



FROM THE DIANA AWARD



Department for Digital, Culture, Media & Sport



Earning My RESPECT Badge: Anti-Sexual Bullying Campaign Planning



WHY

What is your main goal? Why is it important that you run this campaign?

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WHO

Decide on roles for everyone in your Anti-Bullying Ambassador Team. There are some examples in the next page, but you don't have to do it this way! More than one person can hold each role, for example.

The Diana Award's Top Tips:

Know your WHY: It's important to have a clear goal in mind. It must be something that's important to you and something you feel your school/ community really needs. This will help you stay passionate and excited about it throughout the whole process.

Be SMART: This means having deadlines you all agree on, roles that each person understands, and clear ways of measuring your progress. Use the SMART method to set your goals. Find out more about SMART here.

Be INCLUSIVE: Make sure everyone has a job to do, and that they're feeling confident and excited. This means involving everyone in your community – not only your fellow Anti-Bullying Ambassadors, but also other pupils and teachers! Can you involve parents and carers too? Or, local businesses? Ask your teacher for ideas on this.

OUR STAFF LEAD IS:

REP

This person represents your team at catch-up calls with The Diana Award, alongside your school staff lead. These online meetings are a great opportunity to get further support and ideas, and ask questions to anti-bullying experts, to make your anti-sexual bullying behaviour campaign as impactful as possible.

SCRIBE

This person is in charge of writing down your plans, completing your Badge evidence form, and writing any emails, letters or social media captions.

SPOKESPERSON

This person should be a confident public speaker. They will speak in assemblies, deliver presentations and speak on behalf of the team to school staff or other members of the community.

LEAD RESEARCHER

This person is in charge of researching similar campaigns for inspiration, or reading up on the issue you're tackling. They should share their knowledge and research with the whole team.

IMPACT EVALUATOR

This person is in charge of measuring the impact of your campaign through surveys, interviews and more.

ARTIST

Artists are in charge of designing any materials you need for your campaigns such as signs, theatrical backdrops or posters. You may wish to use musical or dramatic talents too!

TREASURER

This person is in charge of the budget. They need to find out how much money you will need to fundraise for the campaign, and how best to do it. They'll work closely with teachers to understand how best to make your campaign happen!

COMMUNITY OFFICER

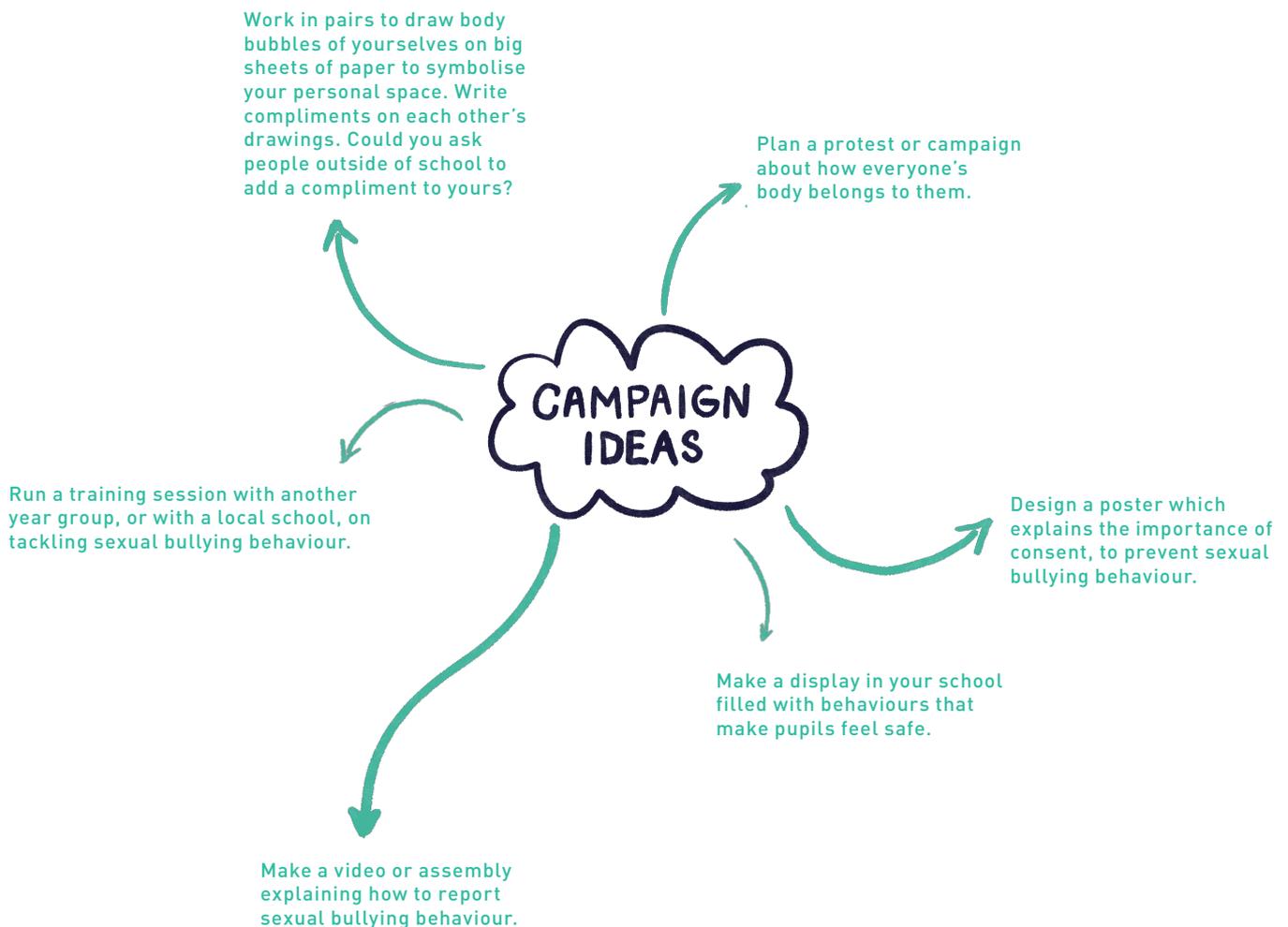
This person is in charge of speaking to local businesses and newspapers, as well as working with teachers to get the word out about your campaign to parents/carers and other schools. They may work closely with the Social Media Officer.

SOCIAL MEDIA OFFICER

This person will work closely with staff in your school to take over school social media accounts to spread awareness about your campaign online. They also need to be knowledgeable about the rules of online safety and the harms of online sexual bullying behaviour.

WHAT

Create a mind map of your anti-sexual bullying behaviour campaign ideas below. Remember, all ideas need to meet the goal you put in your **WHY** box. We have added some suggestions to get you started. Gather the whole team with some coloured pens and get thinking!



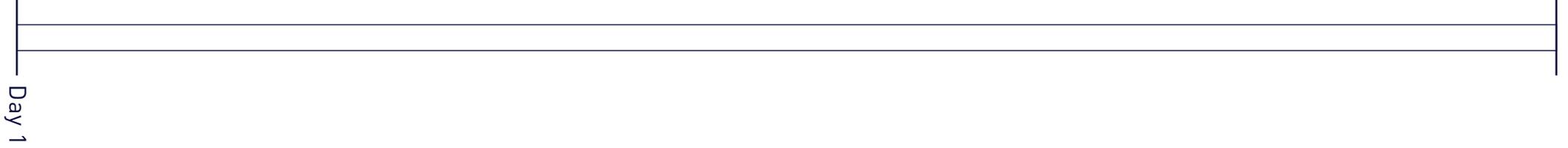
Choosing Which Idea to Start With

Next, with your whole team, **highlight the top 3 ideas on this mind map**. Consider choosing one long-term, one mid-term and one short-term action. For example, do you want to achieve your goals within a school year, a term, or by tomorrow? Then with a vote, pick the one you want to start with first before you move on to the next box!

TIMELINE

WHEN

Use this timeline to map out deadlines, milestones and the length of your campaign. When will your planning phase finish? When will you stop to survey the impact? By when do you need to make your materials?



WHERE

Create a mind map around each of these boxes to plan how you can expand your campaign to reach different audiences including, your class, your whole school, your local community, your family, or social media followers.

CLASSROOM



SCHOOL

WORLD



TOWN



HOME

CHALLENGES

- What challenges might you face?

E.g. People think sexual bullying behaviour only happens to girls

HOW TO OVERCOME THEM

- Whose talents or knowledge might help?

E.g. Our Lead Researcher can find a statistic about boys experiencing sexual bullying behaviour

MEASURING IMPACT

When your campaign action has been completed, how can you measure whether you have met the goal you started with? Your Impact Evaluator could lead on this but work together on the following tasks. You can tick them off as you go and write a little about what you learned underneath each of them.

Survey pupils

What went well:

Even better if:

Survey staff

What went well:

Even better if:

Do a poll on the school social media account

What went well:

Even better if:



Conduct interviews

What went well:

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Even better if:

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**Meet as an Anti-Bullying
Ambassador team to review our
impact and what we have learned**

What went well:

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Even better if:

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Celebrate as a team! (You should
feel incredibly proud of the work
you put in to get to this point!)

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

Give us feedback on this resource:
<https://tinyurl.com/ab-feedback>



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