



ANTI-BULLYING WEEK

MONDAY 11 TO FRIDAY 15 NOVEMBER 2024



Campaign Toolkit



Anti-Bullying Week runs from Monday 11 – Friday 15 November.

Our theme this year is: '[Respect - What Does It Mean To You?](#)'

Respect is a word we use often. This Anti-Bullying Week, we want to explore the role it plays in our lives and relationships. For instance:

- What examples of respect do you see on a daily basis?
- What does disrespect look like?
- How can we demonstrate and model self-respect?
- Who can help us be more respectful?
- How do we help people recognise disrespect and its impacts?

Through our work with children and young people, we know how important respect is to them. It is at the heart of how we ALL treat each other. It is a value that can affect the impact we have on those around us, and in turn, how we feel about ourselves and others.

Whether face to face or online, too many children and young people in Scotland experience bullying which affects their lives, strips them of their rights, and denies them their dignity.

We can all play our part to help create a positive and inclusive environment in our schools, youth clubs, and communities. Everyone has the right to be treated with dignity and respect, and the right to grow up free from bullying.

Join us this Anti-Bullying Week.
Promote respect. Prevent bullying.



Campaign Call To Action

Bullying can have a significant and damaging impact.

The effect it has on children and young people can be hurtful to their physical, emotional and mental wellbeing. The repercussions can be widely felt, having an affect not just on the individual, but also on those around them.

Healthy relationships are built upon respect. It influences all of the connections we make with others, and can affect how we treat ourselves and the boundaries we put in place for others.

Get Involved

This Anti-Bullying Week, we're calling on you to join us to help raise awareness and restore respect into the relationships we make, our daily interactions, and the friendships we forge.

We're asking teachers, parents, carers, youth workers, and anyone who engages with young people to explore the topic of respect with them, and consider how it can help to prevent bullying. We've created learning resources that prompt thinking about what respect looks and feels like, the effects of disrespect, why self-respect is important and more.

It's not just about learning though. We want to share this message far and wide. You can play your part in promoting respect by getting involved online. Post pictures of your completed Anti-Bullying Week bunting designs. Reveal your masterpiece colouring sheets and wristband creations. Feature on our supporter map and celebrate your participation by downloading the 2024 certificate.

Promote respect. Prevent bullying.

Article 29 of the UNCRC

Now enforceable in Scots law, is summarised as:

"A child or young person's education should help their mind, body and talents be the best they can.

It should also build their respect for other people and the world around them. In particular they should learn to respect their rights and the rights of others, their freedoms and the freedoms of others."

Aim

The focus of our week-long campaign will be to encourage everyone to talk and think about how the power of respectful relationships can help prevent bullying. Through lesson plans and awareness raising, we want everyone to consider how to practice respect, and to acknowledge the effect it has on your life and the lives of those around you.

Anti-Bullying Week Resources

We've created a set of resources for you to use, focusing on respect, positive relationships, and empathy. Each has been created to support children and young people to learn about respect and bullying, and encourage them to practice their understanding in their everyday lives.

Learning Resources

We've created two learning resources this year, one for primary-aged children and one for secondary age. Each resource has a series of exercises that can be carried out within a school, youth group or at home.

Work together to understand what 'respect' means, the role it plays in our everyday life and relationships, and in helping prevent bullying.

Campaign Map

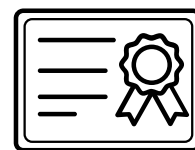
Our campaign map is back for Anti-Bullying Week 2024, celebrating involvement across the country.

Check back to see your pin and all the others taking part.



Anti-Bullying Week 2024 Certificate

Celebrate your participation in Anti-Bullying Week by printing off and completing our certificate, then sharing it on socials.



Organiser: 

This certificate certifies that :

NAME OF SCHOOL/ORGANISATION

Took part in Anti-Bullying Week 2024 and is committed to helping to create a positive and inclusive environment where everyone has the right to be treated with dignity, respect and the right to grow up free from bullying.

Lorraine Glass,
Director, respectme

Anti-Bullying Week
11 - 15 November 2024



Join us this Anti-Bullying Week.
Promote respect. Prevent bullying.

Creative Resources

Get children and young people involved in Anti-Bullying Week by encouraging them to get creative. We've got five templates available to print off, cut out and decorate.

- Anti-Bullying Week Bunting
- Anti-Bullying Week Wristband Making
- Anti-Bullying Week Postcard
- Anti-Bullying Speech Bubble
- Anti-Bullying Week Colouring sheet

Share your completed activity sheets on social media, making sure to use the hashtag #AntiBullyingWeek #RespectMeans.

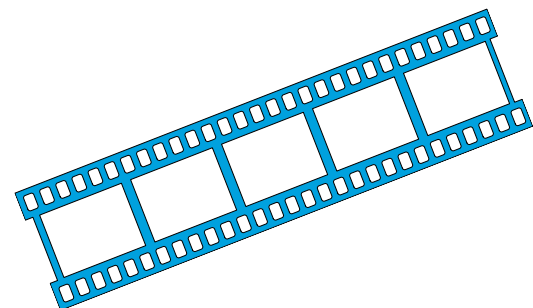
Register for respectme's Learning Academy

If you're looking to increase your knowledge of anti-bullying, register for our FREE new-look Learning Academy eLearning courses at www.respectme.org.uk

Learners can track their course progress, add learning reflections and download course materials and certificates.



Keep an eye on our social media profiles, or revisit our website, for updates on our Anti-Bullying Week Assembly film created by a school and supporting information slides.

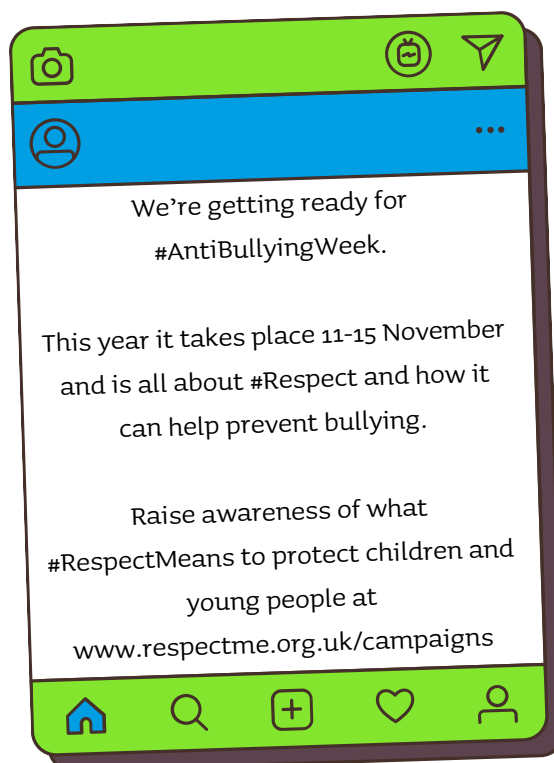
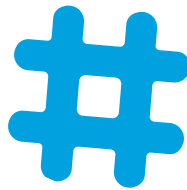


Share Your Respect

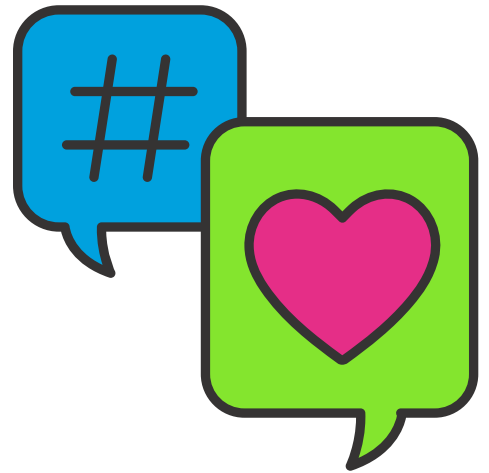
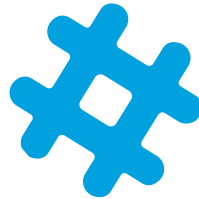
To raise awareness of Anti-Bullying Week and the theme of respect, we're asking you to spread the word on social media.

If you're not sure what to say, we've created some suggestions for the lead up and during Anti-Bullying Week. Let's get Anti-Bullying Week trending!

Lead Up To Anti-Bullying Week



During Anti-Bullying Week



We also want to see how you are celebrating Anti-Bullying Week



- Show us how your learning sessions went
- Share your pictures of the amazing creative work your young people have done with their colouring sheets, bunting, wristbands and postcards
- Celebrate your Anti-Bullying Week certificate hanging in your school
- Ask other people to get involved and we'll add their pin to our Anti-Bullying Week campaign map



Not only will it allow us to share your fantastic work, but you will be helping spread the impact of the campaign. It will show everyone the importance of respect and how it can prevent bullying for children and young people.

Use our hashtags and social usernames to make sure we see your posts.



Facebook - @respectme.scotland



Instagram - @respectmescot



X - @_respectme_



#ANTIBULLYINGWEEK

#RESPECT

#RESPECTMEANS



Scottish Government
Riaghaltas na h-Alba
gov.scot

