

WORKSHEET 9.1



DEVELOPING AN ANTI-BULLYING CAMPAIGN

1 What skills do you have that might be particularly useful when running an awareness campaign and trying to get lots of people to engage with the issue?

- Art
- Music
- Videography
- Public speaking
- Drama
- Writing
- Design
- Digital media
- Social media
- Other

2 What action might you be particularly interested in exploring in your campaign?

- Making people aware of the effects of bullying
- Giving support and advice to people who are bullied
- Encouraging bystanders to intervene when they encounter bullying
- Making people aware particularly of the problem of cyber bullying
- Encouraging people to report bullying online
- Making people aware of the dangers associated with anonymity and various privacy settings online
- Giving people advice for having a safe and positive online experience that is bully free
- Giving people information on what they should do to stop bullying
- Other

3 Who will be the target of your campaign?

4 What will be your campaign message?

5 What will be your campaign call to action? (e.g., Reach out, Just do it, Stand up to...)

6 The following are suggestions for a school-wide anti-bullying campaign. Pick one or develop your own unique method for making people aware of bullying and cyber bullying. It is a good to choose your approach based on the skills and interests of the people in your group.

- Run an interactive poster campaign using the supplies provided.
- Create and distribute information leaflets or magazines.
- Run a poster campaign that encourages people to take a particular action against bullying.
- Run a social media anti-bullying campaign.
- Create video resources that promote an anti-bullying environment.
- Have students make and record an anti-bullying promise.
- Create an anti-bullying space where students can relax.
- Deliver a talk to younger students and peers that raises awareness around the issue or cyber bullying.
- Hold an event to encourage people to stamp out bullying.
- Run a campaign that highlights the changes they suggest to the school policies on bullying and internet safety.
- A combination of the above suggestions.
- Other.

7 Pick two bullying campaigns and two non-bullying campaigns and say what you like and dislike about each campaign. This should give you some inspiration for developing your own awareness campaign.

Bullying Campaigns **Likes** **Dislikes**

01. _____

02. _____

Non-Bullying Campaigns **Likes** **Dislikes**

01. _____

02. _____