



#There4Every1: "We need to talk about bullying"

Parents and Carers Guide

 www.anti-bullyingalliance.org.uk

Part of the family
NATIONAL CHILDREN'S BUREAU

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Introduction

Almost 1 in 4 children experience bullying.

In a typical classroom, that could mean several children are affected.

And bullying doesn't just affect the person being bullied - it also impacts those who witness it and, often, the child who is doing the bullying. That's why the Anti-Bullying Alliance has launched the #There4Every1 campaign.

As part of the campaign, a new animated short film (kindly produced by Seed Animation Studio) has been created to help younger children understand bullying and feel confident speaking up.

If your child shared a concern about bullying, would you know how to discuss and report it? If the answer is no, this parent and carer guide is here to help.



Why this matters

Almost 1 in 4 children experience bullying [1].

Children do not always use the word bullying. They may talk about feeling sick, worried or not wanting to go to school. Starting conversations early helps children feel safe to speak up.

How to use the video at home



Watch the film together in a calm moment. We recommend watching it first before you show your child. Sit side by side rather than face to face. Let your child lead the conversation.

Conversation starters

- What did you think about the bags?
- Why do you think they felt worried?
- Who do you think could help if that happened at school?
- Who would you talk to if you felt like that?

Avoid pressing for details. Listen carefully.



[1] - [Bullying, school experience and wellbeing: a picture of pupil experience in England 2023](#)

If your child shares a worry

Thank them for telling you

- Stay calm
- Reassure them that talking is the right thing to do
- Let them know you will help

If needed, speak to the school.



Please find further advice for parents and carers on our website [HERE.](#)

Helping your child be #There4Every1

You can help by:

- Talking regularly about school
- Naming feelings
- Encouraging kindness and empathy
- Modelling how to ask for help

The message to remember

When almost 1 in 4 children experience bullying, every child needs to know:

- They are not alone
- Adults will listen
- Talking helps
- We can tackle bullying together
- Because we are #There4Every1.

Sources of support and advice

For Parents and Carers:

We have a free anti-bullying information tool for parents and carers on our website. This tool includes what bullying is, how to work with your school in relation to bullying and how to support your child. Go to our website to access it: <https://anti-bullyingalliance.org.uk/parenttool>.

Other organisations across the anti-bullying sector also have lots of tools and resources that can help you:

- SENDIASS is a free, impartial, and confidential service offering information to young people with special educational needs and disabilities (SEND) and their parents and carers. Find your local service [here](#).
- NSPCC has a free helpline for parents and carers / 0808 800 5000 / www.nspcc.org.uk
- Kidscape provide workshops for children that need support with bullying issues as well as a helpline for parents and carers / 0300 102 4481 / www.kidscape.org.uk
- Family Lives gives support and advice for parents on any aspect of parenting and family life, including bullying / 0808 800 2222 / www.familylives.org.uk
- Contact has a helpline for families with disabled children - they can give advice on bullying issues / 0808 808 3555 / www.contact.org.uk
- Red Balloon Learner Centres provide intensive, full-time education for children aged between 9 and 18 who feel unable to return to school because they have been severely bullied. There are Red Balloon Centres all over England, and they also have a programme of online support / www.redballoonlearner.org

Sources of support and advice

For Parents and Carers (cont.):

- YoungMinds provides advice and information about young people's mental health and have a parent helpline / 0808 802 5544 / www.youngminds.org.uk
- Papyrus UK provide suicide prevention support for young people and have a helpline / 0800 068 4141 / www.papyrus-uk.org
- Childnet gives advice for parents and carers to help support children and young people in their safe and responsible use of the internet / www.childnet.com
- Internet Matters provides regularly refreshed content to support parents and carers with all aspects of e-safety. Includes lots of advice on technology that can help you to protect your child online and helpful content relating to cyberbullying / www.internetmatters.org
- The Child Exploitation and Online Protection Centre (CEOP) provides help and advice on cyberbullying / www.ceop.police.uk
- Report Harmful Content Online (provided by the UK Safer Internet Centre and South West Grid for Learning) have a website which has support about reporting harmful online content: www.reportharmfulcontent.com



Sources of support and advice

For Young People:

- Childline is a free, confidential helpline for children and young people available any time, day or night / 0800 1111 / www.childline.org.uk
- The Mix provides support for under 25s for a range of issues, including bullying / text THEMIX to 85258 / www.themix.org.uk
- Kidscape has information for young people about what to do if they are being bullied / www.kidscape.org.uk/advice/advice-for-young-people/what-should-i-do-if-im-being-bullied
- The Diana Award has tips and advice on what to do about bullying on their anti-bullying website / www.antibullyingpro.com
- Think U Know (from the Child Exploitation and Online Protection Centre) is a website for children and young people about staying safe online / www.thinkuknow.co.uk
- Childnet has advice and support for young people about online harms / www.childnet.com/young-people
- Papyrus UK provide suicide prevention support for young people and have a helpline / 0800 068 4141 / www.papyrus-uk.org





About the Anti-Bullying Alliance

We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.

The ABA has three main areas of work:

- Supporting learning and sharing best practice through membership.
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns.
- Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives.

ABA is based at leading children's charity the National Children's Bureau.

We'd like to extend a massive 'thank you' to Seed Animation Studio for creating the #There4Every1 campaign video.

Please share your activity with us on social media!



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