

**DITCH THE  
LABEL** YOUR WORLD, PREJUDICE FREE .

**ANTI-BULLYING WEEK**

# **CHALLENGING ATTITUDES ASSEMBLY**

AN ASSEMBLY WHICH **CHALLENGES  
CURRENT ATTITUDES** AND APPROACHES  
TO BULLYING, THROUGH ANALYSIS OF  
CURRENT DATA ON BULLYING

# NOTES FOR TEACHERS

One of the biggest challenges facing those who are bullied is that they feel that they are to blame, and they feel that they won't be supported or taken seriously if they report what they are going through.

This assembly takes a new approach to bullying, and demonstrates that whatever people might think – it is the perpetrator of the bullying behaviour who is at fault, never the person who is being bullied. The aim is to empower those who have or are currently experiencing bullying, and to inform the students and the school of the science behind the behaviours, so that everyone feels more empowered to deal with bullying.

**This assembly is fully scripted, and can be delivered with or without the accompanying PowerPoint.**

**It is also suitable to be delivered by one person, or by a group of students.**

## **WHAT TO PREPARE BEFORE THE ASSEMBLY:**

- Print off a copy of the script
- Fill in the gap on page 5 explaining who to contact in your school if a student is experiencing bullying (you may need to refer to your school's Anti-Bullying Policy)
- Download and set up 'Challenging Attitudes' PowerPoint if required

# CHALLENGING ATTITUDES ASSEMBLY

SLIDE	SCRIPT
1	<p>Bullying is something that 1 in 2 people under 25 will experience in their lifetime, but it is a behaviour that we often find difficult to define.</p> <p>The reason why it's so hard to pin down and give a clear definition of bullying is because it comes in all shapes, sizes and subtleties, and there are a huge amount of misconceptions around it.</p> <p>Many facets of bullying such as spreading harmful rumours, online abuse, and subtle bullying within friendships such as manipulation, intimidation and social exclusion, are dismissed or not seen as bullying behaviour – but they still cause people to feel anxious, hurt, humiliated and intimidated.</p> <p>This week is anti-bullying week, and so we are taking a look at the reasons why people bully, and how we can respond.</p>
2	<p>So why do people bully?</p>
3	<p>The Annual Bullying Survey 2018 showed that people who had experienced bullying this year felt that they were being bullied for a number of different reasons.</p> <p>These ranged from attitudes about their appearance – which made up over half of their experiences – to attitudes about their hobbies, their clothes, their school grades and more.</p>
4	<p>When people who perpetrated bullying were asked about their reasons for doing it, the top three responses were that people 'deserved it', they 'didn't like them' and 'it's funny'.</p>
5	<p>But, the thing is – that's just not true.</p>
6	<p>No matter who you fancy, what you wear, how you look, or what you do in your spare time, you never deserve to be bullied for who you are.</p>
7	<p>Being bullied has nothing to do with the person being bullied, and everything to do with the person who is doing the bullying.</p>

# CHALLENGING ATTITUDES ASSEMBLY

SLIDE	SCRIPT
8	<p>In a recent Ditch the Label <a href="#">study</a>, 8,850 respondents were asked intimate questions about their lives. Their answers were compared against those who had never bullied, those who had bullied at least once, and those who bully others daily, giving very strong and factual data to identify the real reasons why people bully others.</p> <p>So, why do people bully?</p>
9	<p><i>(If using the accompanying PowerPoint, click once for each bullet point)</i></p> <ul style="list-style-type: none"> <li>• The data shows that those who bully are far more likely than average to have experienced a <b>stressful or traumatic situation</b> in the past 5 years. While some people deal with stress in positive ways, such as through meditation, exercise and talking therapy, others use negative behaviours such as bullying, violence and alcohol abuse. These might temporarily mask the issues but usually make them worse in the long-term. The results also showed that those who have experienced bullying are twice as likely to go on and bully others.</li> <li>• Those who bully are more likely to feel like their friendships and family <b>relationships aren't very secure</b>. 1 in 3 of those who bully people daily told us that they feel like their parents/guardians don't have enough time to spend with them,</li> <li>• and they are also much more likely to come from <b>violent households</b> with lots of arguments and hostility. As well as this, their intolerant attitudes may be learned from abuse or prejudice-based attitudes at home.</li> <li>• It's not surprising then that more than half of those who bully suffer from <b>anxiety</b> and many have <b>low self-esteem</b>. In order to mask how they actually feel about themselves, some people who bully focus attention on someone else. They try to avoid any negative attention directed at them by deflecting.</li> </ul>
10	<p>This all shows us that no-one is born a victim and no-one is born a bully. Bullying is a learnt behaviour and not an innate characteristic of anyone, so it's important not to define yourself by your actions and experiences. You are more than a label and it's up to you who you choose to be.</p>

# CHALLENGING ATTITUDES ASSEMBLY

SLIDE	SCRIPT
11	<p><i>If time allows, play the video on slide 11 of the PowerPoint. It is 1 minute long.</i></p> <p><i>It depicts various people, with different hobbies, aesthetics, relationships, abilities, skin colours and genders, and iterates that whoever you are you it's up to you to choose who you want to be. It then shows the ditchthelabel.org website and explains that Ditch the Label is 'proud to be different'.</i></p>
12	<p>Ditch the Label's research proves that the reason 1 in 2 people get bullied is nothing to do with 'deserving it' or being different. Being bullied is never your fault. You are great as you are, and you are not alone.</p>
13	<p>And if you're doing the bullying? The research shows that those who are carry out bullying behaviour are equally in need of support.</p>
14	<p>So what are the most important things to remember? Don't blame yourself and don't ignore it. Whether you're experiencing bullying, you've witnessed it or if you're perpetrating it; speak up. Talk to someone and make sure you let people know what's happening. Whether that's through online support, through the school or your friends, don't suffer in silence - you need to know that you're not alone.</p>
15	<p>If you need support, speak to _____ in school, or if you're interested, take a look at the support community at <a href="https://ditchthelabel.org">DitchtheLabel.org</a>.</p>

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# WANNA TALK?

## INSTANT HELP AND SUPPORT

*You don't have to go through bullying alone. Get instant help and support from the largest online anti-bullying hub in the world.*

**Visit [DitchtheLabel.org](https://DitchtheLabel.org)**

