



ANTI-BULLYING WEEK

Monday 13 to Friday 17 November 2023

Information Resource for Parents and Carers

How do I use this information resource?

- Information about respectme's new anti-bullying campaign.
- How you can get involved.
- Information about bullying and children's rights.
- Activity suggestion.
- Top tips.
- Find out more about the free Anti-Bullying Learning Academy eLearning Modules.

What is Anti-Bullying Week?

Anti-Bullying Week 2023 will take place from Monday 13 – Friday 17 November. Across the UK, this awareness week is marked by anti-bullying organisations with differing themes, aims and ambitions.

The theme for Anti-Bullying Week in Scotland is 'Listen Up! (Respect our Rights)'

Respectme's two-year campaign aims to raise awareness of children's rights within the context of bullying and wellbeing, and open a national conversation to inspire adults to listen and take action for children.

The campaign has been created with young people aged 11-18 from respectme's Youth Action Group. Members of the group shared experiences of not being taken seriously when they reported bullying to a professional or trusted adult. They felt strongly that adults must champion and uphold young people's rights to dignity and safety, and to learn and flourish – and for children's rights to be at the heart of all effective responses to bullying.

As Scotland's Anti-Bullying Service, we want all children to understand that bullying is never acceptable and that it is not a normal part of growing up.



Our Youth Action Group

told us:

- They want adults to listen and take their situations and experiences seriously, not to dismiss their experiences as “friendship issues” or similar.
- To take children and young people’s experiences of bullying as seriously as they would an adult’s - not to minimise as “normal” or “part of being at school”.
- They worry about upsetting their parents, and find it more helpful if adults are able to keep their own emotions separate when they tell them about a bullying problem.
- They would like to be involved in the decision making process about “what to do about it” and not to worry that their parent or teacher will “take over” in a way that may exacerbate the problem.
- They may need comfort, reassurance and help to recover from the trauma of bullying, and this means knowing it is not their fault and they didn’t cause the problem.
- They want to feel loved and cared for, and to feel understood and supported. They value your love, even if sometimes it seems like they are taking things out on you.

Our campaign call to action is...

The impact of bullying can be profound and can have serious short and long term effects on the physical, emotional and mental wellbeing of children and young people. We must be clear that bullying is a violation of children’s rights.

Children need to be protected from bullying behaviour so that they can survive, develop and participate in a fulfilling life. As adults we all have an important role to play to help protect and fulfil these rights and by creating opportunities for young people to participate in decision making on matters that affect them.

From teachers and professionals to parents and carers we all have a responsibility to consider the needs of children and young people. We’re calling on everyone to ‘Listen Up!’ and respect the rights of children and young people by putting children’s rights at the heart of all responses to bullying.

Across Scotland we’ll be asking children and young people in schools, youth settings and at home, to engage with the campaign theme by; taking part in our class-based lessons and tasks; getting creative through art, drama and dance; and by exploring our suite of new youth-led activities – all aimed at supporting children to explore themes of children’s rights, within the context of bullying and kindness.

Play your part this **#AntiBullyingWeek** and take part in our ‘Listen Up! (Respect our Rights)’ campaign and activities, by encouraging schools and youth settings to pledge to our ‘5 Step Action Plan’ and by supporting our #ImListening social media campaign.

How can I show my support?

There are lots of ways that you and your family can get involved in Anti-Bullying Week. You could:

- Spread the word by adding your support to our campaign page.
- Explore our new resources
- You could also sign up to our free Anti-Bullying eLearning modules and join Scotland’s anti-bullying movement.

Get involved

Throughout Anti-Bullying Week, we will be posting news and updates from the young people involved in creating the campaign, as well as sharing the best messages, photos and videos that we receive from schools and individuals across Scotland.

Show your support on social media by sharing our campaign posts and tagging us in the amazing things that are happening nationally, at your school, in your community, or at home, during Anti-Bullying Week.

Follow along with the campaign via our social media channels, and use **#AntiBullyingWeek** and **#ImListening** to help spread the message online.

Connect with us on social media at:

 [@.respectme_](https://twitter.com/.respectme_)

 [@respectme.scotland](https://www.facebook.com/respectme.scotland)

 [@respectmescot](https://www.instagram.com/respectmescot)

Examples of tweets and posts you can share:



Involve others

- Encourage your children's school or youth/sport group to take part in respectme's campaign for Anti-Bullying Week 'Listen Up! (Respect our Rights)'.
- Pledge support to the campaign by adding your name to our campaign page at respectme.org.uk/listenup.
- Pledge support to the campaign's '5 Step Action Plan' – download the Pledge Card template from respectme.org.uk/listenup. Share support across your social media channels – remember to tag respectme.
- Register for respectme's Anti-Bullying eLearning modules to access four hours of free anti-bullying modules, all in accordance with Scottish Government guidance – don't forget to download your certificate once you complete the modules.

Any questions

More information about Scotland's Anti-Bullying Week campaign and activities can be found at www.respectme.org.uk/listenup

- Email us at: enquire@respectme.org.uk
- Sign up to respectme's e-newsletter at respectme.org.uk/newsletter-sign---up/





Bullying and children's rights



About

respectme, Scotland's Anti-Bullying Service, is funded by the Scottish Government and is managed in partnership by the Scottish Association for Mental Health (SAMH) and LGBT Youth Scotland. Our vision is of a respecting, just, equal and inclusive Scotland in which all children and young people can live free from bullying and harassment and are encouraged to reach their full potential.

Understanding bullying

Bullying is an issue that has likely affected us all in some way – research has shown that approximately [30% of children and young people in Scotland have experienced bullying](#) and we know that bullying can have serious short and long term effects on the physical and mental health of children and young people.

All adults have an important role to play in supporting children affected by bullying. For many children, knowing there is a trusted adult that will help them if they are impacted by bullying is an essential part of dealing and coping with it. We want to help ensure that all adults who work with or care for children are informed, supportive and aware of bullying so they know how to help children when needed.

Why learning about bullying matters

- Bullying is about behaviour and impact. When adults respond well to children who are experiencing or displaying bullying behaviour, it helps to minimise the harmful impacts of bullying on children's lives.
- Bullying violates children's rights, including rights to protection, participation, freedom from discrimination and an education.
- Adults have a duty to defend children's rights and to keep children safe and protected.
- We all have a role to play in ensuring children and young people receive a supportive response when it comes to bullying behaviour.

What do we mean about children's rights and bullying?

All children and young people have human rights, which are listed in the United Nations Convention on the Rights of the Child (UNCRC). 'Rights' are things that every child should have or be able to do. There are lots of rights – known as Articles – laid out in the UNCRC. Did you know there are 42 Articles which talk about children's rights?

The UNCRC states that all children have the right to an education, and protection from all forms of physical or mental violence, injury or abuse. Bullying sits at the very heart of children's rights.

Bullying is a breach of children's rights and children must be protected from bullying behaviour so that they can survive, develop, and participate in a fulfilling life. As adults we have an important role to play to help protect these rights, meaning knowledge and understanding of children's rights is essential.

The Children's Commissioner for Scotland is responsible for promoting and protecting the rights of children and young people living in Scotland. Visit the Children and Young People's Commissioner Scotland website for a simplified overview of all Articles [UNCRC Articles Archive - The Children and Young People's Commissioner Scotland](#) (cypcs.org.uk)

Bullying: top tips

Bullying takes away a person's ability to feel in control and to take effective action: what we call *our agency*.

Responses to bullying must focus on helping a person to regain their feelings of being in control and to feel themselves again. Children and young people can feel powerless in bullying situations, so it's important that they are given the opportunity to inform the response. This allows us to find out what they want to happen, what they are worried about happening, and how best we can support them, at their pace, towards a good outcome.

Listen

Effective listening helps us understand how young people are being affected and what we can do to help. We must listen carefully to what children and young people are saying **and** how they are saying it. You can learn a lot by paying attention to body language and facial expressions.

The better we talk, the better we feel

Take a look at SAMH's mental health awareness campaign in partnership with ITV and STV. Watch the campaign film and find more top tips at [Britain Get Talking | SAMH](#).

Pay attention to changing behaviour

'Active' listening is also about responding appropriately to what your child is communicating. They may be reluctant to verbally tell you that they are being bullied, but they might display subtle cues, such as becoming withdrawn. Noticing this change and taking time to ask your child how they are can make it easier for them to tell you about the bullying.

Find out more in our Parents and Carers Guide - [Respect Me | Anti-bullying guide for parents and carers](#) [respectme](#)

Awareness raising videos

Over the years we have developed a range of videos and resources to support our work and awareness raising campaigns. Take a look back at two important short films which sit on our YouTube page.

Before you give advice about bullying, get some

[Before you give advice, get some.](#) - YouTube

She's still going somewhere

[She's still going somewhere](#) - YouTube



Anti-Bullying Learning Academy eLearning

Want to learn more about the latest bullying guidance and strategies to support your child?

Support our 'Listen Up! (Respect our Rights)' campaign by registering for our new eLearning modules and join Scotland's anti-bullying movement today.

Children and young people told us that they want adults to know how to prevent bullying, and how to support young people if they are affected by it. By gaining the knowledge and confidence to respond effectively, you'll help to ensure all children and young people receive a high quality response in line with the latest Scottish Government guidance.

The two online anti-bullying modules (4 hours of learning in total) offer the opportunity to explore bullying information and guidance as well as hearing from professionals and young people. We know you're busy, so we made sure the modules can be paused so you can pop in and out of the learning journey as needed.

Start your anti-bullying journey today.

Visit the **respectme** website at <https://www.enetlearn.com/respectme?gl=8aodaaeo-994f-4e71-8087-56822ebba773&r=1>

Don't forget to share your support for the campaign on social media. Check out our suite of free social media graphics at www.respectme.org.uk/listenup

Connect with us on social media

 **@.respectme.**

 **@respectme.scotland**

 **@respectmescot**

#AntiBullyingWeek #ImListening