



**Campaign teaching  
resource pack**

# Welcome to the



## Campaign teaching resource pack!

This Morning has launched the Be Kind Campaign to offer key advice and an anti-bullying message following recent powerful interviews focused on bullying and the experiences faced by children and their families.

We would like you to spread the word about the campaign in your school, which is where this pack comes in. Together with the charity The Diana Award Anti-Bullying Campaign we have created a variety of resources for primary and secondary schools. These include posters, activity ideas and advice sheets to raise your students' awareness about the Be Kind Campaign.

We look forward to hearing how your school has got involved and inspired your students to be kind, speak out and stand up for others experiencing bullying.



"I'm 100% behind this campaign. I hope we can save young lives and show the bullies how catastrophic one tweet, one snapchat or one text can be."

**Phillip Schofield**

"We really want this to help children, their families... and even bullies themselves to realise what they are doing. It's fantastic that so many schools have already asked to show our interview to pupils.

How much better would the world be if everyone was just that bit kinder to each other?"

**Holly Willoughby**



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# About the This Morning



## What is the campaign about?

Across the country, today, there are children spending the day in fear. Too frightened to go to school. Too frightened to speak out. Too frightened to tell anyone. Across the country, today, children are being bullied.

The This Morning Be Kind campaign was launched in March 2017 after the huge response the programme received when Lucy Alexander - the mother of Felix Alexander, 17 - and Nicola Hartevelde - the mother of 14-year-old Megan Evans - shared the tragic stories of how their children committed suicide after being bullied.

Hundreds of thousands of people have pledged to watch the moving interviews with Lucy and Nicola via the ITV website with their children so that they know they can ask for help and how important it is to be kind.

The campaign also has the full backing of the mothers that helped inspire this action against bullying. Lucy Alexander said, "I am so happy to support the This Morning Be Kind campaign as I want parents, teachers and children to all think about what they can do to help raise awareness of bullying and supporting each other. We all have a choice in everything we say and do, and we can choose to be kind, it really is that simple."

This Morning's Be Kind Campaign will continue throughout the year with many of the This Morning family talking of their own experiences of being bullied, powerful messages from celebrity guests, as well as the ongoing support from experts.

## How has the campaign helped young people?

### **NENE PARK ACADEMY IN PETERBOROUGH**

One of their teachers, Natasha Gleeson, arranged for all 1,200 students to watch our campaign video - and see first hand the devastating effect bullying can have.

We then paid the school a visit 'live' during the show to see how they had taken our 'Be Kind' message on board. They told us about a scheme they had implemented which saw 'Be Kind' boxes placed around the school and pupils were being encouraged to write kind / supportive messages to each other which would then be passed on to the relevant pupil in the hope of spreading kindness.

### **JUNIOR FROOD**

12 year old street dance star Junior Frood refused to give up his love of dance, despite school bullies taunting him over his talent. After seeing our campaign, he got in touch to tell us his story.

We invited him to perform live in our studio, and watching at home was friend of the show Amanda Holden. She was so touched by his story and impressed with his talent that she invited him along to star alongside her in the West End Production of 'Stepping Out'.

### **DARTFORD PRIMARY ACADEMY**

The school got in touch to tell us they dedicated an entire assembly to our Be Kind campaign and challenged each of their 360 pupils to send an anti-bullying tweet to spread our kindness message.

Each class then picked their best tweet and then an overall winner was selected from the final 12. So impressed by their efforts, we then decided to announce the winner live on the show. The winning tweet by a year 6 pupil read, "It's like toothpaste: when it's out of the tube, you can't put it back in. When you say a word, you can't take it back. #BeKind"

### **GET IN TOUCH**

Why don't you get in touch and let us know how your school is supporting our campaign. Your school might get a shout out on the show, or even better we might pay you a visit!

Please send any stories, photos or videos of how you have used this pack via email to: [thismorning@itv.com](mailto:thismorning@itv.com) and [antibullying@diana-award.org.uk](mailto:antibullying@diana-award.org.uk) Subject: ITV #BeKind resource pack and tag us on social media @thismorning and @DianaAward @AntiBullyingPro

## **How can I get involved?**

As a teacher or member of teaching staff you can spread the campaign in your school using this pack. We want children to understand that they can speak to someone, they can ask for help if they're being bullied and how important it is to BE KIND.

- Put up posters around the school (see page 10)
- Run Be Kind activities in class (see pages 7 & 8)
- Show the inspiration behind our campaign video in assembly (see page 5)
- Hand out the anti-bullying advice sheets in school (see page 11)
- Share how your school is getting involved on social media using #BeKind

# This Morning

# #BEKIND

## Campaign

## Video Discussion Guide

### Duration: Approx. 30 minutes

Preparation: load the inspiration behind our campaign video (<https://www.youtube.com/watch?v=-V3cu5wbmv4>); print copies of the anti-bullying advice sheet (page 11); familiarise yourself with your school's anti-bullying policy and if necessary print copies for students

### Key Messages:

- ✓ If you're being bullied, don't suffer in silence. Speak to someone about it like a parent, teacher or other trusted adult
- ✓ Be that one person who speaks up. If you see someone being bullied, online or offline, report it (either online or to a teacher) and offer
- ✓ Always be kind to others – one kind word can make all the difference to someone being bullied

This video can either be shown as part of an assembly or in tutor time.

#### Please note:

- Please note that the content covers young people who have taken their own lives due to bullying and may not be suitable for primary age children.
- Make sure you let students know in advance what the video will cover and give them the opportunity not to watch it if they'd prefer not to.
- It is important to signpost areas of support once the video is finished.

### Introduction – 5 minutes

- Give students one minute in pairs or groups to discuss the following question:
  - How many hours do you think you spend in school over the course of your life?
- Take a couple of guesses and then reveal the correct answer: 11,000 hours
- Ask: how do you think you'd feel if just one of these hours was spent too upset or unsafe to come into school because of bullying?
- Explain that this is the reality for thousands of young people in the UK who are being bullied. We're going to watch a video from two mothers whose children took their own lives after suffering from bullying.

## Video discussion – 20 minutes

Play the video

- Ask for students' initial reaction to the video.
- Say: imagine you are one of those people sending the messages. You've only sent one message. What do you think the impact of that message might be?
- Do you think it's immediately obvious what the impact of your words are? Why/why not?



*Explain that even if you only send one message, that might be one of many hurtful comments that person has received that day.*

- Next ask: put yourself in the shoes of the person receiving the messages. What difference do you think one kind word or act from someone else would make?

*Explain that if you're being bullied, having one person be brave enough to ask if you're OK, to speak up and offer friendship, can make all the difference.*

*Note: if students are primary age and you feel the video may be too sensitive for their age, you may prefer to proceed straight to the discussion section.*

## Kindness Pledge – 5 minutes

- Ask students to think individually of one thing they will do to be kinder to others.
- Students should write their down somewhere they will see it regularly such as a school planner or on a Post-It note to stick on their mirror. Ask for volunteers to share if they feel comfortable.
- Explain what you as a school will be doing to support This Morning's Be Kind campaign. Use the ideas on pages 7 & 8 for inspiration.
- Finally, remind students of the school's anti-bullying policy. Hand out the anti-bullying advice sheets for students to take home.

## Optional Extra Activity – Support Networks (10 minutes)

Hand out one sheet of paper per person.

Explain that it's important to know that you're not alone if you're experiencing bullying.

Say we're going to draw our support network – at least 5 people you can turn to if you need to talk about bullying.

Ask students to draw around their hand, then on each finger write the name of one person they could turn to if they're being bullied. This could be a family member, friend, support service such as ChildLine, or even writing in your diary.



## Activities to promote the This Morning



### Campaign in your school

## Primary School

### Kindness Challenge

Set students a challenge of who can do the most kind acts in one afternoon! Say that they have to do at least one kind act for somebody they don't know. Hand out prizes for the winners!

### Kind Hands

Ask students to draw their hand on a piece of paper and on each one write one way they will be kind to others in the future. Display this as your school's #BeKind pledge and announce it in assembly.

### Kindness Paper Chain

Create a paper chain of kindness: everyone in school is given a strip of coloured paper to write their kindness pledge on. Ask each class to glue their chain together and string it around school.

### Cook for Kindness

Set students the task of creating a special menu and invite parents, grandparents and teachers to a 'Cook for Kindness' afternoon! Students work in teams to create a delicious afternoon tea.

### #BeKind Box

Invite students to write compliments on slips of paper and put them in the #BeKind Box. This is a great opportunity to thank others in school for being kind. Hand them out to students in class and read out the best ones.

### Kindness Awards

Hold a 'Kindness Awards' Ceremony in school! Ask students to tell the story of someone kind and nominate them for an award. It could be someone from history, someone they know or a random act of kindness they've seen in school. Read out the winners in assembly.

## Activities to promote the This Morning



Campaign in your school

## Secondary School

### #BeKind Hour

Organise one hour on a day where everybody has to conduct a random act of kindness. Students should get creative and carry out their act of kindness for someone they haven't spoken to before. Share the results on social media using #BeKind!

### Kindness Story Challenge

Set students the challenge to write a 2-page short story which shows the effects of being kind. They should put themselves in the shoes of someone being cyberbullied and focus on the impact of kindness. Give prizes for the best ones and read one out in assembly.

### Kindness Ambassadors

Invite older students to act as 'Kindness Ambassadors' and go into classes with younger students to help them out with tasks for the day. Ask the younger students to write thank you notes and read them out in form time.

### Volunteer Time

Ask students to work in teams to arrange a volunteering opportunity to spread kindness. They could go into a local primary school to help with lessons, visit a care home, or even run a bake sale for charity.

### Kindness Wall

Create a kindness display in your form room. Invite students to fill it with examples of kind people from history, compliments to kind people in their lives, and their pledge to be an 'upstander' to bullying.

### #BeKind Performance

Once students have watched the Be Kind Campaign video, ask them to work in groups to create and perform a theatre piece, dance, song, rap or even poem which expresses the importance of being kind and standing up to bullying.

# Video Content for your School

Use these videos to help spread the word about the Be Kind Campaign in your school.



## The inspiration behind our Campaign

See page 5 for a discussion guide. This video covers interviews with two parents of young people who have taken their own lives because of bullying.

<https://www.youtube.com/watch?v=-V3cu5wbmv4>

## Bullying Can Affect Anyone, Even Celebrities!

As part of our campaign, we set up a camera to capture some emotive and personal accounts of our celebrity guests who were keen to offer their experiences with bullying. They reiterate our message - you are not alone!

[https://www.youtube.com/watch?v=ITFpWhChg\\_g](https://www.youtube.com/watch?v=ITFpWhChg_g)



## Young people who have stood up to bullying

In this video Diana Award holder Nicholas Nikiforou explains that he wants “facial equality”; after being bullied over his birthmark. Show students as an example of how they can stand up to bullying and be kind to others.

<https://www.youtube.com/watch?v=1sYe80TW8WM>

**SPEAK OUT**

**STAND UP**

**#BEKIND**

If you're being bullied, **SPEAK OUT**. Talk to a teacher, parent or other trusted adult who can help you.

If you see bullying taking place, **STAND UP** to it.

Be that one person to say 'that's not OK'.

Always **CHOOSE KINDNESS**. A kind word can make a huge difference to someone experiencing bullying.

Our school is supporting  
ITV This Morning's Be Kind Campaign.

# Anti-Bullying Advice Sheet for pupils

## From The Diana Award Anti-Bullying Campaign

Bullying is any behaviour that makes someone feel upset, uncomfortable and unsafe. This is usually deliberate and repetitive and can take many forms such as Verbal, Indirect and Physical.

### What can I do if I am being bullied?

If you are experiencing bullying, it can make you feel low, helpless and alone. But you're not alone and there are people around you that care about you and want to help. It's really important that you talk to someone that you trust.

- **Don't suffer in silence** - Every school has a duty of care to look after their students. If you are being bullied at school it's important that you talk to a teacher. This can be your form tutor, pastoral care, head of year or any teacher that you trust. You could also speak to a parent or guardian, or get support from a support service such as UK or Irish Childline.
- **Save the evidence** - Keep a record of what's been going on – remember the 4 W's: What, Where, When and Who. This will help the person helping you to understand the situation and help you to resolve it.
- **Plan next steps** - Your school should put an action plan in place to stop the bullying and keep you safe and free from harm. If your school does not take what you're telling them seriously, your parents/carers could arrange a meeting with your school to talk through how the situation will be resolved.

### What can I do if I am being cyber bullied?

Cyberbullying involves bullying someone through a mobile phone, the internet or other online devices such as tablets. Some examples of cyberbullying may be sending nasty text messages, leaving mean comments on someone's photos, setting up hate groups and uploading photos without the person's permission which makes them feel upset or humiliated.

- **Tell someone** - As with any type of bullying it so important that you don't suffer in silence and you tell someone about it straight away. It may seem hard to do but make sure you tell a trusted adult, such as a parent or teacher, and they will help you to decide what to do.
- **Save the evidence** - It is really important that you save or copy any of the cyberbullying such as texts or conversations you receive so you have evidence of the cyberbullying and can show it to the relevant people.
- **Report the person/group** - report the content (pictures, text, group etc.) to someone you trust and to the social media site. All social networks such as Facebook, Twitter, ASKfm etc have report abuse buttons, as do most mobile phone networks who have teams to deal with abuse. It is always anonymous so the person will not know that you have reported the content.

- **Block the person/group** - Most social media sites will give you the option to block and report the person/group cyberbullying you. When you block someone it usually means that the person/group will no longer be able to contact you or see any of your content.
- **Don't reply or answer back** - Deal with the bully by blocking and reporting the abuse. It is sometimes hard not to write back, but it is always best not to retaliate.
- **Stay positive** - Although it may feel like you do not have control of the situation, you can. Make sure you follow the steps above and talk to people inside and outside of school that you can trust. These people care for you and will work with you to stop the cyberbullying. Stay positive, you are not alone and things will get better.

## Need someone to talk to?

Further advice and support for teachers, young people and parents can be found on The Diana Award Anti-Bullying Campaign's website: [www.antibullyingpro.com](http://www.antibullyingpro.com)

## childline

ONLINE, ON THE PHONE, ANYTIME

**ChildLine** – Under 19 and in the UK? You can contact ChildLine by phone, email or text for advice and support on a variety of issues. 0800 1111



**Samaritans** – 18+ and in the UK? Available 24 hours a day to provide confidential emotional support for people who are experiencing feelings of distress, despair or suicidal thoughts.

[Samaritans.org](http://Samaritans.org) /116 123 (UK) / 116 123 (ROI)

## Befrienders Worldwide

volunteer action to prevent suicide

**Befrienders Worldwide** – Any age/outside the UK? Befrienders provide emotional support to prevent suicide worldwide. They will listen to you and help without judgement.

<http://www.befrienders.org/>

**Police** – If someone's life is in danger, please contact the police on 999 in the UK.

# What can I do if my students are being bullied?

Schools are legally required to have an Anti-Bullying policy which outlines what action staff members are expected to take if students are being bullied. It is important to follow this guidance and if you need any support to consult your Safeguarding lead. If a student comes to you and explains that they are being bullied we advise the following.

- **Thank them** - Affirm them for coming to talk to you and being brave to speak out about the bullying.
- **Explain** - Ask them to explain what's happened and ask if they know the time, date and location that the bullying took place and if they know the identity of the person/people doing the bullying.
- **Consult them** - Bullying can make young people feel ashamed and out of control of the situation. Ask the child what the next steps are that they want to take. It is important that they have a say in this process as they may not want you to talk straight away to the bully.
- **Inform them** - Let the child's parents know so they can keep an eye on them at home

Bullying can affect a young person's ability to study and form/maintain friendships. Make sure that you are up to date with your school's Anti-Bullying Policy and if needed update it to keep it relevant and understandable. Make sure that all the staff in your school are aware of your policy and the procedure to follow when bullying occurs.

For more advice please visit [antibullyingpro.com/support-centre](http://antibullyingpro.com/support-centre)