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BULLY
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FROM THE DIANA AWARD

A Parent's Guide to Anti-Bullying



FROM THE DIANA AWARD

This document aims to support parents and guardians and raise awareness around the issues of bullying, signs and symptoms in children and support methods. This is in conjunction with our Anti-Bullying Ambassador campaign which runs across four key programmes, as well as our youth boards, working to change the attitude surrounding bullying both across the UK and beyond.



All of the programmes have a strong peer-to-peer focus, with our trainers giving young people the skills and confidence to become Ambassadors to tackle bullying in their schools long after the training has finished. Our anti-bullying work is recognised as world-class thanks to this sustainable approach.

BULLYING FACTS IN THE UK

The National Centre for Social Research found that **47%** of young people reported being bullied at the **age of 14**.¹



The number of children and young people who have experienced bullying online has **increased by 88%** in five years, according to the NSPCC.⁴

16,493 young people aged 11–15 are **absent** from school due to bullying.⁵

1. natscr.ac.uk/media/22457/estimating-prevalence-young-people.pdf

4. NSPCC Research Report: What Children are Telling Us About Bullying Childline Report, 2018

5. [nspcc.org.uk/preventing-abuse/child-abuse-and-neglect/bullying-and-cyberbullying/bullying-cyberbullying-statistics/](https://www.nspcc.org.uk/preventing-abuse/child-abuse-and-neglect/bullying-and-cyberbullying/bullying-cyberbullying-statistics/)

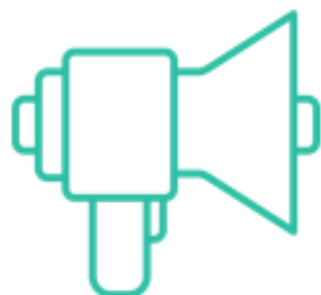


FROM THE DIANA AWARD

DIANA AWARD DEFINITION OF BULLYING_

**“Repeated negative
behaviour that is
intended to make
others feel upset,
uncomfortable or
unsafe.”**

This can happen both ONLINE and OFFLINE



‘The repeated negative use of speech or verbal gestures, to intentionally hurt others.’

Examples:

Hurtful words, offensive language, swearing, discriminatory language.



‘The repeated negative use of actions which are neither verbal nor physical to intentionally hurt others.’

Examples:

Isolating someone, rumours, sharing secrets, cyber-bullying, damaging/taking someone’s property, physical intimidation.



‘The repeated negative use of body contact to intentionally hurt others.’

Examples:

Kicking, punching, pinching, slapping, tripping someone over.

SIGNS AND SYMPTOMS TO LOOK OUT FOR IN YOUR CHILD

*ISOLATES THEMSELVES FROM
SOCIAL GROUPS*

CHANGE IN PERSONALITY

FALL IN GRADES

DEFENSIVE BODY LANGUAGE

*STOPS DOING ACTIVITIES
THEY ENJOY*

*REGULARLY TRUANTS OR
WANTS TO STAY OFF SCHOOL*



HOW TO HELP YOUR CHILD IF THEY ARE BEING BULLIED_

If your child tells you they are being bullied, listen to them, praise them for doing the right thing in speaking to you and remain calm.

SPEAKING TO YOUR CHILD_



Try not to respond with 'Just ignore it', 'Stop telling tales' or 'It's just a normal part of growing up.' Focus on positivity, thank them for confiding in you and encourage them that they are not alone and they've done the right thing. We have the right to feel safe at all times and bullying should never be a barrier to our learning, happiness or success.

Get all the facts

Allow your child to talk about what has happened, but also get key information around 'When, what, why?'

WORK WITH OTHERS WHO CAN HELP YOU_



Work with the school

It's important to consider that the school will have to deal with any bullying issues in their prescribed procedure detailed in their antibullying policy. Both the school and yourself will share the child's best interests, so be patient as you resolve the issue together.

Other parents

Remember that working with the school to resolve the issue is of paramount importance. You may be tempted to speak to other parents or even post something on social media, but this can be a detrimental plan of action as it could exacerbate the situation.

ONLINE SUPPORT:

Tips to give your child on how to deal with cyber-bullying

Tell someone

Report the person/group

Block the person/group

Save the evidence

Don't reply or answer back

Stay positive



FURTHER LINKS_

Keeping up with the pace of technology is tough with new apps released every day, each with their own risks. For a detailed list of the latest apps and social media platforms, complete with safety features and impact, take a look at the following link:

SAFETY FEATURES AND SOCIAL MEDIA USE

www.net-aware.org.uk



For further resources, FAQs and support, take a look at our own support centre here:

SUPPORT CENTRE

www.antibullyingpro.com/support-centre



For a more detailed look at bullying, the roles involved and the psychology behind such behaviour, visit the Anti-Bullying Alliance's website and complete their e-learning modules:

E-LEARNING MODULES (CPD TRAINING)

www.anti-bullyingalliance.org.uk/tools-information

