The BIG Guide to Running Awareness Raising Events

It is really important to regularly hold awareness raising events in your bullying intervention work because:

- It makes everyone understand what bullying is (and is not)
- It helps support victims of bullying to speak out about it
- It makes perpetrators aware that their behaviour is unacceptable and hurtful to others
- Everyone understands that your school/organisation does not tolerate bullying
- It makes everyone aware of the different types of bullying
- It makes it cool to be kind to others instead of causing them distress

Have a Bullying Awareness week at least once per year as well as regular ongoing awareness raising activities.

Some ideas for awareness raising events

- Bullying Prevention Poster Competition
- Presentations and plays
- Poetry competition
- Use the curriculum to raise awareness i.e. maths - do a survey and produce some statistics, art - posters, English - poetry and stories, PE - teamwork activities...
- Hold a Song Competition so that the children/young people can express through song words and music how they feel about bullying
- In a primary school - teach the children traditional playground games (occupied children rarely get involved in bullying)
- In a secondary school, get some older pupils to teach traditional playground games to feeder primary pupils
- Launch your Peer Support Scheme
- Launch your Bullying Intervention Focus Group
- Ask children/young people to produce their own guidelines for dealing with bullying
- Involve the wider community, get interesting speakers to talk about bullying issues i.e. homophobic bullying, cyber bullying etc.
- Create a special page for your school/organisation website
- Have positive friendship messages around the building for everyone, including visitors to see
- Use our website resources i.e. assemblies, lesson plans etc.
- Set up a Cool to be Kind club
- Get parents/carers involved
• Link with other schools/organisations in your area to have even bigger events
• Write a newsletter for new children/young people (and their parents) who may start attending your school/organisation, about all the work that you do to prevent bullying, this will help to put them at ease

Awareness raising should be enjoyable and involve everyone!