



respectme
Scotland's Anti-Bullying Service

Building Respect

**An evaluation of respectme's
first three years**

Executive Summary



respectme

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respectme, Scotland's Anti-Bullying Service, is funded by the Scottish Government and managed in partnership with SAMH (Scottish Association for Mental Health) and LGBT Youth Scotland.

respectme works with all adults who play a role in the lives of children and young people to give them the practical skills and confidence to address bullying behaviour. The service provides free anti-bullying training to adults across Scotland, and works with organisations at a local and strategic level to develop and review anti-bullying policies and practices.

respectme also campaigns to raise awareness of bullying and related issues, and the impact these can have on individuals, communities and society as a whole.

An independent evaluation into the work of respectme, measuring the impact the service has had in its first three years of operation, was completed in April 2010. The evaluation gathered the views of partners in local authorities, schools and other organisations to measure the impact and effectiveness of respectme in raising awareness and building partners' capacity to deal with bullying behaviour.

The outcomes of the evaluation are based on data collected from respectme's internal monitoring systems, a survey of all 32 local authorities and other agencies working with children and young people in key target groups, interviews with key stakeholders and a focus group with key strategic partners.

The evaluation found that Children's rights are embedded into respectme's approach, which is motivated by equalities issues and is aimed at building on models of recovery and resilience in children.

It concluded that respectme has been successful in raising awareness and challenging perceptions of bullying across Scotland.

There are encouraging indicators that the approach developed by respectme is contributing to organisational and societal change.

The evaluation concluded that:

There is substantial evidence that respectme has laid strong foundations in all of its key objectives in its first three years.

It has:

- Established the reputation of the service as being knowledgeable, credible and reliable in delivering Scotland's anti-bullying service.
- Developed opportunities and resources which are attractive and engaging young people, parents and professionals that dynamically disseminate the knowledge and expertise of respectme.
- Created new ways of engaging young people in challenging bullying and empowering them to build more respectful behaviour.

respectme has been successful in partnership working and influencing change within organisations and local authorities.

It has:

- Enabled partner organisations to build their capacity to develop their anti-bullying policies and develop the knowledge and skills of their staff to deal more effectively with bullying.
- Assisted organisations to see the relevance of the development of policies on anti-bullying within the process of attitudinal and organisational change related to a rights' based approach to working with children.

At a wider societal level in Scotland, respectme has:

- Raised awareness of the unacceptability of bullying behaviour.
- Provided leadership in promoting practical approaches to creating a culture where children and young people feel respected.
- Contributed to the development of the National Anti-Bullying Strategy and developed and delivered key elements of this strategy.

Full copies of the evaluation are available on the respectme website:

www.respectme.org.uk

Alternatively, you can call us on **0844 800 8600**

or email:

enquire@respectme.org.uk



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