

CREATIVE IDEAS FOR YOUR ANTI-BULLYING CAMPAIGN



From our experience training thousands of young Anti-Bullying Ambassadors across the UK, we know it can be hard to think of creative ideas to spread the anti-bullying message in your school. Over the years, we have seen many incredibly successful and creative campaigns that have made a great impact on everyone within the school community, including students, staff, parents and more! With that in mind, we've put together this helpful document to inspire new energy and ideas to support and grow your anti-bullying school community.

THE DIANA AWARD'S TOP TIPS

TOP TIP #1_

Think about what your Anti-Bullying Ambassador team enjoys doing in their spare time. Do any of you have specific hobbies or skills? Do any of you enjoy singing, dancing, writing poems or performing? Are any of you gamers, quizzers or sports champions? Is someone a tech wizard who loves creating videos and online content? Whatever it is, you can incorporate these talents and hobbies into your Anti-Bullying campaigns. For example:

- Host a bullying-related quiz
- Write an anti-bullying poem or host a poetry competition
- Direct a bullying-themed performance, such as a dance, role play or song
- Host a sports tournament
- Host a talent show
- Create a series of videos on key topics

You can put on a range of events which charge a small entry fee and put the funds towards a bigger campaign or even donate to The Diana Award to help fund Anti-Bullying Ambassador training for other students around the country. Just remember to remind students that you're raising awareness of anti-bullying and these events have an important purpose. Keen designers could also create leaflets and posters for the events that highlight key anti-bullying messages. [Check out these Anti-Bullying Ambassadors in Chesterfield who performed an amazing silhouette dance to highlight the impact bullying behaviour can have.](#)

TOP TIP #2_

Don't be afraid to think beyond your own school. Some successful campaigns have come from students venturing beyond their own schoolgrounds and visiting other students in neighbouring schools. A common activity is for Anti-Bullying Ambassadors to visit a local primary school

where they can embody student leadership and upstanding citizenship by explaining to future secondary students how they can get support if they experience bullying behaviour once they start secondary school. It doesn't have to be in the form of a boring assembly - you can think outside the box and deliver an exciting and engaging talk to your peers and younger students! [Take a look at the brilliant Anti-Bullying Ambassadors in Warwick who visited their primary school and presented a role play on bystanders and how to promote positivity in school.](#)

TOP TIP #3_

If you feel like you've exhausted your campaign ideas and keep drawing blanks during your Anti-Bullying Ambassador team meetings, why not throw it back to your school community? One helpful idea is to send out a survey to every student in your school and ask them questions like:

- What do you think is the most common type of bullying behaviour in our school? Verbal, indirect, or physical?
- Where do you feel the least safe in school?
- What is the issue you'd most like to see addressed in our school?
- Why do you think bullying behaviour happens in our school?

By asking your peers these questions, your Anti-Bullying Ambassador team will get a good idea of the types of bullying behaviour and issues taking place and your students get the chance to explain what they'd most like to see addressed. If, for example, the results come back and it appears that verbal bullying is the most common issue faced and people feel the least safe out on the field, you can think of a campaign based around positive language and host activities on the field every week. [Take a look at the Anti-Bullying Ambassadors at Joseph Whittaker School who hosted a 'Feel Good Friday' karaoke event in their schoolyard.](#)

We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all of our programmes and initiatives, 'change' for and by young people is central, including our anti-bullying work which encourages change in attitudes and behaviours.

We hope you found this resource useful and wish you all the best in your anti-bullying journey. If you would like to help us create more resources and train even more Anti-Bullying Ambassadors, you can make a £5 donation by texting CHANGE 5 to 70470 or visit diana-award.org.uk/donate

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