

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 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 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 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

Over 3 in 5 (64%) of young people have experienced bullying behaviour, such as teasing and name calling, with just over a quarter **(26%)** having experienced online bullying.

Over 2 in 5 (44%) of young people think there is more bullying during term time compared to summer break.

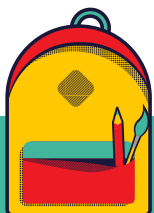
44% of young people are nervous about being bullied when they return to school and over a third **(35%)** are worried this will affect how well they do in school.

Over 2 in 5 (46%) of young people are worried about their feelings getting hurt when they return to school, **38%** are worried about getting physically hurt.

Half (50%) of young people who have experienced bullying behaviour said the topic of bullying was appearance related, **over 1 in 5 (21%)** have been bullied due to intelligence.

Almost 3 in 5 (58%) parents are nervous about their child being bullied going back to school in September.

Survey conducted by
Censuswide, August 2022



THE IMPACT OF BULLYING BEHAVIOUR

Bullying behaviour remains prevalent amongst young people and is a serious concern for students, staff and parents. Over half of young people have experienced bullying behaviour at some point in their school lives (The Diana Award, 2019). 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 (not a bystander) when you see bullying behaviour taking place.

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. young people from racialised communities, young carers or LGBTQ+ students, are facing a disproportionate amount of bullying behaviour.

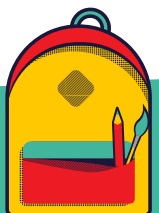
Further Support:

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 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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