

Campaign Toolkit

Anti-Bullying Week, 15–19 November 2021

**ONE
KIND
WORD**

Help us spread the word about Anti-Bullying Week 2021!

Welcome to our 'One Kind Word' campaign toolkit for Anti-Bullying Week 2021. There are lots of ways that you can get involved this year. Together, let's start a chain reaction of kindness **#OneKindWord**.

One of the most effective ways to spread the word about Anti-Bullying Week and of your involvement with this year's theme is through social media. Join us to help kindness spread kindness by sharing the voices of young people, by sharing your awareness week activities, downloading our digital learning resource and activity sheets, by attending our online events, and by sharing our images and graphics with your networks – remember to tag us.

Connect with us on social media:  Twitter: [@_respectme](https://twitter.com/_respectme)  Facebook: [@respectme.scotland](https://www.facebook.com/respectme.scotland)

#5DaysOfKindness

Campaign information

Anti-Bullying Week runs from Monday 15 November – Friday 19 November and the theme for 2021 is ‘One Kind Word’.

The campaign theme has been co-designed with young people before being adapted by the UK’s leading anti-bullying organisations including [respectme](#).

We acknowledge that kindness is more important today than it has ever been. The isolation of the last year has underlined how little acts of consideration can break down barriers and brighten the lives of the people around us. We want to explore what bullying and kindness look and sound like and discuss how positive actions and words can halt hurtful behaviour in its tracks.

This year’s manifesto:

“ Ask if someone’s OK. Say you’re sorry. Just say hey.

In a world that can sometimes feel like it’s filled with negativity, one kind word can provide a moment of hope. It can be a turning point. It can change someone’s perspective. It can change their day. It can change the course of a conversation and break the cycle of bullying.

Best of all, one kind word leads to another. Kindness fuels kindness. So from the playground to Parliament, and from our phones to our homes, together, our actions can fire a chain reaction that powers positivity.

It starts with one kind word. It starts today. ”

Aim

The aim of Anti-Bullying Week 2021’s theme is to promote our understanding of kindness and how this can have a huge impact on other people around us. This all aims to provide young people with a vital sense of agency around how one person’s compassion and kind words can often change the behaviour of others which can help deter bullying behaviours from starting. ‘One Kind Word’ as a theme aims to show that even the smallest of actions can break the bullying cycle.

Key calls to action

- Like and share [respectme](#)’s ‘One Kind Word’ digital content across social media platforms before and during Anti-Bullying Week.
- Download [respectme](#)’s ‘One Kind Word’ digital resources to support anti-bullying discussions and activities and share highlights of your involvement through social media or local press.
- Let kindness fuel kindness by taking part in our #5DaysOfKindness challenge. The 5 days of kindness challenge is flexible – create your own kindness plan of action for the week and sign the pledge card, or share the social media image.
- Register and take part in our ‘Get Ready for One Kind Word and Anti-Bullying Week’ FREE webinars taking place prior and during the week. Webinars are available for teachers and educators and for parents, carers and families. Full details [here](#)

Campaign resources



We have created some resources that you can use to help highlight the week in your community and online.

- **Social Assets.**
- **Posters.**
- **Template Press Release.**

If you are an educator, we have also created some resources to help you engage with children and young people about this year's theme.

- **Learning resource for primary and secondary aged pupils.**
- **Colour me in; bunting template. Decorate your class!**
- **Heart postcard.**
- **#5DaysOfKindness pledge card.**

Social Media

When creating your social media posts in twitter, the guaranteed way for our national social media channels to pick up your news is to always tag us in your post. Don't forget to use our hashtags too: #OneKindWord, #AntiBullyingWeek and #5DaysOfKindness, that we can see your support and activities and either like or re-share on our national channel.

Suggested social media posts

In advance of Anti-Bullying Week

- #AntiBullyingWeek gets underway on 15 November 2021! Want to know more about the #OneKindWord theme? Why not check out the brand new resources from @_respectme_ and get involved. One kind word leads to another www.respectme.org.uk
- We'll be taking part in #AntiBullyingWeek from 15-19 Nov with @_respectme_ and we can't wait to explore the power of kindness through this year's campaign theme. #OneKindWord leads to another. It can change the course of a conversation, change someone's day and break the cycle of bullying.
- Next week is #AntiBullyingWeek and we'll be taking part in this year's #OneKindWord campaign with @_respectme_ to get our [school/group name] talking about kindness and how one kind word and action can lead to another. Let's all create a positive chain reaction of kindness.

During Anti-Bullying Week, 15-19 November

- It's #AntiBullyingWeek and we're excited to take part by exploring what kindness means. We've been using @_respectme_ resources and everyone has been showing and talking about kindness. One kind word leads to another. We've pledged to #5DaysOfKindness – will you join us?
- [school/group name] has been celebrating Anti-Bullying Week and the #OneKindWord theme to get our school talking about and showing kindness. One kind word leads to another. We've pledged to #5DaysOfKindness – will you join us?
- [School/group name] are marking #AntiBullyingWeek today! Find out how you can join us in spreading kindness for #OneKindWord @_respectme_ www.respectme.org.uk



It starts with one kind word.

'5 Days of Kindness' challenge

respectme's '5 Days of Kindness' challenge is a social media campaign which will launch ahead of Anti-Bullying Week, 15-19 November 2021. It's a simple challenge for schools and everyone across Scotland to participate in to help share kindness.

The challenge:

All you need to do is commit to one kind action every day of Anti-Bullying Week (Monday 15 – Friday 19 November).

Download and complete the '5 Days of Kindness' pledge card and share this on social media, or simply share our #5DaysOfKindness social media graphics and add why you're taking part. Throughout the week, share some images to reflect your kind acts using the hashtag #5DaysOfKindness – we have no doubt you doing this will inspire others to get involved! Don't forget to tag respectme and we will share your kindness!

The challenge aims to start a chain reaction of kind words and kind acts that can share message of hope and positivity. By spreading kindness, we champion how kindness can halt hurtful behaviour in its tracks. Need some inspiration? Here are some examples that came from a group of young people involved with Young Scot's #YSHealth Panel.

- Donate to a foodbank.
- Start a conversation with someone new.
- Tell someone they are doing a good job.
- Hold a door open.
- Ask someone if they are okay.



#ONEKINDWORD