

PROMOTING YOUR

ANTI-BULLYING TEAM



It's important that your Anti-Bullying Ambassador team makes itself known within the school to ensure your campaigns reach their full potential. From experience of working with hundreds of schools across the UK, we know that this can often feel like the first big hurdle to overcome when implementing a successful whole-school anti-bullying campaign. Often, this can be overcome by stepping back and focusing on promoting your team effectively.

STAND OUT VISUALLY_

Your Anti-Bullying Ambassadors are an important part of the school community. You could add a specific addition to your school uniform – such as armbands, a high-vis jacket, a special badge on the blazer (alongside the Anti-Bullying Ambassador Badge they received at the training) or even a different tie to the rest of the school. You could also have an Anti-Bullying noticeboard in school with photos of the team, positive quotes, key dates of events and details of how to find an Anti-Bullying Ambassador to talk to. Anti-Bullying Ambassador posters can also be placed around school to remind everyone who you are.

ANTI-BULLYING AMBASSADOR LOCATION_

Your Anti-Bullying Ambassador team should be easily identifiable around school and this can be done by deciding on a consistent form of peer support. Your team might decide that a lunchtime safe space is the best way to support others. Alternatively, you could decide to patrol the playground at break and lunch. Whatever you choose, promote this as much as possible through posters and your noticeboard. You could also ask form tutors to tell everyone in their class who you are and where to find you.

DELIVER ASSEMBLIES_

Once you get back from your Anti-Bullying Ambassador training, it's a good idea to lead whole school assemblies as soon as you can. In these introductory assemblies, all you need to do is introduce yourselves and maybe share a fun fact about you that will help you seem approachable and tell everyone a bit about what you learnt at training. This is your chance to tell everyone where they can find you when they need support and, crucially, what type of support your

team offers. After your first assembly, remember to maintain a presence in assemblies; you can use key awareness dates throughout the year to talk about specific topics related to anti-bullying. These could be LGBTQ+ Pride Month, Black History Month, International Women's Day etc. Check out our Resource Centre for a PowerPoint template you could adapt for your assembly, as well as other fun activity ideas to get your peers excited about the Anti-Bullying Ambassadors.

CREATE AN ANTI-BULLYING SOCIAL MEDIA ACCOUNT_

Everyone is on social media, so why not bring your campaign to social media too? You can tell everyone about the events you are running or remind them about your lunchtime safe space. You could also run social media competitions like the best Anti-Bullying poster or policy design. Remember to follow the age restrictions for different social media apps and ask your Staff Lead for support with running this account. This could also be a platform on which students can inform you of bullying behaviour if they're too nervous to approach you in person.

We hope that these ideas will help you to promote your team's role in school and, ultimately, support more students. Good luck!

We're proud to be the only charity set up in memory of Diana, Princess of Wales, and her belief that young people have the power to change the world. It's a big mission but there are two things within it that we focus our charity's efforts on – young people and change.

Throughout all of our programmes and initiatives, 'change' for and by young people is central, including our anti-bullying work which encourages change in attitudes and behaviours.

We hope you found this resource useful and wish you all the best in your anti-bullying journey. If you would like to help us create more resources and train even more Anti-Bullying Ambassadors, you can make a £5 donation by texting CHANGE 5 to 70470 or visit diana-award.org.uk/donate

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