

WHAT IS BULLYING BEHAVIOUR?

The Diana Award defines bullying behaviour as repeated, negative behaviour that is intended to make others feel upset, uncomfortable or unsafe.

TYPES OF BULLYING BEHAVIOUR



Verbal bullying behaviour is the repeated, negative use of speech, sign language or verbal gestures to intentionally hurt others e.g. using hurtful words, discriminatory or offensive language or swear words.



Indirect bullying behaviour is the repeated, negative use of actions which are neither physical nor verbal to intentionally hurt others e.g. spreading rumours, purposefully excluding another person, damaging or stealing someone's property or cyberbullying.



Physical bullying behaviour is the repeated, negative use of body contact to intentionally hurt others e.g. kicking, punching, slapping, inappropriate touching or spitting.

THE IMPACT OF BULLYING BEHAVIOUR

A 2019 poll conducted by The Diana Award found:

Over half (57%) of young people have experienced bullying behaviour at some point in their school lives, with nearly three quarters (74%) having witnessed bullying behaviour in their schools

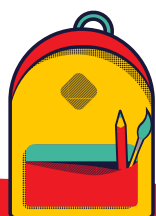
40% of young people are worried about going back to school because of bullying behaviour and **nearly a quarter (23%)** think their school doesn't tackle bullying behaviour well

Over three quarters (**78%**) of young people who have experienced bullying behaviour at school have been made to feel anxious, **over half (56%)** have not been able to sleep at night and nearly a fifth (17%) have been made to feel suicidal

2 in 5 (40%) young people who have experienced bullying behaviour avoid social media

54% of children aged 11-16 who have experienced bullying behaviour have avoided social events, **35%** have missed school and **a fifth (20%)** have changed schools or become home-schooled because of bullying behaviour

More than 1 in 4 (36%) parents are worried that their child has displayed bullying behaviour



THE IMPACT OF BULLYING BEHAVIOUR

Bullying behaviour remains prevalent amongst young people and is a serious concern for students, staff and parents. Nearly half of young people express they have experienced bullying behaviour in the last 12 months and around two-thirds report seeing someone else experiencing bullying behaviour at school (Department for Education, 2017). If not dealt with effectively, it can have long-term negative consequences on health and wellbeing (Wolke & Lereya, 2015). All bullying behaviour can have a serious negative effect on young people, so it is important to be an Upstander. An Upstander is someone who stands up when they see something that isn't right.

At The Diana Award, our Anti-Bullying Ambassador Programme uses a peer-led approach, empowering

young Anti-Bullying Ambassadors to support their peers through a variety of ways, including raising awareness. Young people could also offer drop-in sessions for anyone in school who may be experiencing bullying behaviour to speak about how they're feeling. Young people could also work with school staff to develop an online reporting system.

It's important to ensure that your school has a robust and easy reporting system for incidents of bullying behaviour which allows staff to monitor trends. The school should also monitor whether different groups of students, e.g. BAME, young carers or LGBTQ+ students, are facing a disproportionate amount of bullying behaviour.

Further Support:

The Diana Award Crisis Messenger provides free, 24/7 crisis support across the UK. If you are a young person in crisis, you can text **DA** to **85258**. Trained volunteers will listen to how you're feeling and help you think through the next step towards feeling better.

DO YOU WANT ANTI-BULLYING AMBASSADORS IN YOUR SCHOOL?

The Diana Award Anti-Bullying Ambassadors are young people who are trained to tackle the attitudes, behaviour and culture surrounding bullying behaviour through peer-led campaigns.

For more information or to sign up to our free training, check out: antibullyingpro.com/training
For free resources, check out: antibullyingpro.com/resources/



References

1. [The Diana Award, 2019](#)
2. [Childline Annual Review, 2018-19](#)
3. [Childline Bullying Report, 2015-16](#)
4. [Ofcom Children and Parents: Media Use and Attitudes, 2018](#)

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 for young people by young people.

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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