



#There4Every1: "We need to talk about bullying"

Primary School Activity Plan

 www.anti-bullyingalliance.org.uk

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NATIONAL CHILDREN'S BUREAU

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#There4Every1: Primary School Activity Plan

Introduction

Almost 1 in 4 children experience bullying.

In a typical primary 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.

To support meaningful discussion around the film and its message, we have created this activity plan.



Primary School Assembly Plan

Age range: 4–9

Length: 15–20 minutes

Audience: Whole primary or KS1 focused assembly

Assembly aims

By the end of the assembly, children will understand that:

- Almost 1 in 4 children may experience bullying
- Bullying can make people feel worried or sad
- Bullying affects everyone and it takes us all to look out for it
- Talking to a trusted adult is important
- We can be there for everyone

As the adult delivering the session

- Read through the contents of these resources and video to ensure they are suitable for your students.
- Consider any students who are currently experiencing or witnessing bullying and identify how you will tackle this before delivering the session.
- Be aware of any changes in participant behaviour during the session as this may highlight a bullying-related issue.
- Try to avoid students from disclosing personal information or specific incidents during the session but remind them an adult will be available to talk to them afterwards.

Assembly outline

1. Welcome and introduction (3 minutes)

Suggested script:

Today we are going to talk about something important. We are going to talk about bullying.

Talking about bullying can sometimes feel uncomfortable. But staying silent does not help.

Research shows that almost 1 in 4 children experience bullying[1]. That means in a school like ours, some children may be affected.

That is why today is about being there for every one.

2. What is bullying? (5 minutes)

Ask the children:

- What do you think bullying means?
- How might bullying make someone feel?

Reinforce gently: "Bullying can make people feel sad, angry, worried, or lonely."

Show the ABA or school definition of bullying.

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



3. Watch the video (2-3 minutes)

Introduce the film – please watch the film prior to showing pupils: “We are going to watch a short animation about some school bags. Listen carefully to what they say about bullying and how they help each other.”

Play the video.



4. Talking about the film (5 minutes)

Discussion questions:

- Why did the bags say they needed to talk about bullying?
- Why did talking feel hard at first?
- Who did the bags say could help?

Key message to reinforce:

“Bullying affects everyone. The person being bullied. The people who see it. And sometimes even the person who is bullying. That is why talking to an adult helps.”

5. Trusted adults and being #There4Every1 (4 minutes)

Ask:

- Who are the adults in school who help keep you safe?
- Who could you talk to if you felt worried?

Reinforce:

"When almost 1 in 4 children experience bullying, we must be there for everyone."

Being there means:

- Listening
- Getting help
- Being kind
- Telling an adult



6. Closing message (2 minutes)

Suggested closing script:

"If something is worrying you, you are not alone. Talking is brave. Adults will listen. And together, we can tackle bullying. Because we are #There4Every1."

Classroom Lesson Plan

Age range: 4–9

Length: 45-60 minutes

Curriculum links: PSHE, Relationships, wellbeing

Learning objectives

Children will:

- Understand that bullying affects many children
- Know who to talk to for help
- Learn how to support others
- Feel confident speaking up



Lesson structure

1. Starter: feelings check in (10 minutes)

- "What does bullying look like?"
- "How might bullying make someone feel?"

2. Rewatch the video (optional) or show for the first time – please watch prior to showing (3 minutes)

Ask children to notice:

- How the bags feel at the start
- How they feel at the end

3. Group discussion (10 minutes)

Questions:

- Who does bullying affect?
- Why is it important to talk about bullying?
- Who can help at school?

Introduce gently: "Almost 1 in 4 children may experience bullying. That is why adults want to help."



4. Activity stations (20 minutes)

Choose from a selection of these activity ideas:

- **Activity 1: Trusted adult map:** Ask children to draw themselves in the centre of a page and add the names or draw images of adults at school and at home they could talk to if they felt worried. Encourage teachers to reinforce that there is always more than one safe adult available.
- **Activity 2: Be there pledge:** Support pupils to complete the sentence "I can be there for others by..." and share their ideas, then work together to create a simple class pledge about how they will support one another. Display the pledge in the classroom as part of the #There4Every1 campaign.
- **Activity 3: Feelings to words:** Model simple sentence starters such as "I feel worried when..." and "I can ask for help by..." and give children time to practise saying or writing their own examples. Encourage teachers to normalise talking about feelings and reinforce that asking for help is a positive and brave action.
- **Activity 4: Speak up poster:** Invite pupils to design a poster that encourages others to speak up about bullying and reminds them that support is available. Ask teachers to prompt children to include positive messages such as "It's ok to talk", "Tell a trusted adult" and "We are There for every one", and display the posters around the school to reinforce the message that everyone deserves support.

5. Plenary (5 minutes)

Circle time questions to end:

- "One thing I learned today is..."
- "One way I can be there for others is..."

REMINDER



During the session, make sure students are taught:

- How to report bullying or anything they are worried about
- That there are people who care and can help if they are struggling with a bullying-related issue
- Where to find their school's/youth setting's Anti-Bullying Policy



Let's unite against bullying - Join a growing movement of over 230 organisations and individuals who are proud to stand with the Anti-Bullying Alliance. Become a member today!



Stay up to date - Join the thousands of people that have signed up to receive our free newsletter for people that work in and with schools and colleges.



Consider making a donation - Every child deserves to grow up safe, happy, and free from the fear of bullying. But we can't achieve that without you. Donate today, and be part of the movement to end bullying for good.



Take it further - Continue your anti-bullying journey through our training and programmes. Sign up for our online CPD training, United Against Bullying Programme, Belonging Matters Programme and more!



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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