



bullying¹

THE POWER OF ONE

CAMPAIGN TOOLKIT

Anti-Bullying Week

#AntiBullyingWeek #PowerOfOne

Anti-Bullying Week will take place from Monday 10 to Friday 14 November 2025 with the theme of Bullying - The Power of One ¹

“Complex social and relationship dynamics underpin bullying behaviour. There does not always need to be an existing relationship between the children and young people involved, but what is common is for there to be a perceived, or actual, imbalance of power”.

Respect for All: The National Approach to Anti-Bullying for Scotland's Children and Young People.

We're calling on all adults to take action this Anti-Bullying Week to help raise awareness of 'Bullying – The Power of One' and galvanise children and young people to become powerful anti-bullying activists. We know from recent data that over 30% of children between P5-S2 experience bullying which can strip away their feeling of control and power over their own lives. When our sense of power is taken away, so too are our feelings of control and our ability to take action in our lives. This is key to good mental health and wellbeing.

Bullying is never forever

We've created five new anti-bullying films and supporting learning resources for Primary and Secondary age groups, to explore bullying and its ripple effect. We see the perspectives of 'Noah', our main character, his best friend 'Ava', 'Grace' who is bullying him, his parents', and the class teacher. Throughout the five interconnected films, we can see themes of power woven throughout. There is no quick fix for bullying, it takes the power of everyone to create safe, happy, inclusive and supportive environments where children and young people can thrive.

Watch all five 'Bullying - The Power of One' films via our [Anti-Bullying Week 2025 resource page](#). Individual film links feature on Page 2: Anti-Bullying Week resources .

Find your voice. Use your words. Own your power.

A sense of personal power can support positive self-esteem and belief in ourselves and our ability to make things happen and bring about change. We want all young people to know that bullying is never acceptable, is not an inevitable part of growing up, claim their rights and use their power to become young anti-bullying activists.

How you can support the campaign

You can get involved with 'Bullying - The Power of One' by registering for an account on our website at www.respectme.org.uk (or by logging into your existing account) to access our Anti-Bullying Week 2025 campaign page from 22 October.

Anti-Bullying Week resources

We've created learning resources for Primary and Secondary age groups which focus learning outcomes from the film series 'Bullying -The Power of One'. Each resource has a series of lessons that can be carried out within a school, youth group, or at home.

- Bullying -The Power of One¹ – 1-5 Films (Watch as one full film, or single episodes)
 - All films are available on our [Anti-Bullying Week 2025 resource page](#) and via:
 - [Film 1: Noah](#)
 - [Film 2: Ava](#)
 - [Film 3: Mum and Dad](#)
 - [Film 4: Grace](#)
 - [Film 5: Final – The Power of All](#)

Learning resources and worksheet templates:

- A series of five films 'Bullying - The Power of One'
- Primary age learning resource and learning slides for use in class/assembly/youth group
- Secondary age learning resource and learning slides for use in class/assembly/youth group
- Checking-In Worksheet
- Recognising the Signs Worksheet
- Power Tracker Worksheet
- Character Profile Worksheet(s)
- Owning Your Power Worksheet
- Reflection Time Worksheet

Get children and young people involved in the following ways for Anti-Bullying Week 2025:

- Watch 'Bullying - The Power of One'. The films can be shown as one full film, or as individual film episodes - use our learning resources to structure discussions and learning outcomes.
- [Register to join our Live Anti-Bullying Week Lessons](#) taking place every day during Anti-Bullying Week, 10-14 November.
- Print off our new colouring sheet – great for everyone to get creative.
- Decorate our template bunting and hang up in class, or around school/youth club.
- Enjoy making a wristband using our template.
- Distribute our classroom posters across your school/or club, hang on walls and doorways.

Share your completed activity sheets on social media, making sure to use the hashtag #AntiBullyingWeek #PowerOfOne and tagging us into your posts.

Anti-Bullying Learning Academy

NEW

Power of Peers (Youth-Led Anti-Bullying Work)

Access our new 'Power of Peers (Youth-Led Anti-Bullying Work)' eLearning course covering everything you'll need to encourage young people to lead on anti-bullying in schools and youth groups. The course features set up guidance, resources and templates.

Register for our FREE eLearning courses at www.respectme.org.uk/elearning

Anti-Bullying Week certificate 2025

Celebrate your participation in Anti-Bullying Week 2025 with respectme by printing off and signing your certificate. Display in your classroom, school entrance or youth club. Remember to share it on socials.

Help spread the word

We want to hear from your young people about #PowerOfOne - what it mean to them and all about all their actions for Anti-Bullying Week.

Share your news and highlights on social media by using #AntiBullyingWeek and #PowerOfOne. 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

Example social post 1



Your Name

We'll be talking about respectme's theme #PowerOfOne for #AntiBullyingWeek, which takes place 10-14 November.

Find your voice. Use your words. Own your power.

Head to www.respectme.org.uk/campaigns for more information and download your free resources to take part.

Example social post 2



Your Name

#AntiBullyingWeek 2025 is 10-14 November with the theme of 'Bullying - The Power of 1'.

We can't wait to take part and watch the new film series! Head to respectme's website to find out how you can get involved at www.respectme.org.uk/campaigns.

#PowerOfOne

During Anti-Bullying Week

Example social post 1



Your Name

It's Day 1 of #AntiBullyingWeek 2025, and this year's theme is #PowerOfOne. Together we'll be exploring bullying, its ripple effect and how you can find your voice, use your words, own your power. Today we're watching respectme's powerful new film series. It takes the power of everyone to create safe, happy, inclusive, and supportive environments where children and young people can thrive.

Example social post 2



Your Name

We're taking part in #AntiBullyingWeek 2025. This week we'll be discussing respectme's powerful new film series 'Bullying - The Power of One', by downloading learning resources and template worksheets for all our young people to get involved. Bullying is never acceptable and is a breach of children's rights #PowerOfOne

Example social post 3



Your Name

Join us in celebrating #AntiBullyingWeek. There are loads of resources available at: www.respectme.org.uk/campaigns to help you get involved, from learning resources to bunting and wristband templates. We'll be galvanising our young people to become anti-bullying activists this week! Find your voice. Use your words. Own your power. Will you be joining us? #PowerOfOne

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

Tag us into your social media posts using our official hashtags. Not only will it allow us to like and share your fantastic work on our social channels, but you will be helping to spread the reach of the campaign. Remember to use our hashtags and social usernames to make sure we see all your posts.

Here are some ideas:

- Capture and share the moment when you screen the films to classes, assemblies or youth groups.
- If you are joining the Live Lessons during #AntiBullyingWeek – capture the moment with photos.
- Share pictures of the amazing creative work your young people have done with their colouring sheets, bunting, wristbands and all the other learning worksheets.
- Celebrate your involvement with Anti-Bullying Week by displaying your certificate in your school or club.
- If you set up a young activist group – let us know your plans and how it's going.

Connect with us



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