National Day of Action against Bullying and Violence

Friday 20 March 2020
www.bullyingnoway.gov.au

NDA 2020
School coordinator toolkit
Welcome, official NDA schools.

Thanks for joining more than 60% of Australian schools by participating in the National Day of Action against Bullying and Violence (NDA).

The NDA 2020 school coordinator toolkit is a comprehensive guide to the NDA, including:

- **key messages, ideas, printable materials and shareable graphics** to engage your school community, including an event checklist and digital supporter pack
- **information about bullying**, including key facts and the national definition of bullying for Australian schools
- **tips for students, parents and the broader community** on how to respond to bullying if it happens to them or someone they know
- **Bullying. No Way! resources** to support a whole-school approach to preventing and reducing bullying
- **guide for using social media and local media** to promote your school’s anti-bullying programs and initiatives in your local community.

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**Friday 20 March 2020 marks the 10th anniversary of the NDA.**

Building on a decade of action, Australia’s key anti-bullying event for schools is helping communities connect with young people and find workable solutions to bullying and violence.

The 10th anniversary of the NDA offers the opportunity to recognise the dedication of Australian school communities and involve students on the journey to generate a powerful roadmap to bullying prevention.

Whether you’re a parent, teacher, student or member of the community, everyone has a role to play. Let’s Take Action Together.
Use these messages in your school communications:

- The National Day of Action against Bullying and Violence is an important day in our school calendar to join with other schools across Australia to say ‘Bullying. No Way!’
- We’re joining the nationwide movement with schools across Australia to Take Action Together against bullying on Friday 20 March 2020.
- We’re proud to be an NDA school!
- We’re proud to say ‘Bullying. No Way!’ We are putting our anti-bullying initiatives in the spotlight and calling on our school community to stand with us on Friday 20 March 2020.
- At our school, we encourage students to take hold of the issue and talk about what works. Let’s support our students to drive powerful messages and take action to prevent bullying.

- The NDA promotes school, parent and community partnerships to build supportive learning environments and find workable solutions to address bullying.
- Together we can make change. Everyone has a role to play in supporting young people in dealing with bullying and helping to energise positive discussions about the issue.
- Students have a voice in talking about bullying on the NDA 2020. It’s important we include them in finding solutions.
- Help our school community deliver a powerful message that bullying and violence are never okay. Join us on the NDA and get involved in our school activities.

For the NDA 2020, the theme is Take Action Together.

Join the national conversation

For the NDA 2020, school communities are being rallied to unite their ideas and actions to respond to bullying.

Australian school communities are encouraged to highlight student ideas about the issue and inspire positive conversations to help address bullying.

Let’s elevate student voice and empower students to join the national conversation.

Support young people to Take Action Together against bullying by collaborating and creating partnerships with local communities.

BULLYING. What would you do?

Student voices poster series

Download posters

Take Action Together
National definition of bullying for schools
Developed by educators across Australia

Bullying is an ongoing and deliberate misuse of power in relationships through repeated verbal, physical and/or social behaviour that intends to cause physical, social and/or psychological harm. It can involve an individual or a group misusing their power, or perceived power, over one or more persons who feel unable to stop it from happening.

Bullying can happen in person or online, via various digital platforms and devices, and it can be obvious (overt) or hidden (covert). Bullying behaviour is repeated, or has the potential to be repeated, over time (for example, through sharing of digital records).

Bullying of any form or for any reason can have immediate, medium and long-term effects on those involved, including bystanders. Single incidents and conflict or fights between equals, whether in person or online, are not defined as bullying.

Fast facts

Approximately one in four Year 4 to Year 9 Australian students (27%) reported being bullied every few weeks or more often.

Prevalence varies across student ages, with bullying reported most frequently among Year 5 (32%) and Year 8 (29%) students.

83% of students who bully others online also bully others in person.

84% of students who were bullied online were also bullied in person.

Peers are present as onlookers, and play a central role in the bullying process in 35% of bullying interactions.

Source: www.bullyingnoway.gov.au/WhatIsBullying/FactsAndFigures
## What we know about bullying

<table>
<thead>
<tr>
<th>Research has identified negative impacts, not only for those who are bullied, but for those who bully others and who witness bullying.</th>
<th>Young people consider online and face-to-face settings to be connected rather than separate, with their social lives lived across two environments involving interactions with people they know in both.</th>
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<tbody>
<tr>
<td>The majority of students consider face-to-face bullying more harmful than online bullying.</td>
<td>Any characteristic that does not fit the norm, or sets a child apart from their peer group, places them at risk of being bullied.</td>
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<td>Young people are more concerned about online bullying by people they know than they are about being bullied anonymously.</td>
<td>Hurtful teasing is the most common bullying behaviour, followed by being the subject of hurtful lies.</td>
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<td>Students commonly express a belief that bullying is wrong, but may experience concern about losing social status if they intervene.</td>
<td>Up to Year 6, parents and carers are the most likely person for students to tell about bullying. After this age, friends and peers are often the first person students will tell.</td>
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<td>Teachers, parents and carers have a key role in modelling appropriate behaviour to students.</td>
<td>Child-centred, authoritative parents have an overall positive influence in reducing the likelihood and impact of bullying.</td>
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<td>A strong correlation exists between positive teacher–student relationships and both lower levels of bullying and increased feelings of safety for students.</td>
<td>Evidence suggests a well-managed, integrated, whole-school approach to bullying is most likely to result in sustained positive change in the school and wider community.</td>
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Source: [https://bullyingnoway.gov.au/UnderstandingBullying/BullyingResearch/Pages/Research-for-schools.aspx](https://bullyingnoway.gov.au/UnderstandingBullying/BullyingResearch/Pages/Research-for-schools.aspx)

## What works

- Effective practices
- Positive teacher–student relationships
- Positive family relationships

Read more about effective ways to prevent bullying at Bullying. No Way! [www.bullyingnoway.gov.au](http://www.bullyingnoway.gov.au)
What we can do

Student tips

If it happens in person, try these:
- Ignore them. Try not to show any reaction.
- Tell them to stop and walk away.
- Pretend you don’t care.
- Go somewhere safe.
- Get support from your friends.

If it happens online, try these:
- Avoid responding to the bullying.
- Report and block anyone who is bullying online.
- Protect yourself online using privacy settings and keep records.

If you see someone being bullied:
- Leave negative conversations. Don’t join in.
- Support others being bullied.

If it doesn’t stop:
- Talk to an adult (parent/carer/teacher) who can help stop the bullying.
- Keep asking for support until the bullying stops.

Parent tips

If your child talks to you about bullying:
1. Listen calmly and get the whole story.
2. Reassure your child that they are not to blame.
3. Ask your child what they want you to do about it and how you can help.
5. Check in regularly with your child.

Need help now?

Kids Helpline www.kidshelpline.com.au
1800 551 800

headspace www.headspace.org.au
1800 650 890

Online bullying www.esafety.gov.au

Listen, respect and acknowledge

Your first response to someone who tells you they are involved in bullying can make a difference to the outcome.

If a young person reports bullying to you:
- Find a suitable place to talk, or make a time to discuss the problem privately.
- Listen to their whole story and show you are listening.
- Ensure that your voice is calm and your body language is open.
- Ask the young person if they feel safe and reassure them that you will try to help them.

- If they haven’t already told you, ask the young person when, how and where the bullying happens.
- Avoid minimising the issue and reassure the young person it’s not their fault and it’s never okay to be bullied.
- Ask the young person what they want you to do and whether they want you to do anything at this stage.
- Praise the young person for speaking out.
- Keep checking in regularly.
Teaching resources

The Empowering student voice engagement activity provides an opportunity for Australian students to participate in open classroom discussions about bullying, relevant to their settings.

Through authentic student voice, students consider, discuss and contribute to the creation of appropriate and relevant strategies to respond to bullying in their context.

Lessons have been packaged into age-appropriate year levels, but they can be edited to suit school settings and class needs. Featured activities include the development of individual and whole-class tips on responding to bullying.

Information for teachers

Digital lesson plans

Lesson plans

Bullying. No Way! tips template

Bullying. No Way! chatterbox

Make your own student voice poster

Student voices poster series

Download resources
The Bullying. No Way! website offers lessons and classroom discussion starters for schools to use on the NDA, or at any time of the year. Providing students with opportunities to talk about bullying is an important part of making a positive change. Talking about bullying can sometimes highlight issues or lead to increased bullying. Ensure staff know how to respond and that support is available.

Curriculum alignment: Bullying. No Way! teaching resources align with the Australian Curriculum learning areas of Humanities and Social Sciences, Health and Physical Education, and Technologies. General capabilities links include Personal and Social Capability, and Ethical Understandings.

<table>
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<tr>
<th>Resource Description</th>
<th>Summary</th>
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<tr>
<td>Bullying. No Way! Take action every day</td>
<td>This activity provides an opportunity for students to lead action in an identified area to prevent and respond to bullying. This suite of engagement materials includes resources to help guide students in planning and taking action in their school community.</td>
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<tr>
<td>Bullying is NEVER OK!</td>
<td>An animated video with supporting teacher resources helps students explore what bullying is and to learn what to do if they are bullied or see it happening. Bullying is NEVER OK! is aimed at 9 to 13 year olds, but it can be used with other age groups.</td>
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<tr>
<td>Our special superpower</td>
<td>An animated video that helps students to learn how they can be safe and supportive bystanders if they see bullying happening. Our special superpower is aimed at 9 to 13 year olds, but it can be used with other age groups.</td>
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<tr>
<td>“Talking about bullying”</td>
<td>Classroom discussion starters support students to collaboratively discuss their ideas about bullying, and what they can do about it.</td>
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<tr>
<td>Being reasonable and ethical online</td>
<td>Through collaborative inquiry, students generate and critically evaluate reasonable and ethical behaviours that make online environments more respectful and supportive for themselves and others.</td>
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<tr>
<td>Ideas for a safe and supportive school community</td>
<td>Through a community of inquiry approach, students collaboratively discuss their ideas for a safe and supportive school, and create their own positive solutions to bullying.</td>
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<tr>
<td>Active bystanders</td>
<td>Using drama strategies, students explore the role and experiences of active and safe bystanders to bullying. These lessons use a community of inquiry approach.</td>
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<tr>
<td>Perspectives on bullying</td>
<td>This activity involves students researching their peers’ perspectives on bullying and presenting their outcomes through school forums.</td>
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Teaching resources

Talking and teaching about bullying

Teaching and learning about bullying has an important role in creating a positive school climate.

Launchpad is a guide for school staff when teaching and talking about bullying.

Bullying prevention is everyone’s responsibility helps schools engage students and families in bullying prevention.

You don’t need to use the word ‘bullying’ to begin to teach young children a wide range of skills that will prevent bullying.

The Allen Adventure app

The Allen Adventure app is a free interactive and engaging way to help young children develop skills when making friends and getting on with others. The Allen Adventure teaching resources explore the social and emotional skills in the app.

Extend The Allen Adventure

You can also find lesson plans, booklet versions of The Allen Adventure, postcards and music for KindaMean, and Allen puppet instructions on the Early Childhood section of the Bullying. No Way! website.

Teaching resources catalogue

Bullying. No Way! has reviewed evidence-informed teaching and learning resources from a range of sources. Find them in a handy searchable catalogue for teachers.

Early Childhood to Year 2

You don’t need to use the word ‘bullying’ to begin to teach young children a wide range of skills that will prevent bullying.

The Allen Adventure app

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Extend The Allen Adventure

You can also find lesson plans, booklet versions of The Allen Adventure, postcards and music for KindaMean, and Allen puppet instructions on the Early Childhood section of the Bullying. No Way! website.
Get organised

Event checklist

Get ready for the NDA and make the day your own. Here are some suggestions to help get organised for a successful NDA.

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<tr>
<th><strong>Event checklist</strong></th>
<th><strong>Get organised</strong></th>
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<tbody>
<tr>
<td><strong>Save the date</strong></td>
<td>Mark Friday 20 March 2020 in your school calendar and staff diaries.</td>
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<tr>
<td><strong>Connect with community</strong></td>
<td>Increase community awareness and shared understanding of your school’s anti-bullying policy. Upload the policy to your school website so that it can be accessed by teachers, parents, carers and students. Include a link to the policy in your school newsletter.</td>
</tr>
<tr>
<td><strong>Involve students and families</strong></td>
<td>Create an NDA events committee (teachers, parents, students). Use the theme Take Action Together, plan events and activities, and invite the community.</td>
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<tr>
<td><strong>NDA student engagement activity</strong></td>
<td>Familiarise staff with this year’s evidence-informed student engagement activity, specifically designed to empower student voice in Australian classrooms.</td>
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<tr>
<td><strong>Empower student leaders</strong></td>
<td>Inspire and support student leaders to be positive role models and allow them to lead positive change that contributes to school climate. See the Bullying. No Way! website for ideas on empowering student leaders.</td>
</tr>
<tr>
<td><strong>Engage staff in professional development</strong></td>
<td>Organise a professional development session for school staff. Download Launchpad from the Bullying. No Way! website for suggestions.</td>
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<tr>
<td><strong>Share your school’s success</strong></td>
<td>Capture and share your school’s NDA on social media using #BullyingNoWay, #NDA2020 and #TakeActionTogether. Invite the local paper to your NDA. Celebrate your NDA in the school newsletter. Lodge your photos through the photo gallery.</td>
</tr>
<tr>
<td><strong>Raise awareness</strong></td>
<td>Download NDA school materials. Print and display NDA posters and other printable materials around your school. Publish the official NDA school logo on your school website, social media accounts and newsletter.</td>
</tr>
<tr>
<td><strong>Take action every day</strong></td>
<td>Bullying. No Way! has created a range of evidence-informed teaching and learning materials for schools to use on the NDA, or at any time of the year. You can find these lesson plans and discussion starters on the website.</td>
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</table>
Get organised

Ideas to put material into action

A range of downloadable material is available at www.bullyingnoway.gov.au to support your school’s involvement. Mix and match materials to engage students and the school community to Take a Stand Together against bullying and violence.

Set up your own photo booth and string up some bunting as a backdrop. Give each student the letters to make the words ‘Take a Stand Together’ or Bullying. No Way! Print the NDA speech bubbles for students to draw pictures or write their own anti-bullying message. Post the photo collection on your school’s Facebook page or website.

New merchandise

2020 merchandise items are available for schools to order. These items support schools and communities to say Bullying. No Way! on the NDA. Encourage your school to engage students with wristbands, bag tags and foldable frisbees as part of events.
Whole-school events

Here are some ideas to help think about involving the whole-school community as part of the NDA 2020.

**Assembly series**
Plan for a series of special assemblies on bullying and respectful behaviours in the lead up to, and on the NDA. Empower students to lead each assembly. Invite families and the wider community.

**Pledge walls**
Develop your own school anti-bullying pledge. Encourage student voice in writing the pledge and encourage all students to sign it.

**Competitions**
Hold an anti-bullying poetry or short-story writing competition across the school community. Compile entries into a special collection and share these with the school.

**Aerial shots**
Organise and take an aerial photo of students on the school yard or fields to spell out key slogans: ‘Bullying. No Way!’ or ‘Take Action Together’ or ‘Respect’, or create your own slogan.

**Poster or multimedia competitions**
Hold an anti-bullying poster design or other artwork/multimedia competition. Involve members of the broader community to present prizes.

**Hand murals**
Select a wall in your school where all members of the school community can make an imprint of their hand under the heading ‘Bullying. No Way!’ or ‘Take Action Together’ to show their support.

**Community events**
Invite parents, carers and families to a special NDA breakfast, and invite the school community to attend NDA activities, such as a special assembly, aerial photo shoot, student presentations or other special celebrations.

**Make a school video**
Produce a short video with students on the theme of Bullying. No Way! Take Action Together. Upload to your school’s YouTube and social media accounts to share with the school community. Use the hashtags #BullyingNoWay, #NDA2020 and #TakeActionTogether.

**Student performance**
Hold a school event where students showcase anti-bullying themed music, drama or dance performances. Invite parents and community members.

**Free dress day**
Organise a free dress day with a special theme (e.g. wearing odd socks, crazy hair) to raise awareness of the NDA.
Social media

Social media provides an opportunity to share the message that bullying and violence are never okay.

We’ve produced a variety of easy-to-use, free and downloadable social media content to support your involvement.

Use your school’s social media accounts to engage your school community in the NDA. Like the National Day of Action against Bullying and Violence Facebook page to stay up to date with the latest information.

Use the suggested posts to accompany the social tiles on the following page. There are many more to choose from in the Digital supporter pack and resources to share at www.bullyingnoway.gov.au.

Suggested posts

- Friday 20 March 2020 is the NDA. Our school will stand united to say #BullyingNoWay #NDA2020
- Save the date. Friday 20 March 2020! Our school will Take Action Together with NDA schools across the nation and say #BullyingNoWay #NDA2020
- We are standing together to make great change on Friday 20 March 2020. #BullyingNoWay #NDA2020
- We are joining the nationwide movement. Let’s Take Action Together on Friday 20 March 2020 for the National Day of Action against Bullying and Violence. #BullyingNoWay

Official hashtags

When you have decided on your school’s activities for the NDA, spread the word using the following hashtags on your social media posts.

#NDA2020
#BullyingNoWay
#TakeActionTogether

@NationalDayofActionagainstBullyingandViolence
Digital supporter pack

Say Bullying. No Way! with schools across the nation by supporting Australia’s key anti-bullying event.

This pack contains a variety of graphics you can use to promote your involvement in the NDA and engage your school community. Spread the word with email footers, social media posts, web banners, posters and digital noticeboard graphics.

Choose an NDA key message and display it on your school noticeboard in the lead up to the NDA.

- Our school says Bullying. No Way!
- Bullying. No Way! Take Action Together.
- Take action every day. Bullying. No Way!

Take a picture of your school noticeboard and add it to your website and social media accounts. Why not tag another school to challenge them to display their Bullying. No Way! message?

Download
Share the NDA

Local media
The relationships you build with local media may support your school’s capacity to be an advocate for bullying prevention, and show your community the great work your school is doing to create a safe and supportive learning environment.

Tips: How to invite local journalists

- Create a media contact list by reviewing local community newspapers, local magazines and your local community radio station. Find contact details on copies of printed publications, online articles and websites.
- Call the media outlet and ask for the name of the editor or journalists and their email or phone number and deadlines.
- Email your invitation to the journalists on your media contact list.
- Follow up with a phone call to ask them if they received your invitation and whether they will be attending.

Tips: On the day

- If media are attending your event, arrange for a staff member to meet the journalist or photographer when they arrive at the school and assist them during the photo shoot and interviews.
- Ideally, selected staff and students would adhere to pre-approved key messages or simple quotes, in line with your jurisdiction’s media protocol.
- Ensure there is a simple, colourful photo opportunity with a clear focal point of people and faces.

Highlight the NDA

We want to highlight the wonderful work happening in schools across the nation.
Collate the best photos, any media coverage or articles you have written, and spread the word about the great work you did. Send us an email at bnw.website@qed.qld.gov.au.

Additionally, you can submit these records to your jurisdictional education office, publish a report in your school newsletter or share the photos on your school social media accounts.
National Day of Action against Bullying and Violence

10TH ANNIVERSARY

Friday 20 March 2020