

A PARENT/CARER'S GUIDE TO ANTI-BULLYING

If your child has previously experienced or is currently experiencing bullying behaviour, it can be a very upsetting and emotional time. You may also feel quite isolated and anxious about what to do to support them and resolve the situation. In this guide, we will explore bullying behaviour and definitions, some of the most common signs to look out for if you know or suspect that your child is experiencing bullying behaviour and practical next steps towards a solution.

BULLYING FACTS IN THE UK

The national centre for social research found that **47%** of young people reported that they had experienced bullying behaviour by the age of 14. (Brown, Clery & Ferguson, 2011)

The number of children and young people who have experienced cyber-bullying behaviour has increased by **88%** in five years, according to the NSPCC Report. (2015/16)

16,493 young people aged 11-15 are absent from school due to bullying behaviour. (Clery, 2011)

THE DIANA AWARD'S DEFINITION OF BULLYING BEHAVIOUR

Repeated negative behaviour that is intended to make others feel upset, uncomfortable or unsafe. This can happen both online and offline.

TYPES OF BULLYING BEHAVIOUR



Verbal bullying behaviour is the repeated, negative use of speech, sign language or verbal gestures to intentionally hurt others e.g. using hurtful words, discriminatory or offensive language or swear words.



Indirect bullying behaviour is the repeated, negative use of actions which are neither physical nor verbal to intentionally hurt others e.g. spreading rumours, purposefully excluding another person, damaging or stealing someone's property or cyberbullying.



Physical bullying behaviour is the repeated, negative use of body contact to intentionally hurt others e.g. kicking, punching, slapping, inappropriate touching or spitting.



SIGNS TO LOOK OUT FOR IF YOU BELIEVE YOUR CHILD IS EXPERIENCING BULLYING BEHAVIOUR_

- Isolation from social groups or gatherings
- Changes in personality (quieter or acting out for attention)
- Fall in school grades
- Defensive body language
- Stopped doing activities they enjoy
- Regularly truants from school
- Does not want to go to school
- Being upset before or after school
- Being secretive and hiding their phone or other devices

HOW TO HELP YOUR CHILD IF THEY ARE EXPERIENCING BULLYING BEHAVIOUR_

It can be hard as a parent/carer to find out your child is experiencing bullying behaviour. If your child tells you that this is happening, listen to them carefully, thank them for confiding in you and remain calm.

STEP ONE

Speaking to your child_

- Unhelpful responses include: 'just ignore it', 'man up', 'stop telling tales' or 'it is just a normal part of growing up'. Instead, try helpful responses like 'Thank you for telling me', 'We will get through this together' or 'I will support you through this'.
- Focus on acknowledging how they feel rather than dismissing it. Try to remain calm and provide them with reassurance that you're there to support them and together you will find a solution.

STEP TWO

Get all the facts_

- Use active listening, approach conversations with no expectations/hidden agenda and don't ask leading questions. Instead, encourage your child to tell you what has been happening in their own words. Avoid blaming language such as 'I told you not to wear that to school'; remember that experiencing bullying behaviour is never the young person's fault.

STEP THREE

Work with others who can help you_

- Work with the school: There are a lot of school staff who can support your child to take positive next steps. This sometimes includes the school's pastoral lead or SENCo (Special Education Needs Coordinator). Schools must have measures in place to prevent bullying behaviour and should have an Anti-Bullying Policy and a procedure to follow when incidents take place. Check the school website or ask to see a copy of these documents so you can work with the school to resolve this together.
- Other parents: You may be tempted to speak to other parents or even post something on social media. This can be detrimental, as it could exacerbate the situation.



HOW TO HELP YOUR CHILD IF THEY ARE EXPERIENCING ONLINE BULLYING BEHAVIOUR_

In addition to the above:

- Encourage your child to talk to you about what has happened. They may also have a teacher who they trust and can go to for support in school too.
- Report the post/video or photos on the app/online platform. All online apps/platforms have online Help Centres where they outline the steps to report content. In most situations, reporting content is anonymous, so the person who posted the content will not know who reported it.
- Block the person posting the content. This will stop them from being able to message your child.
- Save the evidence by screenshotting.
- Encourage your child not to reply or answer back, however tempting it may be.
- Stay positive.
- If your child is ever in immediate danger, ring 999.

Further Support:

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

www.antibullyingpro.com/support-centre

Keep up with the latest technology and social media here:

www.net-aware.org.uk

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

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

The Diana Award Crisis Messenger provides free, 24/7 crisis support across the UK. If you are a young person in crisis, you can text **DA** to **85258**. Trained volunteers will listen to how you're feeling and help you think through the next step towards feeling better.

The Diana Award trains young people in schools to stand up to bullying behaviour – if you would like us to come to your child's school, tell their school teachers about The Diana Award's free Anti-Bullying Ambassador Programme.

<https://www.antibullyingpro.com>

References_

Brown, Clery & Ferguson (2011). Estimating the prevalence of young people absent from school due to bullying. National centre for social research. Found here:

<http://natcen.ac.uk/media/22457/estimating-prevalence-young-people.pdf>

NSPCC (2015/16) What children are telling us about bullying. Childline bullying report 2015/16. Found here:

<https://learning.nspcc.org.uk/media/1204/what-children-are-telling-us-about-bullying-childline-bullying-report-2015-16.pdf>

Clery (2011). Estimating the prevalence of young people absent from school due to bullying. Nat Cen Social Research that works for society. Found here:

<http://natcen.ac.uk/our-research/research/estimating-the-prevalence-of-young-people-absent-from-school-due-to-bullying/>



We're proud to be the only charity set up in memory of Diana, Princess of Wales and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all of our programmes and initiatives 'change' for and by young people is central, including our anti-bullying work which encourages change in attitudes and behaviours for young people by young people.

We hope you found this resource useful and wish you all the best in your anti-bullying journey. If you would like to help us create more resources and train even more Anti-Bullying Ambassadors you can make a £5 donation by texting CHANGE 5 to 70470 or visit diana-award.org.uk/donate

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