



Registered charity 326864

[www.kidscape.org.uk](http://www.kidscape.org.uk)



## **Education, Children's Services and Leisure Scrutiny Sub-Committee**

**Presentation by Peter Bradley, Deputy Director**





Anti-Bullying Child Protection Charity

Established 1985

Parents Helpline, Peer Run Helpline:  
Youth2Youth

Child Protection Training



Training for Professionals and Young People

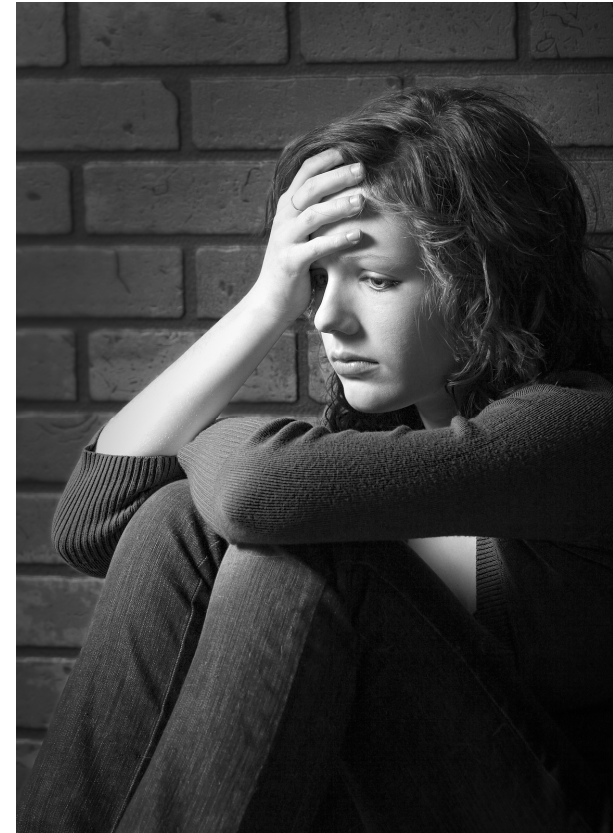
Kidscape Shop and Resources

Speaking out – Media

Sharing Experience – Consultative Groups including Government Advisory Groups

# Definition Of Bullying

1. Aggression (deliberate)
2. Unequal Power Relationship
3. Results in Pain & Distress
4. Persistent
5. Pupil-pupil; pupil-teacher;  
teacher-pupil; teacher-  
teacher



# Why Bully?

- feel insecure
  - bullied by parents/siblings
  - become scapegoats
  - feel they are different
  - have no sense of purpose
- not be allowed to show feelings



# LONG TERM CONSEQUENCES

## BULLIES:

- uncontrolled & aggressive behaviour
- criminal convictions
- alcohol abuse
- child care problems
- employment problems
- marital breakdown
- psychiatric disorders

# Why Victim/Target?

- feel bad about self
  - oversensitive
  - lack humour
  - say no-one likes them
- reacts by crying or withdrawing
  - lonely & isolated
  - younger & weaker
  - an obvious difference





# Long Term Effects of Intensive Bullying

## TARGETS:

- 40% affected education
- 46% contemplated suicide
- 65% angry, bitter

# Why be a Bystander

They fear getting hurt or becoming another victim.

They think, “It’s none of my business.”

They feel powerless to stop the bully.

They don’t like the victim or believe the victim “deserves” it.

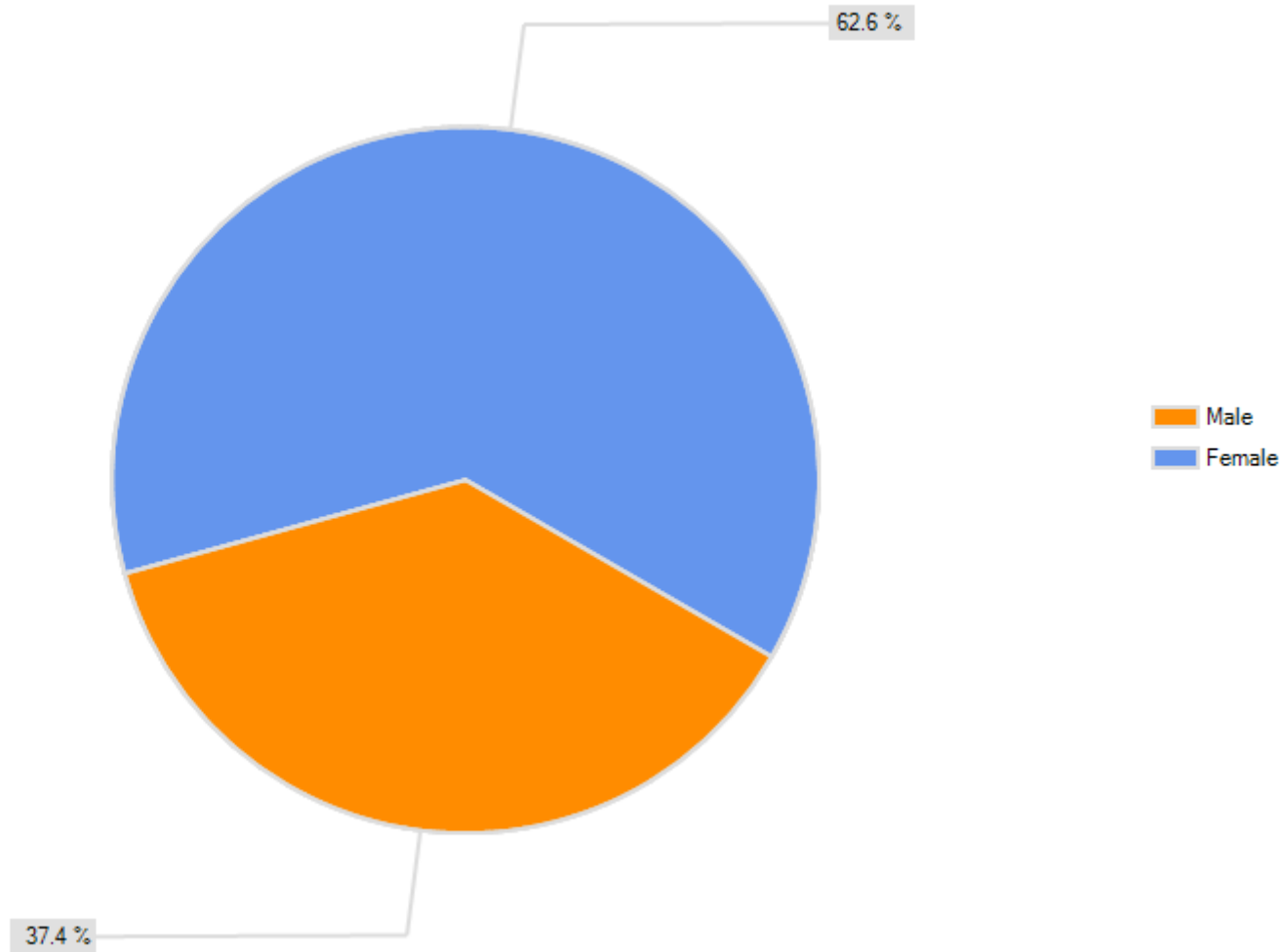
They think that telling adults won’t help or it may make things worse.



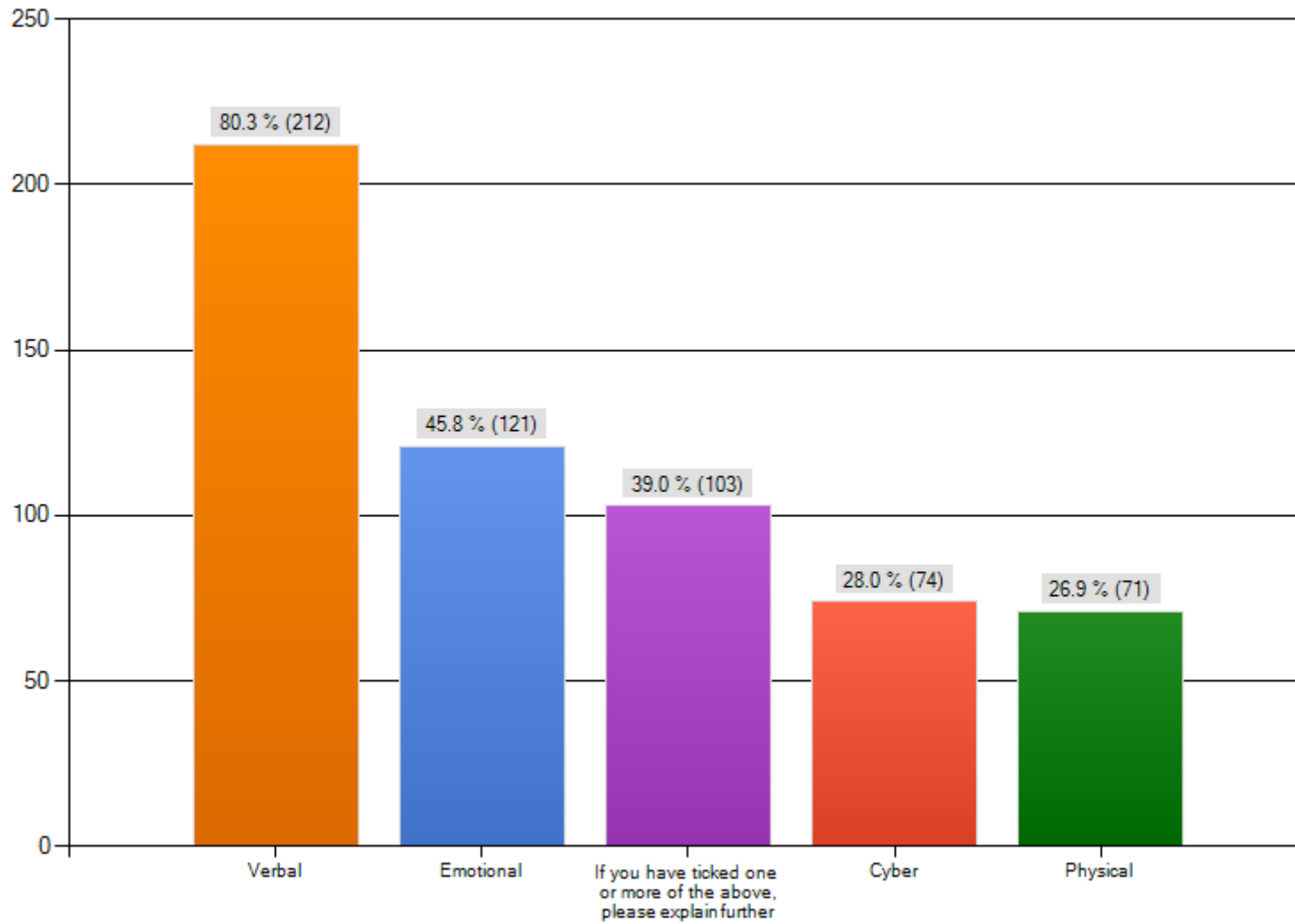
# Anti Bullying Week Survey November 2012



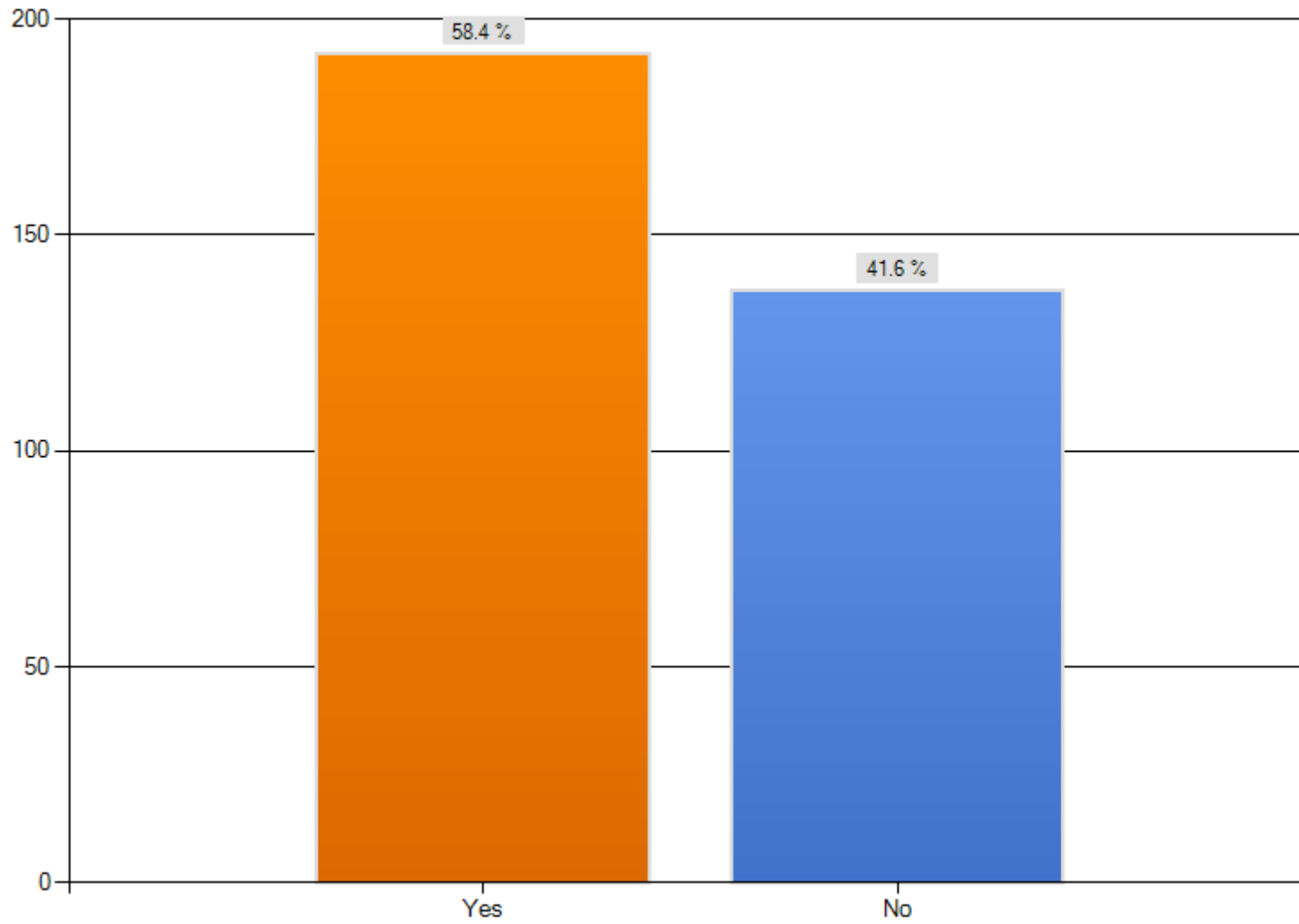
### Are you male or female?



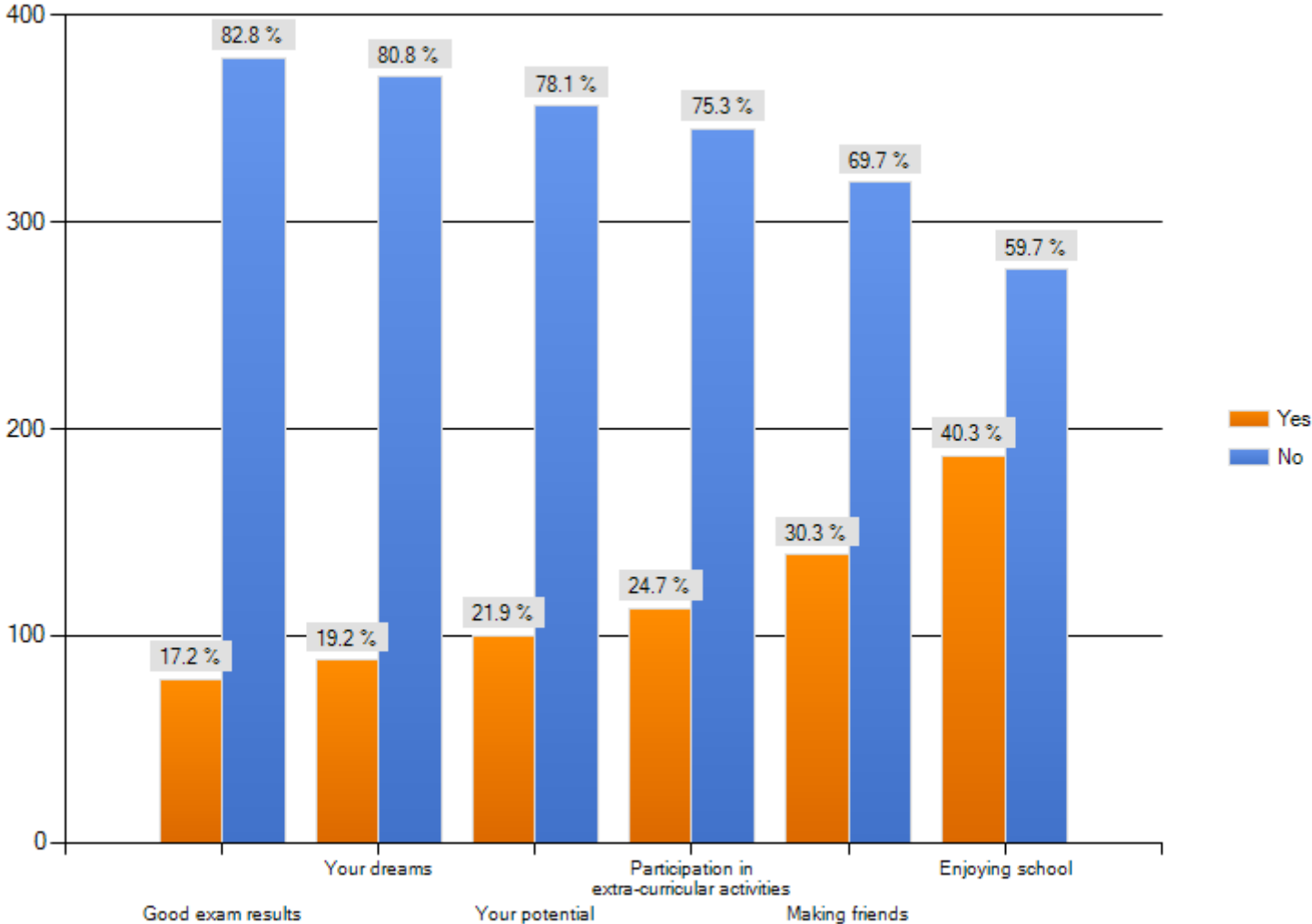
### How were you bullied? Please tick all that apply



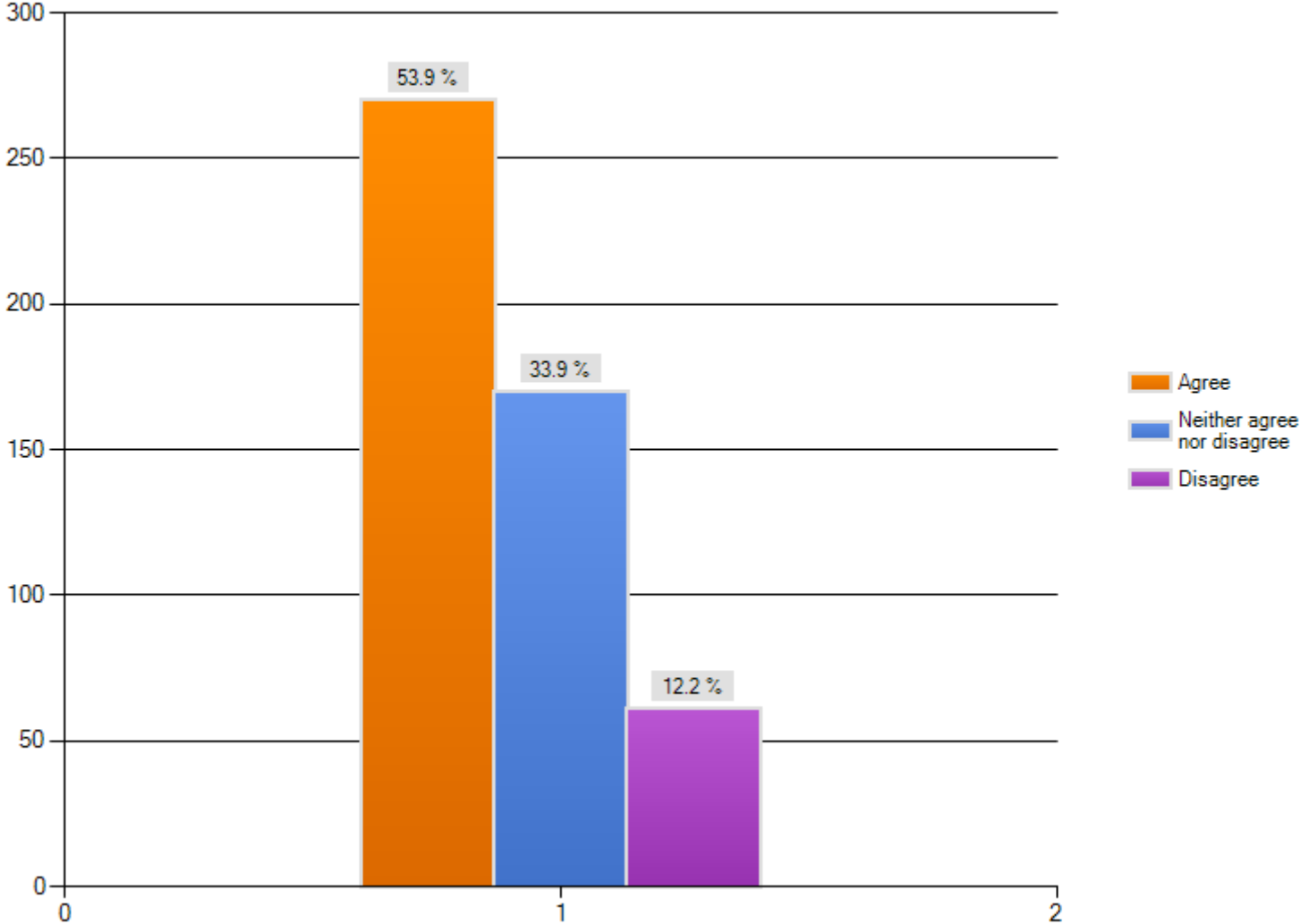
### Did it affect your confidence?



**Has the effect of bullying prevented you from achieving any of the following?**



### School is a place where I feel safe





# Caught in the Web





BY NC ND  
 CC  
 SOME RIGHTS RESERVED

FredCavazza.net



## Explore trends

Hot searches

### Search terms ?

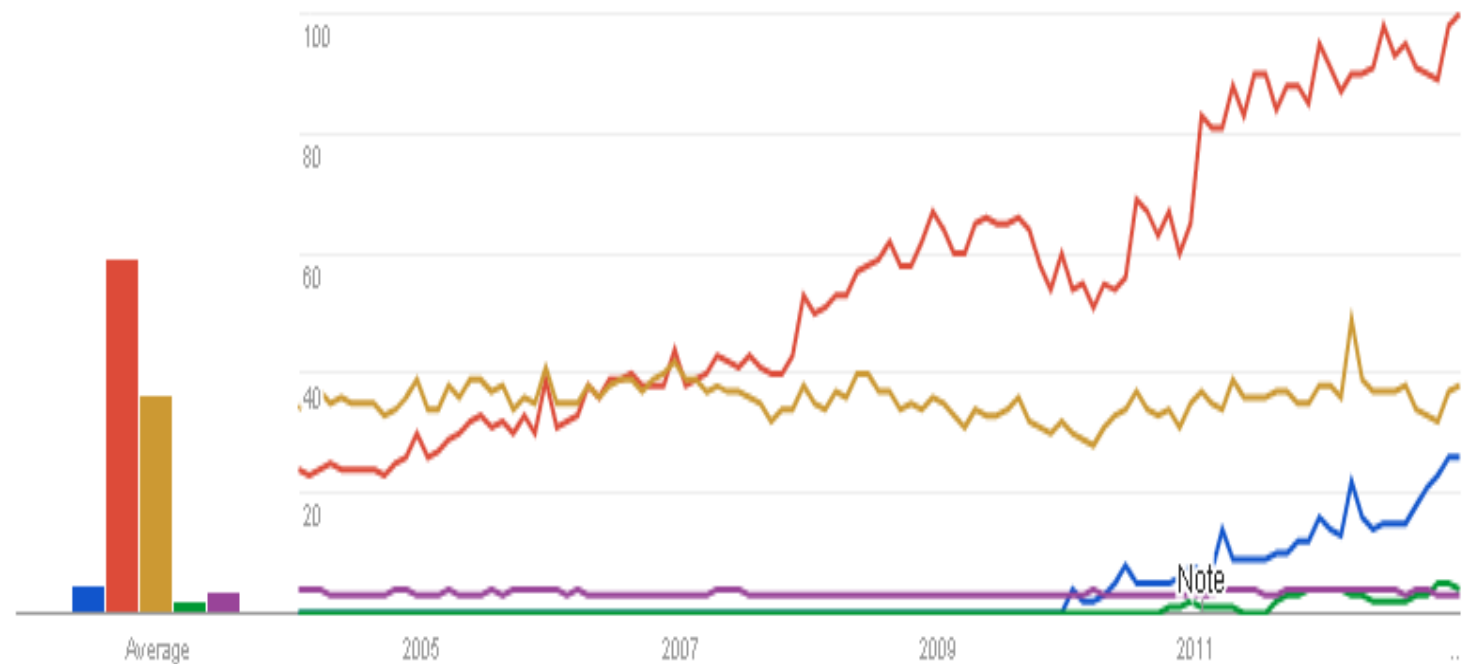
- × ipad
- × porn
- × sex
- × one direction
- × god

▶ Other comparisons

### Interest over time ?

The number 100 represents the peak search volume

News headlines  Forecast ?



Embed

# E-Safety

**Privacy**

**Inappropriate  
Content**

**Cyberbullying**

**Media  
Literacy**

**Sexting**

**Paedophiles**

**Identity Theft**

**Online  
Reputation**

**Viruses**

**Extremism**

**Fraud**

**Copyright**





# SPECIAL ANNOUNCEMENT

PRIMARY B.I.T.  
PROGRAMME  
**BULLYING  
INTERVENTION  
TRAINING**



Funded by the D.f.E.

Free to participants

9 London Boroughs – including L.B. Southwark

Supported Cascade Model

Teacher Training – Classroom Support – School Support

Programme starts September 2013



Registered charity 326864

[www.kidscape.org.uk](http://www.kidscape.org.uk)