

# Anti-Bullying Week 13-17 November 2017

## Briefing #respectmeans



### About us

respectme, Scotland's Anti-Bullying Service was launched in March 2007. The service is fully funded by the Scottish Government and is managed by SAMH (Scottish Association for Mental Health) 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. Our work is driven by a focus on children's rights.

We work with all adults involved in the lives of children and young people to give them the practical skills and confidence to deal with children who are bullied and those who bully others.

### Background

In 2014 our Bullying in Scotland survey results in 2014 told us that 30% of children surveyed reported that they had experienced some sort of bullying. This research also showed us that young people felt that the most successful anti-bullying interventions are embedded within a whole system approach which establishes a positive ethos and culture where bullying cannot thrive. Fundamental to establishing this culture are relationships that are based on respect – both between children and between children and adults.

The importance of culture in preventing bullying has been reiterated in many important pieces of work since then including:

- The Children's Parliament Investigates Bullying project (2016);
- Young Scot's 5Rights Digital Rights Report (2017);
- The Scottish Parliament's Equalities and Human Rights Committee 'It's not Cool to be Cruel' Report (2017)
- The Scottish Parliament's Education and Skills Committee Review of Personal and Social Education (2017)

Supporting individuals to ensure their own behaviour and relationships are fundamentally rooted in respect is critical to preventing and reducing bullying. By asking individuals to share what #respectmeans to them we hope to encourage self-reflection and learning that helps shift cultures and bring about behaviour change.

What does respect mean to you? How do you show respect to yourself and others? How do you role model respectful relationships?

### Our aims

- To empower young people and adults to show leadership against bullying by sharing what #respectmeans to them;

- To encourage practitioners to take preventative approaches to addressing bullying by taking steps to create positive cultures based on respect in their settings;
- To collate effective practice examples and share these across the *respectme* website, social media and partnership organisations like the youth sector, Education Scotland's Glow and improvement hub;
- To use content generated by campaign to inform future resources and materials and foster an ongoing exchange using a recognisable #respectmeans hashtag.

## Key messages

**You don't have to like me, agree with me or enjoy doing the same things I do, but you do have to respect me...**

- Respect is fundamental to all relationships, regardless of what form they come in – including online relationships – it should be at the heart of how we treat each other;
- Role modelling respect is essential to teaching children and young people how to build and develop healthy, respectful relationships;
- Everyone has a right to live free from bullying and harassment. When we behave respectfully towards each other, we help create environments where bullying cannot thrive and children's rights are fully realised;
- Taking a whole school/setting approach to promoting a positive and respectful culture gives a clear message that bullying is never acceptable and will never be tolerated;
- You can help prevent bullying by joining the conversation and sharing what #RespectMeans to you;
- If you or someone you know is being bullied, get information and advice at [www.respectme.org.uk](http://www.respectme.org.uk) or find emotional support at [www.childline.org.uk](http://www.childline.org.uk)

## Campaign resources

**\*Available on our website as of 30 October**

**Short video** – a new short video is being produced, featuring young people from St John Ogilvie High School in Hamilton, which will explore what respect means from the point of view of the whole school/setting community – teachers, support staff, facilities staff, parents and young people themselves. Please share the video in your networks as a way to encourage others to participate.

**#respectmeans template** - will be available for download from our website – we are encouraging individuals personalise it with their message about respect and upload it on to facebook and twitter using #respectmeans.

**New *respectme* posters and postcards** - will be available to download or order from our website. Resource packs can be requested that also contain badges and pens.

**Two new activity plans** - for practitioners to use with young people will be available for download from our website. The first takes a preventative approach to bullying, exploring

the concept of respect. The second looks at restoring agency to young people who have been bullied by helping them explore the options they have.

**'Practice exchange forum' event** for practitioners and the secondary aged young people they work with is being held in Glasgow on 13 November. The aim will be to showcase and discuss local anti-bullying practice and share ideas. For more info and to register: <https://www.eventbrite.co.uk/e/preventing-addressing-bullying-anti-bullying-week-practice-exchange-tickets-37063822892>.

**Twitter thunderclap** will be scheduled for 15 November at 12.00 and a **twibbon** will be available in the run up to ABW for people to show their support. More information will be available soon.

## Social media and webtext

Please help share our key messages on your website and social media channels –

### For Twitter

We can all help prevent bullying. Join the conversation today and share what #respectmeans to you. @\_respectme\_

When we accept & respect each other, and all our differences, bullying cannot thrive. Share what #respectmeans to you. @\_respectme\_

Let's treat each other with respect and prevent bullying together. Tell us what #respectmeans to you. @\_respectme\_

### For Facebook

Please share our Facebook posts from our page – [www.facebook.com/respectme.scotland](http://www.facebook.com/respectme.scotland) or use suggested posts below:

This week is Anti-Bullying Week. Everyone has a right to live free from bullying and harassment. When we are respectful towards each other, we help create environments where bullying cannot thrive and children's rights are realised. Join the conversation and share what #respectmeans to you

We don't have to like each other or even be friends, but we do have to respect each other. Bullying isn't a normal part of growing up and respectful relationships help prevent it. Be part of the conversation this Anti-Bullying Week and share what #respectmeans to you.

Are you a parent or do you work with children? Get involved this Anti-Bullying Week and share what #respectmeans to you. We all have a role in preventing bullying.

### For your website

Anti-bullying week is happening across Scotland from 13 -17 November. This year the focus is on preventing bullying by fostering positive cultures based on respect.

Everyone has a right to live free from bullying and harassment. When we behave respectfully towards each other, we help create environments where bullying cannot thrive and children's rights are fully realised.

Each of us has a role to play, join the conversation today by sharing what #respectmeans to you.

Visit [www.respectme.org.uk](http://www.respectme.org.uk) to download anti-bullying week activity resources and request a pack of materials including posters, postcards and badges.

## **Further information**

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