

10 Top Tips for Parents and Educators

GUIDING YOUNG VOICES TO MAKE A DIFFERENCE

Bullying impacts the lives of many young people. In the UK, one in five pupils aged 10 to 15 report being bullied. The effects can be long lasting, affecting mental health, school attendance and self-esteem, and can impact long-term development into adult life. Adults play a key role in building young people's confidence to speak out, support one another, and stand up to unkind behaviour. This guide offers ways to help youngsters make a positive difference.

1 CELEBRATE DIFFERENCES

Help young people value diversity by showing that what makes us different is also what makes us strong. Encourage them to learn about different cultures, identities, and abilities through books, films, and conversations. By appreciating uniqueness in themselves and others, children can grow into open-minded individuals who build inclusive and welcoming environments.

2 MODEL RESPECT

Children watch and learn from how adults behave. Use respectful language, show patience in disagreements, and treat others with fairness – especially in front of children. By modelling inclusive behaviour and challenging unkindness, adults set a lasting example that respect should be part of every interaction, whether online, at school, or at home. Be the change you want to make.

3 SPOT THE SIGNS

Adults and young people should learn how to recognise signs that someone may be experiencing bullying. This might include withdrawal from friends, hobbies or interests, changes in mood, reluctance to go to school, or unusual injuries. Helping young people recognise these clues ensures that support can be offered sooner and problems do not go unnoticed.

4 VALIDATE FEELINGS

When a child shares something that worries them, it's important to listen carefully and validate how they feel. Respond with empathy – not judgement – and let them know it's okay to feel upset or confused. Offering reassurance and understanding helps young people feel safe about opening up, and builds the trust needed to talk again in future.

5 TEACH ALLYSHIP

Show children how to stand up for others in safe, respectful ways. Allyship might look like sitting next to someone who's been excluded, reporting hurtful behaviour, or speaking up when they witness bullying. By practising these responses together, you're helping children develop the courage to be kind and to take action when it really counts.

6 PROMOTE REPORTING

Ensure young people know how to report bullying and feel confident that they'll be taken seriously. Talk to them about who they can speak to and what to expect when they do, such as reporting school incidents to teachers, and out-of-school bullying to parents or teachers. Reassure them that reporting is a brave and helpful choice – not tattling – and that it plays a vital role in keeping everyone safe.

7 ENCOURAGE KINDNESS

Everyday acts of kindness can make a big difference in creating safer, happier spaces. Encourage children to look out for one another by being helpful, saying kind words, or including someone who feels left out. These small actions set a strong example that kindness matters, and that it can be a powerful response to bullying.

8 USE YOUR VOICE

Encourage young people to speak up for themselves and others. Whether through storytelling, school campaigns, or peer-led projects, children can learn that their voice has power. Support them to express themselves confidently and safely, helping them understand that sharing experiences can challenge injustice and inspire real change in their communities.

9 BUILD COMMUNITY AND BELONGING

Children thrive when they feel supported. Help them build strong friendships, join clubs or teams, and connect with trusted adults who care. These networks offer comfort, encouragement, and protection – particularly during challenging times. Remind children that they don't have to face difficulties alone and that support is always within reach.

10 SUSTAIN THE CONVERSATION

Bullying awareness shouldn't be limited to one week each year. Create regular opportunities to talk about kindness, respect, and inclusion. Use books, news stories, and personal experiences as conversation starters. Embed anti-bullying initiatives into the school, and make tackling bullying a shared, ongoing commitment.

Meet Our Expert

Robert Allsop is an experienced pastoral and safeguarding practitioner, specialising in tutorials, behaviour interventions, and attendance management. A recipient of the Diana Award for Anti-Bullying, he has helped raise standards and improve Ofsted outcomes in some of the country's most challenging schools and colleges.



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