



LISTEN UP!

RESPECT OUR RIGHTS

Anti-Bullying Campaign

ANTI-BULLYING WEEK

Monday 13 to Friday 17 November 2023

Campaign Toolkit

#AntiBullyingWeek #ImListening

Anti-Bullying Week 2023 will take place from Monday 13 – Friday 17 November with the theme of ‘Listen Up! (Respect our Rights)’ because bullying is never acceptable.

Whether you're an educator, parent/carer or youth organisation, we're calling on all adults to ‘Listen Up’ and take practical steps to respect the rights of children and young people across Scotland for Anti-Bullying Week and across our 2022/2024 campaign.

‘Listen Up! (Respect our Rights)’ has been created with input from young people from respectme's Youth Action Group. Our young ambassadors want every child and young person to be heard and taken seriously when bullying is reported, and for children's rights to be at the heart of all effective responses to bullying.

Young people shared the view that bullying is a serious issue that can have lasting impacts on mental and emotional wellbeing. They want all adults in their lives to take incidences of bullying seriously, and to ensure that incidents are effectively addressed. They felt strongly that they need adults to champion and uphold their rights to dignity, to safety, and to learn and flourish, as stated in the UN Convention on the Rights of the Child.

Respectme, Scotland's Anti-Bullying Service, want all children to understand that bullying is never acceptable and that it is not a normal part of growing up. The campaign aims to open a national conversation to inspire adults to listen and take action for children to help stop bullying in its tracks.



Campaign call to action...

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 are 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 effective 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 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** by taking 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.

Our aim

To empower adults to explore the management of bullying incidents and anti-bullying solutions within the context of children's rights by providing information, resources and new learning opportunities. We'll also be providing tools for adults to engage with children and young people on the theme to provide young people with a sense of agency to understand and claim their rights when experiencing bullying.

How we'll achieve this

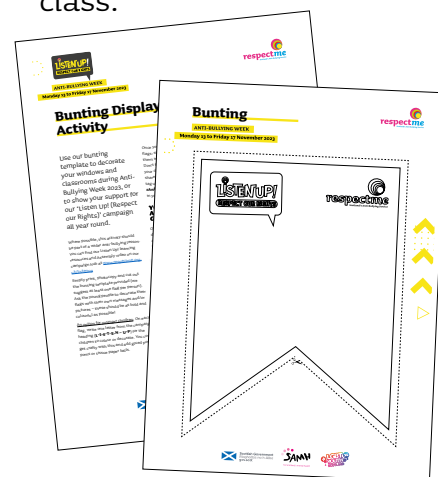
- ▶ We've created learning resources for educators and professionals to explore bullying and children's rights with school children across: Early Primary, Senior Primary and Secondary Age year groups.
- ▶ Sharing two new updated campaign films for 2023 – the first will help adults get ready for Anti-Bullying Week and the second is an Assembly film which can be used in schools during assembly gatherings ahead of Anti-Bullying Week to build excitement and engagement.
- ▶ By encouraging involvement with the '**5 Step Action Plan**' as put forward by our Youth Action Group and #ImListening social media campaign.
- ▶ Signposting all adults to respectme's **free** Anti-Bullying Learning Academy eLearning modules for registration.
- ▶ Signposting educators and professionals to respectme's campaign hub at www.respectme.org.uk/listenup featuring learning resources, a social media toolkit, a parent and carer information pack, posters, pledge card, as well as templates, tips and activity ideas from our Youth Action Group. Plus lots more youth-led activity ideas for 2023!

How you can support the campaign

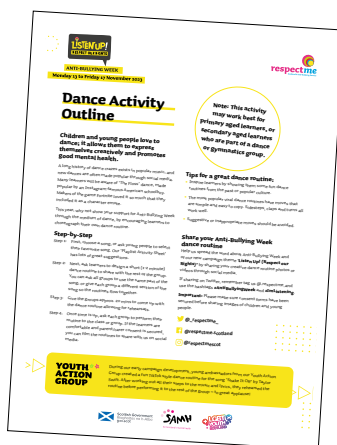
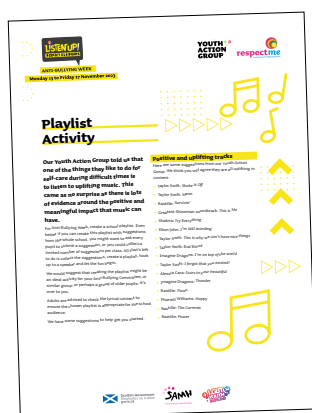
You can support us by visiting our campaign hub at www.respectme.org.uk/listenup, by adding your support to the campaign map and by accessing all our new learning resources and youth-led activities.

Why not get children and young people involved in the following ways ahead of Anti-Bullying Week:

- ▶ Screen our NEW assembly video in class or assembly groups.
- ▶ Print off our new colouring sheets.
- ▶ Decorate our template bunting and hang it up in class.



- ▶ Create a feel-good playlist for use at lunch time or in class.
- ▶ Design a fun TikTok style dance, or take part in any of our other activities, inspired by our Youth Action Group.
- ▶ Take part in our 'Listening to Kind Words' activity during class.



Find templates and information about each activity in our online Resource Hub.

5 Step Action Plan

Our campaign calls on all adults, schools, organisations, youth and sport settings, to pledge support to our '5 Step Action Plan' as put forward by the Youth Action Group.

Put into practice, this supportive approach can help children flourish in an environment where bullying is never acceptable or tolerated. Our campaign hub online features a downloadable Pledge Card for printing and signing. Remember to get in touch with us to add your school/ youth group name to our campaign map, get in touch at: enquire@respectme.org.uk. Show you have taken positive action for children and young people.

>>NEW!

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Pledge Card

I [name]

From [insert name of school/club]

Pledge to support respectme's 'Listen Up! (Respect Our Rights)' 5 Step Action Plan #ImListening

Action 1	Register for respectme's Anti-Bullying Learning Academy eLearning.
Action 2	Refresh, review and update current anti-bullying policy.
Action 3	Create a pupil forum or anti-bullying committee to inform anti-bullying policy and practice.
Action 4	Create simple, safe pathways for reporting bullying that protect children's rights.
Action 5	Involve children and young people with 'Listen Up! (Respect Our Rights)' activities and learnings messages for #AntiBullyingWeek.

#AntiBullyingWeek #ImListening

Scottish Government
Responsible for it. All of it.
gov.scot

SAMH
The National Children's Home

ACTIVE YOUTH SCOTLAND

You can also join our **#ImListening** social media campaign to show your support, or the support and involvement from the whole school/youth group.



Get creative

Every year so many of you share our social media images and posts. Last year many of you also created your own content for social media by sharing images, videos and animations, all showcasing how you have supported our anti-bullying campaign theme in your school and community, and by showing highlights from engagement work undertaken by children and young people up and down the country.

We'd love to see that enthusiasm again in support of year two of 'Listen Up! (Respect our Rights)'.

You can choose how you get involved with Scotland's official Anti-Bullying Week theme, these are just a few ideas to help get you started:

- ▶ **Share photos** of our bunting template decorating your classroom or school hall.
- ▶ **Get involved with our 'listening ear'** headband activity and share a photo of your class wearing their own designed ears.
- ▶ **Show our Assembly film** to children and young people ahead of Anti-Bullying Week and show your support by sharing photos from the day.
- ▶ **Signpost to our campaign hub online** where we have a parent/carer information pack, and encourage adults to register for our Anti-Bullying Learning Academy eLearning modules for FREE
- ▶ **Tell us if you pledge to our '5 Step Action Plan'** by using the hashtag **#ImListening**. Tell us why this is important in your setting. You can also download the pledge card from our Campaign page and pin it on your notice board for children and young people to see your commitment.

Over to you...

Look at our Social Media Toolkit for suggested copy for posts and the link to our social media assets. If you need any more information to get started or if you want to collaborate in any way get in touch with us at email: enquire@respectme.org.uk

Stay connected

Our work doesn't stop at Anti-Bullying Week, we have year-round opportunities to support our campaign work. Stay up to date with all our campaign news and all our **#AntiBullyingWeek** activities by following us on social media.

Connect with us on social media

 **@_respectme_**

 **@respectme.scotland**

 **@respectmescot**

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Riaghaltas na h-Alba
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