

RESPONSE Anti Bullying News

The Autumn term is well under way and the summer holidays a distant memory. Our new school starters have had time to settle in and adjust to new environments and make new friends. It's about this time that we turn our attention to Anti Bullying Week and it comes as no surprise to us on the Anti Bullying Team that this years theme is Cyber Bullying. Much of our work this year has been directed by the need to better understand the role of digital media and social networking in the lives of young people. We are developing new and exciting work in this area and several of our schools are involved in development work around this. If you are looking for something different for Anti Bullying week get in touch to see what the team has to offer.

The Accreditation for Action award has been running for two years and has been reviewed in line with recent DCSF guidance and feedback from our schools who have been involved with the scheme. The new Ofsted evaluation schedule has a greater emphasis on wellbeing, safeguarding and school's contribution to community cohesion. We are pleased to present our revised Anti Bullying good practice and award framework to support schools in a range of Anti Bullying and wellbeing work. We would like to encourage all schools to have a look at the scheme and contact the team if you would like further information.

The team has a range of project ideas and development work ongoing throughout the year. Each member of staff have areas of responsibility and is available to offer specific advice and support

Lucy Robson — Prejudice Theme - including racism, homophobia, gender and sexual related bullying

Fraser Gill — Cyber Bullying, safety and digital publics. Intergenerational and community work

Michelle Crawford — Policy development, Cyber Bullying, digital publics.

Angela Novak—Disability Bullying, Curriculum materials and resources (Primary)



Social Norms research project - A new opportunity

What is a Social Norm?



Media Influences Norms!



- Behavioural Norm – What the majority of people in a group do or how they behave
- Attitudinal Norm – What the majority of people believe about how they and others should act.

Social Norms approach has become one of the most talked about health promotion strategies in recent years. It has become a popular topic among health promotion specialists who are seeking alternative to ineffective behaviour modification strategies.

The approach evolved from a body of research concerning student's misperceptions about peer drinking norms. It was found that students thought that the norms for both the frequency and quantity of drinking among peers were higher than they actually were. This misperception was further fuelled by parents anxieties about the issues and exacerbated by media and a social dialogue that this is what kids are doing these days.

Misperceptions—So what?

Those who regularly engage in the problem behaviour freely do so thinking they are like the others.

Those who are ambivalent about joining in the behaviour may do so mistakenly feeling a false majority pressure.

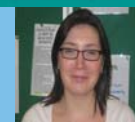
Most of those who oppose the behaviour (the real majority) remain silent as bystanders

The RESPONSE team are linking with Croydon LA to roll out a pilot project to reduce bullying based on the Social Norms theory. We are looking for a number schools to be involved in this groundbreaking work.

Interested?

Contact Michelle Crawford 01912774512

Disability and prejudice theme.



The team have been working alongside Skills for

People a local voluntary organisations who support adults with a learning disability. Following on from our successful Disability Bullying Conference November 2008 young people involved in the planning and delivery of the day said they wanted more done to raise awareness of the needs of young people with disabilities and special educational needs. The team linked up with Skills for People who deliver an award winning programme for young people called Changing our Futures. They pilot programme was very well received by Hotspur Primary school and further work is planned. The RESPONSE team are available for introductory sessions looking at equalities and disability bullying.

"Working with Changing our Future volunteers has challenged the attitudes and prejudices of both staff and pupils. The work has always been well planned, suitably paced and delivered in an innovatively interactive way. Everyone involved has had high expectations of our children which has helped them to develop ideas, feelings and behaviours that will help them to confront discrimination, respect difference and make a positive contribution to their local communities in the future. As a Head teacher I value the work of Skills for People extremely highly and feel it would greatly benefit other schools."

Miles Wallis-Clarke

Head teacher, Hotspur

Cyber bullying and E safety

Over the past 18 months we have delivered training to over 7000 young people on the subject of E safety and cyber bullying. Impressed? Well, you may be, if you are impressed by numbers.

I'm not, but it does happen to be one of the outcomes that we are measured by, so we'll keep counting!

The real measurements for me are more about how safe are our City's young people and how aware are our parent/carers and Children's Service staff of the real risks associated with online behaviour?

Trouble is, that's much harder to determine, isn't it?

What are the real risks? Is it:

On line paedophile behaviour?

Bullying through MSN, Social Networks or mobiles?

Accessing pornographic material?

Gaming or gambling to addictive levels?

Online privacy and the size of our digital dossiers?

Don't we really need to know so that we can concentrate our resources where they can actually go some way to understanding what we mean by E safety?

What are young people telling us?

Latest National survey by Ofcom September 2009 states that these are the main concerns that young people have:

Online privacy

How to avoid online content

How to deal with cyber bullying

Education being out of step

Students say they "step back in time" when they enter the school building each morning.

I have found that when engaging young people about online behaviour, I learn so much more when I listen than when I talk.

I could and often do go on, because this area of my work is fascinating, exciting and often controversial, but you may actually want to know about what we are planning to do. Notice I didn't say "about it"!

About what? Well, you know, online behaviour!

We are currently meeting with and talking to young people about what they see to be the priorities around E safety. We want to look at a range of online behaviours around social networking, online gaming, digital footprints and any other relevant activities.

It is early days, but we have already met with some young people and are busy looking for other interested groups.

We plan to gather what we find out ready to feed back to you at a cyber festival in February 2010 somewhere around the Safer Internet Day this will be a day when young people and adults can get together to share their knowledge and understanding, benefits and risks and wider experience of living in the Digital World.

If you'd like to be involved or have anything you'd like to contribute or just want to find out more, get in touch.

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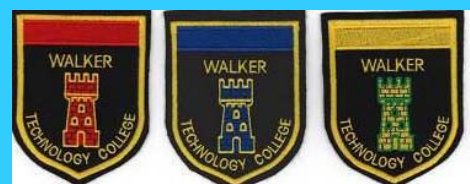
response@newcastle.gov.uk



School Spotlight - Walker School

The team have been working with Walker school on a range of projects and Anti Bullying work. The school worked with the team and older people in the local community on the All Young Once project. This programme of work looked at the intergenerational issues of growing up then and now. Since then the school has developed an Anti Bullying Focus group of young people who have been trained by the team as peer researchers. At a recent event the students visited Sir Charles Parsons school to meet with the students there and begin to look at young peoples needs when moving schools. The focus group are continuing to develop their ideas their own school too and are now looking at how they might fully engage with the whole school community. One idea they have had is to develop a documentary style project using media looking at life in Walker school and what it is like for the young people and staff who live and work there. In the run up to Anti Bullying week they are launching their reporting bullying email line alongside a programme of activity and are hoping to have their media project ready.

Well done Walker School, especially the focus group and Miss Sadler who are determined that Anti Bullying remains a priority in their school. If you would like to show case any of your schools work in the next newsletter please get in touch with the team
Tel:0191 2774500



If you require this leaflet in another language, large print, audio tape or Braille please contact the RESPONSE team on 0191 2774500