Friday 20 March 2020 marks the 10th anniversary of the National Day of Action against Bullying and Violence (NDA).

Australia’s key bullying prevention event for schools is celebrating 10 years of action, connecting communities to find workable solutions to bullying and violence.

Operating since 2011, Bullying. No Way! delivers the NDA annually for Australian schools. The NDA encourages all students to stand together against bullying and violence, providing an opportunity for schools across Australia to showcase bullying prevention and response initiatives.

Throughout the year, the Bullying. No Way! website supports schools with free, quality and evidence-informed resources on bullying prevention in schools and early childhood settings.

For the NDA 2020, school communities are being rallied to unite their ideas and actions to address bullying. The theme for the NDA 2020 is Take Action Together. This theme aims to elevate student voice, empowering young Australians to join the national conversation.

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

Whether you’re a parent, teacher, student or member of the broader community, everyone has a role to play. Let’s Take Action Together.
Key highlights of the NDA

As we reflect on the 10th anniversary of the program, school communities across the nation can be proud of creating a legacy, as drivers of Australia’s National Day of Action against Bullying and Violence.

Over **60% of Australian schools**, comprising **2.4 million students** nationwide took part in the NDA 2019. See full list of NDA schools.

**95%** of NDA schools are satisfied that the NDA helps **engage the school community** and promotes the school’s anti-bullying messages.

**96%** of NDA schools believe the NDA is important in **reducing bullying in their school**.

**90%** of NDA schools utilised Bullying. No Way! and/or NDA **teaching and learning resources** in the lead up to the NDA 2019.

**93%** of schools reported the NDA was effective in **promoting safe and active bystander behaviour**.

**91%** indicated the NDA was effective in **providing opportunities for further development of anti-bullying strategies**.

**$2 million** in earned media. Each year the NDA campaign returns over **$2 million** in earned media.

NDA has a Facebook community of over **23,000 followers**.

Learn more about the positive impact of the NDA on schools. Download the Benefits for schools: impacts of the NDA.
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.
- Approximately one in five young school students reported experiencing online bullying in any one year.
- 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 85% of bullying interactions.

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

| - | Research has identified negative impacts, not only for those who are bullied, but for those who bully others and who witness bullying. |
| - | 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. |
| - | The majority of students consider face-to-face bullying more harmful than online bullying. |
| - | Any characteristic that does not fit the norm, or sets a child apart from their peer group, places them at risk for being bullied. |
| - | Young people are more concerned about online bullying by people they know, than they are about being bullied anonymously. |
| - | Hurtful teasing is the most common bullying behaviour, followed by being the subject of hurtful lies. |
| - | Students commonly express a belief that bullying is wrong, but may experience concern about losing social status if they intervene. |
| - | 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. |
| - | Teachers, parents and carers have a key role in modelling appropriate behaviour to students. |
| - | Child-centred, authoritative parents have an overall positive influence in reducing the likelihood and impact of bullying. |
| - | A strong correlation exists between positive teacher-student relationships and both lower levels of bullying and increased feelings of safety for students. |
| - | 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. |


## What works

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

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.
Resources

Student voices poster series
Bullying: What would you do?

Take Action Together

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.

Take a Stand Together
Take a Stand Together is a free app that has tips and advice for students about bullying.

The Allen Adventure
The Allen Adventure free app is an interactive and engaging way to help young children develop social and emotional skills.
Partners

Australian Government

eSafety Commissioner

kids helpline

Anytime | Any Reason

headspace
National Youth Mental Health Foundation

be you

Beyond Blue