etc.

Online Issues [20 minutes]

- **Separate** the class into small groups. **Give each group** a piece of paper and pens.
- **Give each group** one of the issues from the board. **Ask them to work in groups** for 5 minutes to discuss what this issue means and why it is bad. What would the consequences be?
- Each group then **presents their issue** back to the class.

Increasing Digital Resilience [10 minutes]

- Next, **show the speech bubbles slide**.
- **Explain** that each of these speech bubbles contains a way of dealing with bad experiences online. There are three that shouldn't be there – can they point out which ones they are? If possible cross them out with a pen on the board.
- **Hint:** they should cross out 'keep your feelings to yourself', 'don't talk to anyone about it' and 'sign up for social media under the age of 13'. **Remind students** that most social networks have a minimum age limit of 13 to protect users.
- Would they add any other solutions to this list?
- Students should then **vote** for their favourite coping mechanism.
- **Explain** that if students are being cyberbullied, or experiencing other problems online, the most important thing is to not suffer in silence. **Remind them** that they should always speak to a trusted adult and explain who they can talk to in your school.
- At this point **introduce the idea of 'digital resilience'**: being able to cope with negative experiences online and know what to do if anything bad happens to you online.

Wrap-up [10 minutes]

- **Remind students** of the online issues we discussed earlier. Ask for a show of hands who feels that they would be able to use one or more of these coping mechanisms if they experienced one of these issues?
- **Introduce the idea of Stand Up to Bullying Day**. Explain that on this day schools across the country are taking a stand against bullying. Show the Stand Up to Bullying slide which explains what the campaign is about.
- **Ask students** how they think what they have learned today has helped them to Stand Up to Bullying?
- Finally, **remind students** of where they can find the school anti-bullying policy and how they should report bullying in your school.

Optional activity

- Hand out copies of the policy and explain that this is an important document which shows what you should do if you witness or experience bullying in school. Go through it and answer any questions students have. Ask them to work in groups to add a line into the policy which covers cyberbullying and online abuse.
- Ask students to make their own pledge to say how they will stand up to bullying. Thank students for their participation!

Download the lesson
plan Presentation



Secondary School Lesson Plan



45 Minutes



Aims

Students will examine the positive and negative aspects of the digital world and what effects these can have on them. They will discover what tools they have to 'bounce back' when facing difficulties online. Developing digital resilience will equip them to navigate the online world better prepared



KS3+

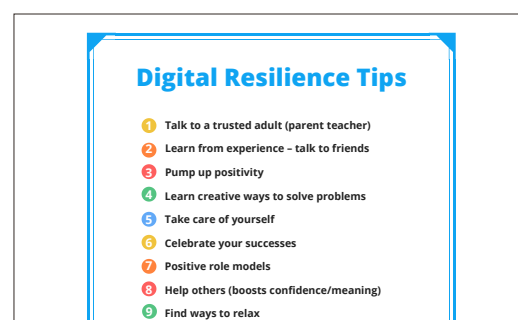
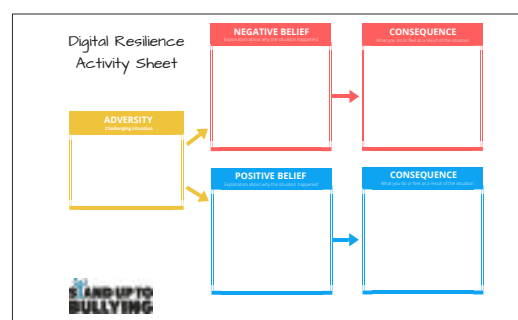


Resources

- PowerPoint presentation
- Post-it notes/flipchart paper
- Board pen
- Digital Resilience activity sheet and information sheet
- Copies of school Anti-Bullying Policy

Lesson Plan Preparation

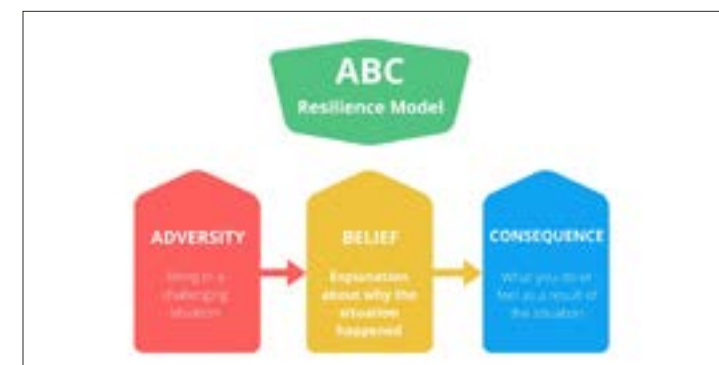
Print out the 'Digital Resilience Activity Sheet' and the information sheet. Click on the images to download.



Introduction [5 min]

1. Explain to students that during this session they'll be exploring the impact that the digital world can have on them and thinking about what they can do gain digital resilience. Remind students that the classroom is a safe space.
2. Ask the students what they think resilience means.
3. Collect answers on the board or on a flipchart.
4. Explain, we all know that life has its ups and downs, everyone faces them. You might have noticed that some people find it easier to 'bounce back' when confronted with life's challenges. That is what we call resilience. Resilience can be learnt and is an important tool to have in our daily lives.

5. Use slide no. 1 to help explain resilience by using the ABC resilience model.



6. Show slide no. 2 to give them an example:

Two students (Sara and Pete) receive bad grades at an exam (Adversity). Sara's Belief (explanation why it happened) was that she didn't study enough and could do better if she put in more effort, which led to her getting a tutor (Consequence). Pete's Belief was that he is generally useless at maths and this bad grade spoiled his chances of getting into a good college and as a Consequence he neglected his studies

7. Let them know that in today's session we will be exploring how to develop resilience in the online world – 'digital resilience'.

Facts on digital world [5 min]

1. Ask the class how long they think they use their digital devices for in a day. What do they do when they are online? After collecting answers from the students split the class into two groups.
2. Show them slide no. 3 showing jumbled up facts on digital use. Give each group a few minutes to match the facts with the correct numbers. Once both teams are finished, compare their answers and allow them to explain why they think they are right. Reveal the correct answers on the slide no. 4.

What are the pros and cons of digital world [10 min]

1. Next, hand out Post-It notes or flipchart paper to each group. Give group 1 the task to fill the Post-It notes/ flipchart paper with POSITIVE aspects of the online world. Group 2 are to note down all NEGATIVE aspects of the online world.
2. When the groups are done discuss the answers. Point out that we did this activity to acknowledge that the online world has both negative and positive aspects.

Pros:

- Building sense of belonging
- Keeping in touch with friends/family
- Share values
- Providing comfort
- Support peers
- Support causes/campaigns
- Learning
- Creativity

Cons:

- Cyberbullying
- Feeling excluded
- Excessive digital use
- Seeing something that upsets you
- Someone posts something negative about you or someone you know
- You don't get the amount of likes you were expecting

Overcoming adversity [15 min]

1. Next, we will have a closer look at the negative aspects of the online world that the students have identified. Giving the students an opportunity to discuss how to overcome those adversities by using the ABC resilience model.
2. Split the class into small groups of 3-5 students. Give each group some pens and a printed out 'Digital Resilience Activity Sheet' (A3). For this activity all the groups will focus on the online issue of cyberbullying.
3. Use slide no. 5 with the example to help explain the activity.
4. All groups are to write 'cyberbullying' into the adversity box
5. The red boxes are how someone with lesser digital resilience might react. The blue ones how someone with greater digital resilience might react.
6. Students should first fill out the red boxes followed by the blue ones
7. Once the groups are finished, give groups the opportunity to present a few scenarios to the class. The sheets can be hung around the classroom for students to read in their own time.

Optional homework

Give every student a blank Digital Resilience Activity Sheet to fill out at home. Explain that students can try this resilience model using any challenge they may be facing online.

Digital Resilience tips [5 min]

1. Finish the session by showing the slide and handing out the information sheets with tips on how to increase digital resilience. Ask students if they have anything else to add to the list. Explain that you can increase your digital resilience by knowing how to use online tools such as blocking and reporting

- Talk to a trusted adult (parent teacher)
- Learn from experience – talk to friends
- Pump up positivity
- Learn creative ways to solve problems
- Take care of yourself
- Celebrate your successes
- Positive role models
- Help others (boosts confidence/meaning)
- Find ways to relax
- Spend time with people who make you feel good
- Block person/group that is upsetting you online
- Save screenshots of any messages as evidence
- Report messages



Wrap-Up [5 min]

1. Introduce the idea of Stand Up To Bullying Day. Explain that on this day schools across the country are taking a stand against bullying. Show the Stand Up To Bullying slide which explains what the campaign is about.
2. Ask students how they think what they have learned today has helped them to Stand Up to Bullying?
3. Finally, remind students of where they can find the school anti-bullying policy and how they should report bullying in your school.

Optional activity

1. Hand out copies of the schools anti-bullying policy and explain that this is an important document, which shows what you should do if you witness or experience bullying in school. Go through it and answer any questions students have. Ask them to work in groups to add a line into the policy, which covers cyberbullying and online abuse.
2. Ask students to make their own pledge to say how they will stand up to bullying. Thank students for their participation!



STAND UP TO BULLYING

I WILL STAND UP TO BULLYING BY:





STAND UP TO BULLYING

I WILL STAND UP TO BULLYING BY:



There are lots of ways your school can get involved with Stand Up To Bullying Day on 21st June

You can run assemblies or short anti-bullying lessons, create videos or share the 10 national pledges so that students can show how they are committing to tackling bullying.

Dress up in Blue Day

Get students engaged and drum up interest in the run-up to the 21st June by encouraging them to donate £1 for the opportunity to **Dress in Blue** – the colour of the Stand Up to Bullying Day Campaign - for the day.

Make sure you share your pictures of the day on social media! You can tweet us using **#StandUpToBullying**. Why not also contact your local press to get the word out?

You could raise additional funds on the day by:

- Selling the [Stand Up To Bullying badge](#)
- Cake Sale
- Tombola

If you choose The Diana Award as your chosen charity you can send us the money by writing a cheque out to 'The Diana Award' and posting it to us at: **The Diana Award, 120 Moorgate, London, EC2M 6UR**



We think it's exciting you are going to #StandUpToBullying with us on the 21st June.

You can help spread the word, raise awareness and promote **#StandUpToBullying** by putting the logo on your school website!

You can:

- Download the **#StandUpToBullying** logo below, and add it to your website's homepage (don't forget to link the image to standuptobullying.co.uk)
- Explain on your website why you are supporting the day at your school – you can even say what you will be doing!
- Add your school's new and improved Anti-Bullying Policy to your school's homepage. Once you are done, take a screen shot and send it out via social media – **'We are supporting the #StandUpToBullying campaign by making our #antibullyingpolicy visible on our website!'**

Support Stand Up To Bullying

Text SUTB17 £1, £2, £3, £4, £5 or £10 to 70070!

Make a one time donation to The Diana Award's Stand Up To Bullying campaign.

Your donation will help us to train a young person to be an Anti-Bullying Ambassador in their school. It costs just £20 to train one student.



DOWNLOAD
Click to download the Stand Up To Bullying Logo*

More versions available: www.standuptobullying.com/get-involved





S AND UP TO BULLY- ING

ON JUNE 21st

To find out how you can play your
part visit standuptobullying.co.uk
or search #StandUpToBullying

Supported by:



Vodafone
Foundation



Support us on Social Media



On Wednesday 21st June, we are encouraging the nation to stand up to bullying, visibly and physically. Want to show your support on social media? Below are some of the ways you can get involved...

f FACEBOOK LIVE

Live stream what your school is doing #StandUpToBullying at 10AM on Wednesday 21st June with Facebook Live. Don't forget to tag #StandUpToBullying in your post!

Find out how to get started: <http://bit.ly/1VdCU6M>

t SUGGESTED TWEETS

Before 21st June:

Click here to tweet: "We will #Standuptobullying on June 21st. Will you? Standuptobullying.co.uk"

On 21st June:

Click here to tweet: "Today is #StandUpToBullying Day. Stand up with us and @DianaAward @AntiBullyingPro "

You can also post your own tweets. Just make sure to use #Standuptobullying

⚡ SIGN UP TO OUR THUNDERCLAP

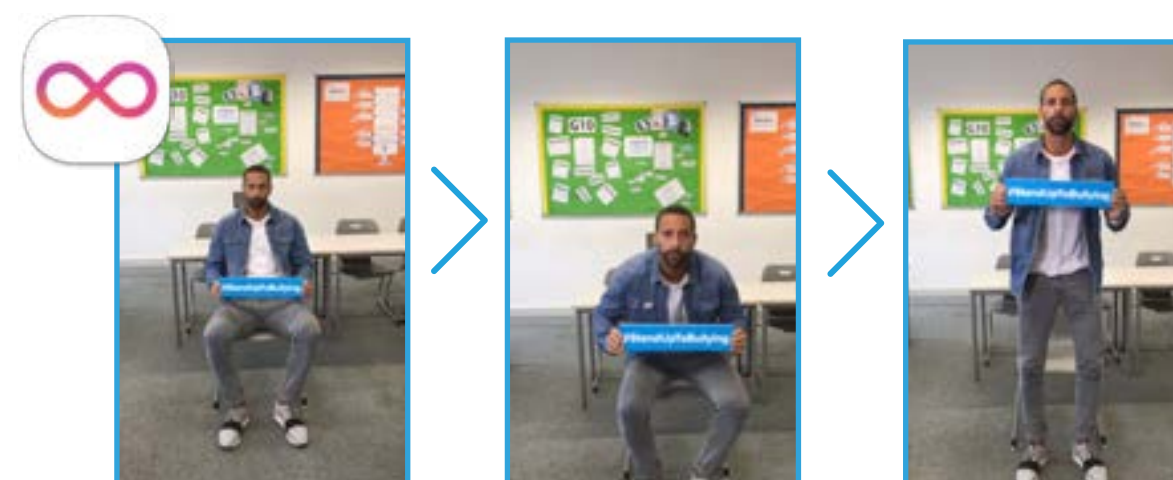
Sign up to our Stand Up To Bullying Thunderclap with your Facebook, Twitter or Tumblr account. Thunderclap will automatically post our Stand Up To Bullying message on your account on 5th July.

You can sign up to our Thunderclap here: <http://thndr.me/ffRukM>

🔄 SHARE A BOORMERANG

We LOVE boomerang, a new app launched by Instagram. It's a lot of fun and helps you create videos that loop back and forth. Get your school, team or friends involved and upload your own boomerang, which shows you all standing up to bullying.

Click one of the below pictures to see Rio Ferdinand's #StandUpToBullying Boomerang in action..



📷 SHARE A PHOTO

You can also upload a photo on social media to show that you are standing up to bullying!

Whether you are wearing the #StandUpToBullying badge or sharing your pledge, we can't wait to see what you've got in mind to spread the word and encourage your followers to stand up with you!

🎥 SHARE A VIDEO

Want to have your voice heard – literally? Shout about why you are standing up to bullying on the 21st of June! We've even thought of a few messages you can say:

👤 SNAPCHAT FILTER

Send Snaps of you standing up to bullying by using our Snapchat Filter on Wednesday 21 June.

STAND UP TO BULLYING .co.uk

For all enquiries...

✉ sutb@diana-award.org.uk

🌐 standuptobullying.co.uk



About The Diana Award

The Diana Award is a legacy to Princess Diana's belief that young people have the power to change the world for the better.



About The Diana Award Anti-Bullying Campaign

The Diana Award Anti-Bullying Campaign equips young people, professionals and parents with the knowledge, confidence, and skills to effectively tackle all forms of bullying in their schools and communities, both online and offline.

SUPPORTED BY:



Vodafone
Foundation