

KEY MESSAGES ABOUT BULLYING

Make a
NOISE
about bullying

“The repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power”

– THE ANTI-BULLYING ALLIANCE (ABA) DEFINITION OF BULLYING

GOOD TO KNOW

These are key messages to help you talk to children and young people, friends and colleagues about bullying issues. For lots of additional resources visit our website www.anti-bullyingalliance.org.uk.

The Anti-Bullying Alliance (ABA) defines bullying as:

“the repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power.” It can happen face-to-face or through cyberspace.

- Bullying includes a whole range of behaviour from name calling and spreading rumours through to spitting, cutting or sticking chewing gum in someone’s hair, groping and unwanted touch, hitting, kicking and pushing, manipulation and bribery. Bullying behaviour

can be criminal behaviour if you are harmed or threatened with harm and is always a child protection issue.

- Bullying is not just something that children and teenagers go through. It is well researched that bullying causes long term damage to both the person on the receiving end, and those that bully.
- It is not your fault if you are bullied. Children should never

be told to just ignore it, or to change who they are. It is the people around you that need to change their behaviour and their attitude. This is particularly true if the bullying is targeted at your gender, sexuality, race, faith, impairment or special educational need.



KEY MESSAGES ABOUT BULLYING

- It is not true that girls are 'bitchy' and boys just have a punch up and get over it. Avoid gender stereotypes when it comes to tackling bullying. Anyone can be capable of bullying behaviour and it has a serious impact on both boys and girls. Did you know it is the most common reason that boys call ChildLine!
- Children need to be supported to speak out if they or someone they know is being bullied. Encourage them to talk to someone they trust. If a child tells you they are being bullied – take what they say seriously and ask them what they want to happen. Tell them that together you will make it stop.

Make sure they know they can call ChildLine any time on: 0800 1111.

- The only person who fears a 'grass' is a bully or a crook. We need to destroy the notion that you are 'grassing' if you speak out about bullying. You're not a grass – you're a life saver.
- The only way to stop bullying is to acknowledge that it happens and create a talking culture where any hurtful behaviour is quickly brought out in the open, discussed and dealt with. It is rarely one on one behaviour and so take time to find out who else is involved – and how the wider peer group can support the person on the receiving end while making it clear to the person or people doing the bullying that it's not acceptable.

- Make sure you never tell children or young people to retaliate if they are bullied. This can lead to serious consequences such as getting hurt or the bullied child ending up in trouble. It is better to get out of the situation and ask for help. If the bullying is online block or unfriend the person hurting you. Make sure you have the highest privacy settings and ask for help to report abusive behaviour to the social network provider.
- Encourage children to take part in activities that make them feel good about themselves and increase their confidence. Look to make friends outside of the immediate school group. Some ideas could include Guides and Scouts, cadets, drama and dance classes, art classes, exercise classes and swimming.
- If the bullying is making you feel very desperate and scared then don't take it out on yourself - get immediate help. You can contact ChildLine any time, day or night, for support and advice.
- Use your own experiences to help others. Talk to your school or youth group about setting up an anti-bullying group, or see if you can become a peer supporter - where you provide support to other children and young people.

