ANTI-BULLYING ALLIANCE

coram kidscape
help with bullying

Parent and Carer Pack

Anti-Bullying Week 2026: Break the Silence

Monday 16th to Friday 20th November 2026



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CONTENTS

Introduction (Page 2)

All about bullying (Page 6)

What is bullying? (Page 6)

Spotting the signs of bullying (Page 9)

How to support your child (Page 10)

Working with the school or setting (Page 12)

How to Break the Silence as a family this Anti-Bullying Week (Page 15)

Conversation starters (Page 15)

Activities to do with your child during Anti-Bullying Week (Page 17)

Sources of advice and support (Page 25)



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INTRODUCTION

As parents and carers, we want our children to be happy, healthy, and safe, so it's completely natural to worry about bullying - especially if you think your child could be more vulnerable, or if bullying is something you've experienced yourself.

You're not alone in this.

The Anti-Bullying Alliance and its members work alongside children, families, and schools to help keep children safe and tackle bullying together.

Every November, schools, children and families across the UK take part in Anti-Bullying Week. It's a chance for all of us to take action on bullying together.

Anti-Bulling Week 2026 runs from Monday 16th to Friday 20th November. It is coordinated by the Anti-Bullying Alliance, who are based at the National Children's Bureau.

This year's theme, Break the Silence, was chosen with children and young people from England, Wales, and Northern Ireland.

We're inviting adults and young people alike to come together and break the silence around bullying.



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INTRODUCTION

BREAK THE SILENCE

#ANTIBULLYINGWEEK

ANTI-BULLYING WEEK 'BREAK THE SILENCE' CALL TO ACTION

Millions of children and young people experience bullying every year. Many never tell anyone.

They stay silent when they are being bullied, when they see it happening, and sometimes when they feel drawn into it themselves. When silence persists, bullying can grow. In today's world, bullying can happen in new and more complex ways. It happens face to face, online, and through new technologies. And in a world that can feel more divided and less kind, young people feel the impact.

As a parent, you can be a part of listening to young people and hearing about what bullying looks like now and what they need from us to prevent it. When we speak up, take notice, and act together, we can stop bullying before it takes hold and create places where every child feels safe, valued, and that they truly belong.

Let's challenge ourselves this Anti Bullying Week and beyond to set the best example possible for our children and find ways to break the silence on bullying wherever we see it.

Together we can break the silence and end bullying for good.

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ABOUT THIS PACK

As a parent or carer, you play a vital role in tackling bullying.

As you guide and support your child through their school years and through a rapidly changing world, there are lots of ways you can play an active role in keeping your child safe from bullying and harm, both online and in person.

This pack is designed to provide information about bullying, tips on what to do if you're worried that someone you care about is being bullied, and tools to help you talk to your children about it.

Beyond this pack, the Anti-Bullying Alliance and Coram Kidscape have many more tools and resources on our websites to help you break the silence on bullying: www.anti-bullyingalliance.org.uk and www.coramkidscape.org.uk.

At the end of this resource, we have included details of further organisations who can help.

Please share your activity with us on social media using the hashtags #AntiBullyingWeek and #BreakTheSilence. We love to see what you're up to for Anti-Bullying Week and Odd Socks Day.

HELP US CONTINUE TO BRING YOU ANTI-BULLYING WEEK

We rely on fundraising to be able to continue to provide you with free Anti-Bullying Week resources each year. We'd be grateful if you would consider donating or fundraising for the Anti-Bullying Alliance to ensure we can keep providing these resources.

Ways to donate:

- Donate directly to us via our Just Giving page.
- Send us a cheque made payable to 'Anti-Bullying Alliance'. Please send to the National Children's Bureau, 23 Mentmore Terrace, London, E8 3PN

JustGiving





Please make sure you include your name and email address as we like to acknowledge all funds raised wherever possible. All donors that fundraise over £50 will receive a 'fundraising hero' certificate.

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ABOUT THIS PACK








Odd Socks Day

MONDAY 16TH NOVEMBER

Odd Socks Day is a chance for schools to celebrate Anti-Bullying Week in a positive way by asking pupils and staff to wear odd socks to school. There is no pressure to wear the latest fashion or buy expensive costumes. All you need to do to take part is wear odd socks, it could not be simpler!

It comes with a pack for schools, posters, a pack for workplaces and flyers to help you get involved. You can find them here.






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ALL ABOUT BULLYING

WHAT IS BULLYING?

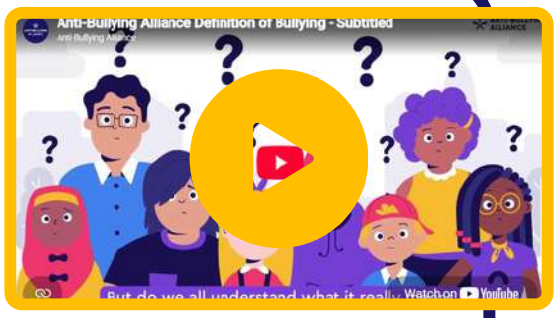
Most children will experience or witness bullying at some point during their school years. That may be as a target, as someone who bullies others, as a bystander who watches it happen, or as an upstander who steps in to stop it.

To tackle bullying effectively, we all need a shared, clear understanding of exactly what bullying is - and what it isn't.

The Anti-Bullying Alliance defines bullying as:

The repetitive, intentional hurting of one person or group by another person or group, where the relationship involves an imbalance of power. Bullying can be physical, verbal or psychological. It can happen face-to-face or online.

Watch a video explanation of the definition of bullying and its 4 key elements



Children are influenced by the home, community, and society they grow up in, by the things they see, read, and hear, and the people around them.

As adults, we all have a role to play. Together we can create communities where children feel safe and valued. We can Break the Silence and stand up to prejudice and bullying.

As a parent or carer you have a vital role to play in helping your child recognise bullying and understand how you can help to stop it.

Bullying isn't 'just falling out'

It's common for children to have arguments and friendship fall outs (often referred to as 'relational conflict') and they will need our guidance to resolve conflict, make amends, and move on.

Not all incidents of conflict can be understood as bullying. Relational conflict usually involves individuals who are friends or occurs in situations with no power imbalance. It is generally behaviour that occurs occasionally, and the offence might be accidental. An example might be an argument or falling out with a friend, or experimental 'banter' that unintentionally offended the person on the receiving end. Knowing how to identify and respond to relational issues and conflicts is an important part of a child's development and helps prevent situations from escalating.

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THE ROLES INVOLVED IN BULLYING

We know from evidence and research that bullying tends to be a group behaviour, with several different roles involved, rather than being simply between a target and perpetrator. These other roles can have a significant influence on the outcome, intentionally or not.

Let's look at the roles that children might play in a bullying scenario:



The Ringleader initiates and leads the bullying.

The Reinforcer isn't actively involved in 'doing' the bullying, but supports the behaviour (e.g. by laughing along, 'liking' or reacting to bullying content on line, inviting other people to 'collude', or filming it on their phone).







The Outsider (or Bystander) ignores any bullying and doesn't want to get involved.



The Defender knows that bullying is wrong and feels confident enough to do something about it (e.g. talking to an adult or asking the target if they are OK).



The Target is the person at whom the bullying is aimed.

The Assistant is actively involved in 'doing' the bullying but does not lead it.

These roles are not fixed, they are constantly shifting depending on who is present and the context: a person can be a 'ringleader' at one time and become an 'outsider' or 'target' very quickly as people come into and out of the group dynamic. Understanding these roles can be a powerful reminder for children on the impact they can have by take a small action and breaking the silence. This might look like checking in or sending a supportive message to someone who's been bullied, reporting bullying, or starting a wider conversation about bullying and how to stop it. Together we can Break the Silence.

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Banter or bullying?

Banter is when friends tease each other in a fun and friendly way: it's playful, reciprocal, and can help to build relationships. However, from the outside banter may be misheard as unkind behaviour, even though there's no real intention to hurt feelings.

Since banter can be confusing, children will sometimes get it wrong as they experiment with it - even adults occasionally mess up with banter and say something more hurtful than they mean. The key thing to remember is that banter should never hurt the person on the receiving end. If it does, and the person continues the banter after being told to stop, it could be considered bullying (see definition on page 6).

It's okay to make mistakes, but it's important to know the difference between playful banter and intentional unkind behaviour that could turn into bullying. You can help your children understand these differences by talking to them about what banter and bullying are. Learn more on our website.



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SPOTTING THE SIGNS OF BULLYING

Unfortunately, it's common for children to choose not to tell anyone about the bullying they are experiencing. However, there are often signs we can look out for that may indicate bullying is occurring.

You know your child best so will be aware of any changes to their behaviour, or if something seems wrong.

Some types of behaviour that might be an indication of bullying are:

- a reluctance to go to school;
- unexplained tummy upsets or headaches;
- showing signs of distress on a Sunday night or at the end of school holidays;
- becoming quieter or more withdrawn than usual, or 'acting out' and getting in trouble more often;
- torn clothes or missing belongings;
- seeming upset after using their phone, tablets, computers etc;
- wanting to leave for school much earlier than necessary or returning home late; and
- you may also find that their sleep is disturbed, or they are showing other signs of sadness or anxiety.

If your child has been seriously harmed or is at risk of serious harm, either physically or mentally, this is a safeguarding issue, and you should seek immediate help (e.g. call 999 and/or your local children's services team).

If your child has been on the receiving end of prejudicial behaviour because of their race or faith, disability, gender, sex or sexuality - even if this was a one-off incident and you don't consider it to be bullying - it's important to alert the school as it may point to a wider issue in the school that needs to be addressed.

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HOW TO SUPPORT YOUR CHILD

How can I help my child if they are being bullied?

If your child is being bullied, don't panic. Your key role is listening, keeping calm and providing reassurance that the situation can get better when action is taken.

This is where an understanding of the definition of bullying, relational conflict, group roles and banter will be useful, so that you are able to discuss with your child what they have experienced and consider the best approach.

1. Listen and reassure them that coming to you was the right thing to do. Assure them that the bullying is not their fault and that they have family that will support them.

2. Try and establish the facts. It can be helpful to take notes of what your child says, particularly names, dates, what happened and where it happened. Keep any evidence such as pictures of injuries or screenshots of online messages.

3. Find out what your child wants to happen next. Help to identify the choices open to them; the potential next steps to take; and the skills they may have to help solve the problems.

4. Encourage your child to get involved in activities that build their confidence and esteem, and help them to form friendships both inside and outside of school.

5. Request a meeting to discuss the situation with your child's teacher or Headteacher - or the lead adult wherever the bullying is taking place. Remember, every child has a right to a safe environment in which to learn and play. See page 12 for more detailed information about working with the school or setting to resolve a bullying situation.



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What if my child has been bullying others?

Children are developing physically, emotionally, and socially and need our help to understand how to behave towards others and when they have crossed a line. For some children it may be particularly difficult to regulate their behaviour or actions, and they may need additional support. Others might be copying prejudicial or harmful behaviour they have learnt from others.

What is important is that we recognise this type of behaviour and endeavour to stop it, and where we have hurt others, learn to take action to put things right, understand the impact of our behaviour, develop new skills and strengthen positive relationships.

If you have been told by others that your child is showing bullying behaviour, it is important to:

1. Stay calm, and ask for examples of the things they have said or done, and the impact this has had on others.
2. Take time to listen to your child's side of the story, keeping an open mind.
3. Remember we are all capable of bullying behaviour: try not to see it as a permanent reflection of their character - but make clear the behaviour you've observed and why you would like to see that change. It may be useful to talk about the group roles to help them reflect on their behaviour (page 7), and some of the activities (page 17) might also help them think about how they could use their voice to Break the Silence in the future.
4. Talk about the impact this has had on others and encourage empathy.
5. Make sure they are not bullying others in retaliation for bullying they have suffered. Help your child to realise that no one has the right to pressure them into something they don't want to do - this includes bullying others.
6. Discuss whether there is anything that has upset or hurt them that might have led to that behaviour.
7. Talk about what needs to change about their behaviour, and the actions they can take to 'put things right'.

Many children who bully others are in a difficult place themselves and will need help to explore how they are feeling, what led to the behaviour, and what needs to change.

We are here to support you in this.

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WORKING WITH A SCHOOL OR OTHER SETTING

It can be a worrying or daunting experience to contact your child's school about a bullying incident but remember that schools have a legal duty to have measures in place to prevent and address bullying and harassment.

Here are some tips to help when approaching a school (or other setting) about bullying:

1. FAMILIARISE YOURSELF WITH THEIR APPROACH (AND YOUR LEGAL RIGHTS):



Your child's school should have an anti-bullying policy or strategy (sometimes found within their behaviour policy). This should detail the school's general approach to bullying, including how to report it and their procedure for responding to it.

You should be able to access this on their website or you can contact them to send it. They must provide you with it by law. Familiarise yourself with this document so that you know what to expect. You may also wish to look at the school's inclusion policy, policies around mental health and well-being, and safeguarding policy (which should reference serious bullying as a form of child-on-child abuse).

2. PRIORITISE WORKING TOGETHER TO ADDRESS THE BULLYING:



While it's natural to feel upset and angry, it's crucial to approach the school or setting with a calm demeanour and concentrate on collaborating to resolve the issue.

This may be the first time they become aware of the problem, so be realistic about what you want them to do depending on the context of the situation.

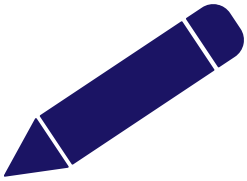
Remember that they may have a different view of the situation, and it is important to keep an open mind. The school or setting should investigate the report, take reasonable steps to stop the bullying and support those involved.

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ALL ABOUT BULLYING

3. KEEP A RECORD

It is advisable to keep a record or log of what your child has told you, including notes about the impact the bullying has had on them. Write down your concerns, key questions and desired outcomes before any meeting so you can stay focused and confident. Bullying situations can feel overwhelming, so remember you can take a friend or family member with you to listen, take notes and provide support.



Having someone by your side can be reassuring and help you remember what was discussed. At the meeting, ask for a timeframe for action to take place, and make notes of what you do, the date, to whom you speak and what they say and do.Ensure that any specific actions are written down in a clear plan.

4. INCLUDE YOUR CHILD



It is vital for your child to feel included in any discussions that have happened or actions that have been agreed, even if they aren't present at meetings. Prior to any meetings, ask your child what they would like to happen next, and bring that information to the meeting. If your child isn't present at the meeting, reassure them afterwards of what was discussed, and make sure they are aware of any actions that were agreed and any timeframes. If they are the target of the bullying, they may need to be reminded that what happened to them is not OK, and that they have done the right thing in reporting the bullying. If they are the person bullying others, they may need support in exploring how they are feeling, what led to the behaviour, and what needs to change.

5. CHECK IN

You may be able to tell from your child's behaviour whether the issue has been resolved or if it might be continuing after you have reported it. Check in with your child to find out if they are happy with how things have been resolved, or if they still have any worries. The school or setting may contact you to check in in the months following the incident. If they don't and you are still concerned about your child, you may want to contact them to ensure agreed actions have been completed, and that there have been no further issues.



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What should schools be doing?

Schools in the UK are required by law to determine measures to encourage and promote good behaviour and prevent all forms of bullying. Headteachers also have powers to respond to bullying outside of school premises. If you have concerns with the way your child's school handles bullying, it might be helpful to refer to government guidance about bullying: click to view for England, Wales or Northern Ireland.

Most of the time schools are willing and able to manage concerns about bullying but sometimes children and their parents and carers feel that the school are not listening and that they need to take further action. See our website page about making a complaint about bullying.



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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

For this year's Anti-Bullying Week theme, Break the Silence, we focus on the importance of using our voice and the opportunities we have to speak up about bullying, and taking action to stop it.

We encourage you to use Anti-Bullying Week to help your child recognise the role they play in creating change, to stand up for others, and start conversations with family and friends about the ways in which we can Break the Silence on bullying. Use the conversation starters and activities within this pack to get you started!

CONVERSATION STARTERS TO HELP YOU TALK TO YOUR CHILD ABOUT BREAKING THE SILENCE AROUND BULLYING

For younger children



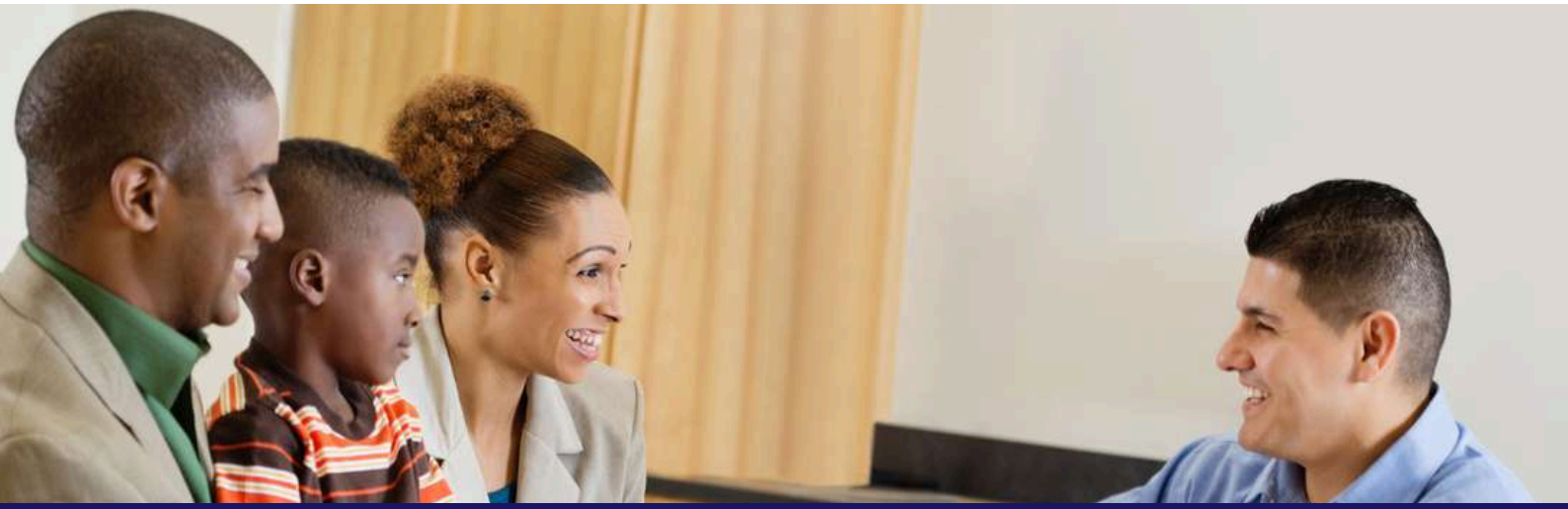
- What do you think makes a good friend?
- How would you describe what bullying is?
- Why do you think some people bully others?
- What does being kind look like?
- Do you think being kind makes you strong? Why?
- Have you ever seen someone being left out? What did/would you do?
- Can you think of some small kind actions that might make others feel good? How might these actions help other people be kind, too?
- If you upset a friend, what could you do to make it right?
- If you saw someone being treated unfairly, what could you do to help?
- Can you think of someone at school / at home / at football club etc who makes others feel included or safe? What do they do that makes a difference?
- If you saw someone being brave and helping a friend, what would you say to them?

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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

For older children

- What do you think when you hear the word 'bullying'?
- What are the different roles people have in a bullying situation? Does this change if it happens online?
- Do you think silence can make bullying worse? Why or why not?
- Have you ever seen someone being bullied? What do you think made it hard or easy for others to step in and do something?
- What are the qualities you look for in a friend?
- What might be some reasons someone might choose to be unkind or bully others? What might help them to change their behaviour?
- What can make it hard to take action when you see someone being bullied? What could help?
- If you realise you're hurting someone, what can you do to fix it and change your behaviour?
- Do you think being kind can inspire others to be kind too? Why or why not?
- What are some actions or words that show respect in everyday interactions? What about online?
- How would you use your voice or platform if you had more influence—like as a sports team captain or social media influencer?
- When you're in a group, how can you make sure everyone feels like they belong?
- What advice would you give to younger children about bullying?



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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

ACTIVITIES TO DO WITH YOUR CHILD DURING ANTI-BULLYING WEEK

It is a fact of life that your child will occasionally experience or witness conflict within the social groups they find themselves in – whether that be falling out with a friend, unintentionally upsetting someone, or even witnessing a fellow classmate being unkind. It's important to prepare them for this and work through strategies for handling such situations, as well as talk about what healthy relationships look and feel like.

The activities below aim to provide you with more opportunities to open up discussions with your child about bullying, self-confidence, kindness, navigating conflict and using our voices and actions to Break the Silence. You can adapt them as needed or take inspiration to create your own ideas!

Activities with younger children

1. HANDS FOR MAKING A STAND

Materials needed:

Paper, colourful markers or pencils, any other collage/craft supplies to decorate (if desired).



Ask your child:

What are the ways that you can be kind or helpful to others. Help them draw around their hands (or use our hand template in this pack) and write out their ideas and decorate them. These might be things like 'say hello' or 'check in' or 'tell a teacher'. Display the poster at home to remind them of the things they can do how they can make a stand and Break the Silence every day.

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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

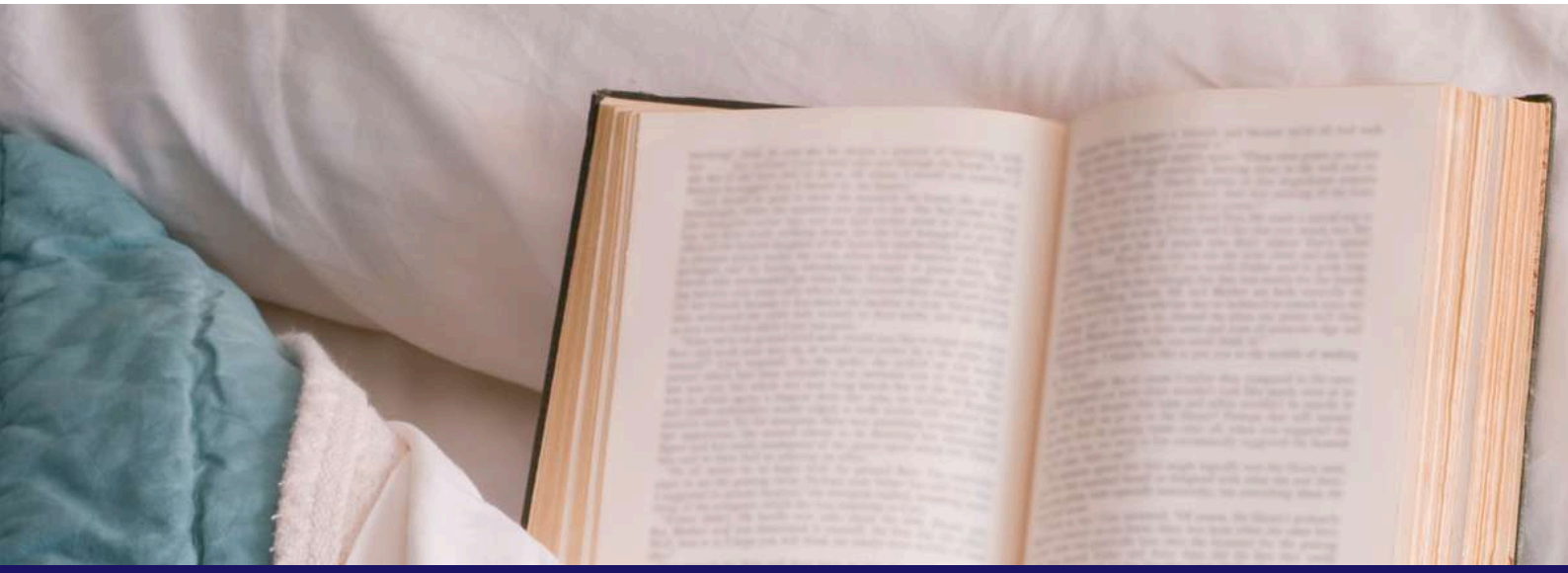
2. STORY TIME REFLECTION

Materials needed:

A story book, tv show or film that includes a storyline where a character experiences unkindness, bullying or exclusion (we have some suggestions on our website).

Choose a book or short video and read or watch it together. You could either pause the story at different points, or sit down and discuss it after finishing it (or both!). Discuss with your child what they think about the impact of characters' behaviour on other characters. Ask questions to get them thinking and encourage empathy, such as:

- How did the characters feel at different points in the story? Why did they feel that way?
- Did any of the characters do something to Break the Silence on bullying? How? If they didn't, how would things be different if they had?
- What would you do differently if you were in the story?
- Can you identify the different roles involved in bullying within the story? (See page 7)



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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

3. KINDNESS BINGO

Materials needed:

Paper, something to write with, colourful markers or pencils, ruler.



Create a bingo card by drawing a 3x3 grid for each person taking part (or download and print this template). Inside each box, add actions like:

- Helped a friend
- Shared a snack
- Gave someone a compliment
- Included someone in a game or activity
- Held the door open for someone
- Offered someone a hug when they needed one
- Told someone why they are special to you
- Encouraged someone to do well in something
- Talked to someone new at school

Ask your child if they can come up with their own, too. See how many your child can do during the week. If you like, you could offer a reward or treat for completing a row or the full card!



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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

4. WOULD YOU TELL SOMEONE? GAME



Materials needed:

Post its, paper and pens.

On separate pieces of paper, write the following headings:

- tell someone
- not sure
- keep it to themselves

Sit with your child and think of scenarios that might make someone feel sad or left out. Examples might be 'sitting alone at lunch', 'being left out of a game' 'being pushed over' 'being laughed out'. Create a set of scenarios with different situations. Write these on post its.

Pick up a post it at a time, and discuss which of the three actions above they would do and stick it on the relevant piece of paper.
Then talk about their choices. This might help open up conversations about why people sometimes stay silent (fear of getting into trouble, making things worse, being called a "snitch", worrying nobody will believe them, or not knowing whether something is serious enough).

Next, for each of the scenarios you've created above, talk through these statements and explore what ones would make them feel more likely to tell you (or someone else):

- The adult I tell will listen
- The child won't get into trouble.
- The adult I tell believes me
- The adult says "Thank you for telling me."
- The adult says "I'll help you work out what to do."
- The adult says "You should have stood up for yourself."
- The adult says "Why didn't you tell someone sooner?"
- The adult says "Are you sure that's what happened?"
- The adult says "Just ignore them."

You can then discuss why some responses make speaking up easier and others make it harder.

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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

5. BREAK THE SILENCE PERFORMANCE

Materials needed:

Paper, something to write with, a phone or camera to record (if desired).

Make up a dance or song together with your child about what it means to Break the Silence. It can be as silly, funny and creative as you like! It could be about being kind, standing up for others, or being a good friend – and emphasising how Breaking the Silence helps make you and those around you happy. Perform it to family and friends, or you could record it to share with friends and challenge them to do the same!

If you want to share your performances with us, tag us on social media or email us at aba@ncb.org.uk! Please find our social media handles at the end of this document.



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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

Activities with older children

1. "WHAT WOULD YOU DO?" DILEMMAS

Materials needed:

Example scenarios (see below and/or create your own).

See below some example scenarios and questions to get your child thinking about the impact that small actions can have, and how we can take positive action when we see unkindness (you may also want to come up with some of your own).

Read and discuss these scenarios with your child. For each one ask 'what happens when we do nothing?' and then 'what could we do instead?' and then 'what difference would that make?'. Through these discussions, you can explore together to act with empathy and confidence to challenge unkind or bullying behaviour.

Scenario 1: Group chat –

Someone is getting talked about and laughed at in a group chat that they are not on. Several people privately disagree with what is happening but continue to read the messages and react with laughing emojis.

Scenario 2: Friendship group -

A friendship group starts to leave someone out. People notice but justify it by saying: "We just don't get on with them anymore." The student becomes increasingly isolated.

Scenario 3: Appearance based comments –

Someone at school regularly receives comments about their appearance. The comments are dismissed as jokes. The student stops participating in class discussions.

Scenario 4: Identity based bullying –

People at school make repeated comments about another student's race, religion, disability, sexuality or other characteristic. Some students feel uncomfortable but so far nobody has said something.

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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

2. MAKE A BREAK THE SILENCE PLAYLIST

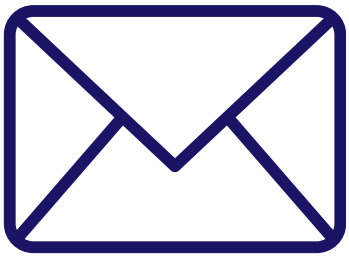
Break the Silence is about taking action and making a change. From Marvin Gaye to Miley Cyrus, there are lots of songs that are about that, where people have sung about making a change, standing up for what's right or specific social justice movements.



Make time to listen to the songs together (when you're getting ready for school in the morning, while eating dinner together, while driving in the car), and talk about how you can make a difference too. Your child might also want to share the playlist with friends or other family members.

We want to hear your playlists too! Share them with us - our handles are at the end of this pack.

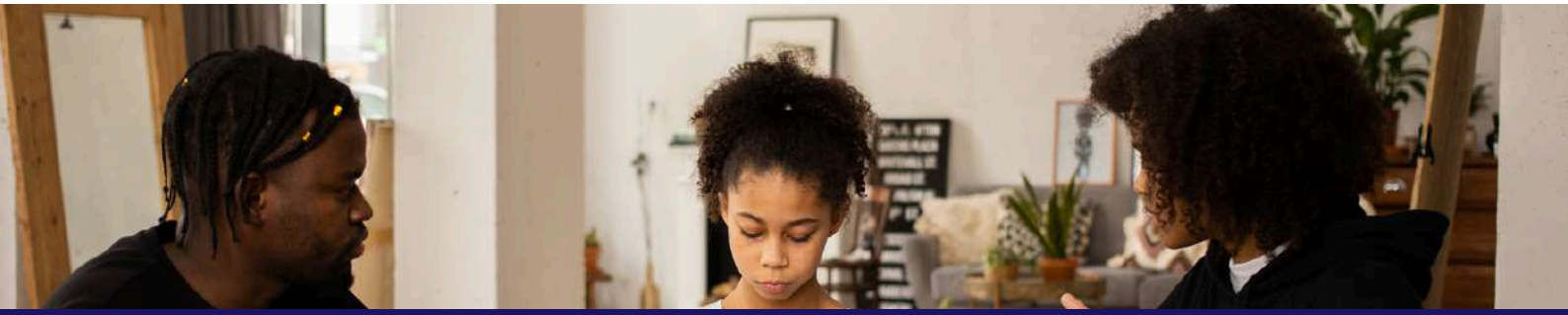
3. LETTER TO MY YOUNGER SELF



Materials needed:

Paper, something to write with.

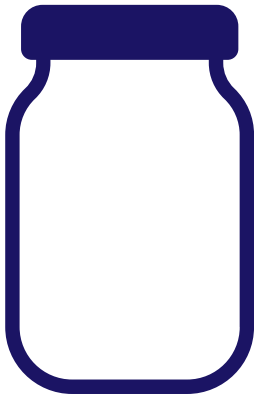
Ask your child to write a letter to their younger self, giving advice about dealing with friendship issues, confidence, or bullying. Reflect together on what they've learned and how they'd take action to support someone else in a similar situation.



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HOW TO BREAK THE SILENCE AS A FAMILY THIS ANTI-BULLYING WEEK

4. BREAK THE SILENCE ACTION JAR



Materials needed:

Paper, something to write with, repurposed jar.

Each day during the week, ask each person in the family to write down or draw one act of breaking the silence that they saw someone else do, and pop it in a jar. At the end of the week, read them together and talk about how small actions can have a big impact, and how that's a real way to put an end to bullying and make our schools and communities safer, kinder places. This activity can also encourage older children to be a positive role model for any younger family members.

5. CHANGEMAKER MOOD BOARD

Materials needed:

Paper, something to write with, old magazines, scissors, colourful markers, glue.



Help your child make a mood board that represents what making a positive stand for what we believe in looks like. This might be images of people standing together, powerful campaigns or social justice movements they are passionate about, the things that make them and their friends feel strong, happy, and confident. They could draw pictures, write words, or use images cut out of magazines, and make it colourful and personal. Once the collage is complete, use it as a springboard to talk about how making a stand and taking small actions can have a big impact on us and those around us. Refer back to the collage regularly to keep the conversation going.

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SOURCES OF ADVICE AND SUPPORT

For parents and carers

We have advice for parents and carers on our website, including an information toolkit and an interactive anti-bullying information tool. This includes what bullying is, how to work with your school in relation to bullying and how to support your child.

See our website for more: anti-bullyingalliance.org.uk/tools-information/advice-and-support/advice-parents-and-carers

Other organisations across the anti-bullying sector also have lots of tools and resources that can help you:

- Coram Kidscape runs a Parent Advice Line which offers friendly, impartial, non-judgemental information, advice and support to parents, carers, family members or professionals who are concerned about a child – either because they are being bullied, or because they may be involved in bullying others. They also provide workshops for children that need support with bullying issues. Please visit www.coramkidscape.org.uk/parent-advice-line
- NSPCC has a free helpline for parents and carers / 0808 800 5000 / www.nspcc.org.uk
- Coram Family Lives gives support and advice for parents on any aspect of parenting and family life, including bullying / 0808 800 2222 / www.coramfamilylives.org.uk
- Contact has a helpline for families with disabled children - they can give advice on bullying issues / 0808 808 3555 / www.contact.org.uk
- Red Balloon Learner Centres provide intensive, full-time education for children aged between 9 and 18 who feel unable to return to school because they have been severely bullied. There are Red Balloon Centres all over England, and they also have a programme of online support / www.redballoonlearner.org
- YoungMinds provides advice and information about young people's mental health and have a parent helpline / 0808 802 5544 / www.youngminds.org.uk
- Childnet gives advice for parents and carers to help support children and young people in their safe and responsible use of the internet / www.childnet.com
- Internet Matters provides up-to-date content to support parents and carers with all aspects of e-safety, including advice on technology that can help you to protect your child online and helpful content relating to cyberbullying / www.internetmatters.org
- The Child Exploitation and Online Protection Centre (CEOP) provides help and advice on cyberbullying / www.ceop.police.uk
- Report Harmful Content Online (provided by the UK Safer Internet Centre and South West Grid for Learning) have a website which has support about reporting harmful online content: www.reportharmfulcontent.com

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SOURCES OF ADVICE AND SUPPORT

For children and young people

- Childline is a free, confidential helpline for children and young people available any time, day or night / 0800 1111 / www.childline.org.uk
- The Mix provides support for under 25s for a range of issues, including bullying / text THEMIX to 85258 / www.themix.org.uk
- Coram Kidscape has information for young people about what to do if they are being bullied / https://coramkidscape.org.uk/advice/advice-for-young-people/what-should-i-do-if-im-being-bullied/
- The Diana Award has tips and advice on what to do about bullying on their anti-bullying website / www.antibullyingpro.com
- Think U Know (from the Child Exploitation and Online Protection Centre) is a website for children and young people about staying safe online / www.thinkuknow.co.uk
- Childnet has advice and support for young people about online harms / www.childnet.com/young-people



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ABOUT THE ANTI-BULLYING ALLIANCE

Anti-Bullying Week is coordinated by the Anti-Bullying Alliance (ABA) in England, Wales and Northern Ireland. We are a unique coalition of organisations and individuals, working together to achieve our vision to: stop bullying and create safer environments in which children and young people can live, grow, play and learn. We welcome membership from any organisation or individual that supports this vision and support a free network of thousands of schools and colleges.

The ABA has three main areas of work:

- Supporting learning and sharing best practice through membership.
- Raising awareness of bullying through Anti-Bullying Week and other coordinated, shared campaigns.
- Delivering programme work at a national and local level to help stop bullying and bring lasting change to children's lives.

ABA is based at leading children's charity the National Children's Bureau.

ABOUT CORAM KIDSCAPE

Coram Kidscape is an award-winning bullying prevention charity. Established in 1985, we support children and their families across England and Wales to challenge bullying and to have happy, healthy relationships. We do this through training and workshops for adults who work with young people; ZAP workshops, delivered online for young people affected by bullying; and a Parent Advice Line, offering support to any adult in England and Wales who is concerned about a young person in a bullying situation, regardless of their role.

We'd like to extend a massive 'thank you' to all the young people involved in developing the theme this year and the school films. Particularly those young people from the Young Anti-Bullying Alliance.

@anti-bullyingalliance.org.uk | @ABAonline | Anti-BullyingAlliance | @antibullyingalliance | @antibullyingalliance | Anti-Bullying Alliance

BREAK THE SILENCE
#ANTIBULLYINGWEEK

ANTI-BULLYING ALLIANCE

coram kidscape
help with bullying

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