



ANTI-BULLYING AMBASSADOR PROGRAMME

Equipping Schools with the Skills,
Confidence and Knowledge to Tackle
Bullying Behaviour and Build More
Respectful School Communities

FROM THE DIANA AWARD IN
PARTNERSHIP WITH_



Building Society

Anti-Bullying Ambassador Programme

About The Programme

In 2020-23, in partnership with Nationwide Building Society, The Diana Award delivered the Anti-Bullying Ambassador Programme to primary schools across the UK. The overall objective was to equip young people and school staff with the skills, knowledge and confidence to tackle bullying behaviour throughout their school community and create a safer, kinder environment for all. This was achieved through a focus on student-led, peer-to-peer anti-bullying training and support. Ultimately, the partnership aimed to ensure that every young person feels safe, happy and respected during their time at school.

PROGRAMME DELIVERY STRUCTURE

Recruitment

In phase 1, primary schools were recruited for the upcoming training sessions. Schools were sent marketing information and a booking form to streamline the bookings process. Training materials were created and trialled with our Youth Board of Ambassadors and the team worked hard to support schools during initial communications ahead of their training day.

Training

In phase 2, due to COVID-19, initial training sessions were held online, then later sessions were held in individual schools and lastly, as restrictions eased, sessions were delivered via large, multi-school regional training days, with schools having the opportunity to meet and mix with other school students in their area.

Up to 12 schools attended each in-person regional event, with a maximum of 120 students in total.

Each training session covered:

- Introduction to The Diana Award: Our history, ethos, aims and programme introduction.
- Building Knowledge: key bullying behaviour terms and definitions, exploring the impact of bullying behaviour.
- Identifying Bullying Behaviour: What is bullying behaviour, types of bullying behaviour, how bullying behaviour manifests and example scenarios.
- Tackling Bullying Behaviour: How to safely challenge bullying behaviour and support peers, how to be an 'Upstander'.
- Campaign Planning: How to build kinder, safer school communities based on mutual respect by delivering engaging whole-school campaigns.

Ongoing Support

In phase 3, upon completion of their initial training day, students are Anti-Bullying Ambassadors (ABAs) and awarded their ABA badge and certificate. Ambassadors take their new skills, knowledge and confidence back into their schools as they create and deliver whole-school anti-

bullying campaigns. Schools then have access to a suite of ongoing engagement and support opportunities from The Diana Award's Anti-Bullying Team, including personalised email support, 121 calls, hundreds of free resources via our Resource Centre, our 24/7 text support service and much more.



INITIAL TRAINING AIMS

Each training session set out to achieve the following aims:

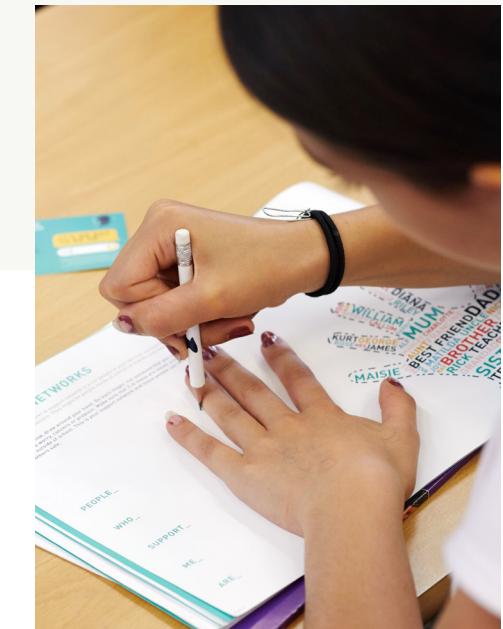
I know what bullying behaviour is and how to identify it

I understand how experiencing bullying behaviour can make someone feel

I can help to create an exciting whole-school anti-bullying campaign

I can support my peers who are experiencing bullying behaviour

I am confident in using my new skills, knowledge and confidence to make my school a kinder, safer place to be



PROGRAMME REACH 2020-23

Across the 3-year partnership, The Diana Award trained _



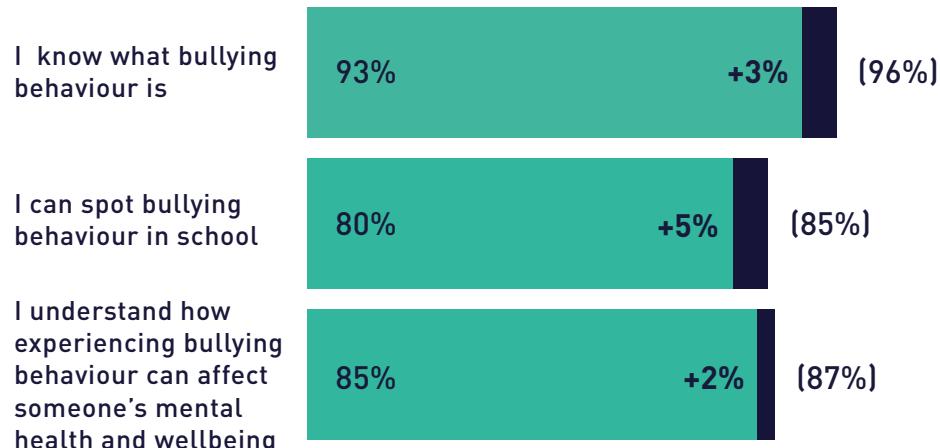
Out of a total target of
10,000 Ambassadors
(+29 Ambassadors)



Out of a total target
of 660 schools
(+107 schools)

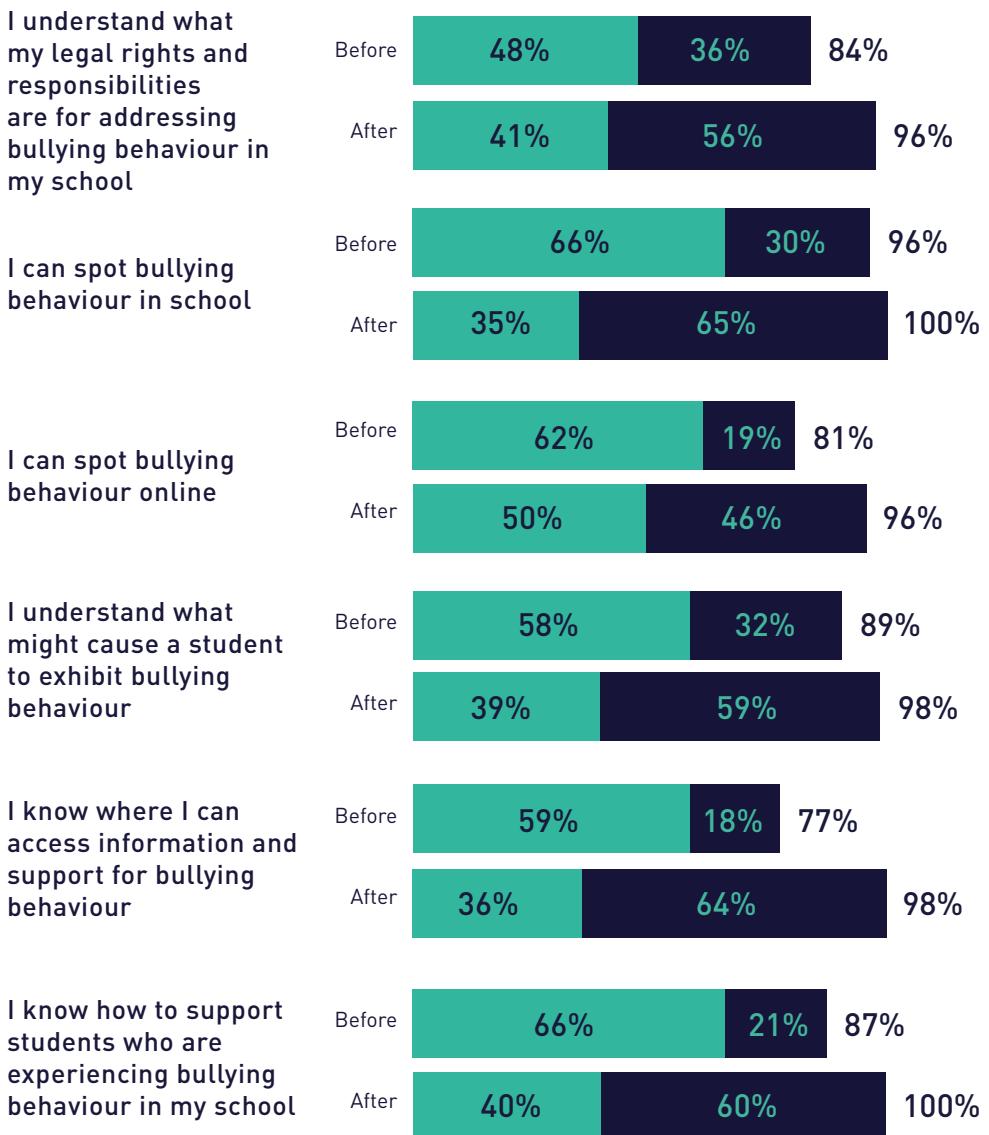
IMPACT

Following training, we saw positive changes
across a variety of impact measures:



Percentage change Agree or Strongly agree due to Training (in brackets,
Total Strongly Agree + Agree post-training)

Percentage of those who Agree (Green) and Strongly agree
(Blue) (In brackets, % Total Strongly Agree + Agree)



Statistical data from our internal post-training feedback surveys

We also surveyed staff and students for their feedback on the training day overall:

Staff_

99%

of staff rated
The Diana Award
Facilitators as
Good-Excellent

99%

of staff would
recommend the
training to a friend
or colleague

96%

of staff rated
the training
session as Good-
Excellent

"Thank you for an incredible training day. The children loved it and are raring to go with new ideas to implement what they have learnt. The day was interactive, engaging and spot on for the children. The staff also loved it and gained so much. We are looking forward to seeing the improvement this makes in our school".

- Staff, Broughton Jewish Cassel Fox Primary School, Salford (Oct 2021)

Students_

97%

of students rated
The Diana Award
Facilitators as
Good-Excellent

95%

of students rated
the training
sessions as
Good-Excellent

93%

of students rated
the training
resources and
materials as Good-
Excellent



EXTERNAL EVALUATION

As part of the partnership, The Diana Award commissioned an external evaluation of the Anti-Bullying Ambassador Programme with an independent evaluator; an analysis of both qualitative and quantitative data from participating schools, as well as focusgroup feedback with young people and educators, resulted in a final report with **3 key recommendations to build on the success of the ABAP:**

1. To strengthen our evaluation methods by exploring opportunities for a revised survey, a longitudinal study and streamlined approach to recruitment of case study schools
2. To manage expectations of all parties in advance and during the ABAP (for example, time commitment required by school staff to fulfil their role fully)
3. To provide additional guidance relating to anti-bullying policies to deepen the impact of schools' anti-bullying work after their initial training day

CAMPAIGNS

In addition to delivering the Anti-Bullying Ambassador Programme, the partnership delivered several far-reaching campaigns to raise awareness of the partnership and spread positivity across the UK.



The Big Anti-Bullying Assembly_

Each year, The Diana Award and Nationwide Building Society delivered an engaging 'Big Anti-Bullying Assembly' as schools started the new academic year and young people, school staff and celebrities pledged together to put an end to bullying, celebrate diversity and create communities of kindness. Across the years, the Big Anti-Bullying Assembly reached **4.9 million young people in 21,140 schools**.



Positive Postbox_

The Positive Postbox Campaign empowered young people to channel positivity through letter writing. **Over 500 schools** signed up to take part and **300 post boxes** were set up in schools across the country. In total, **over 100,000 letters** were delivered across the UK, **reaching over 120,000 young people**, with millions of kind words shared.



Lord Mayor's Show_

In November 2022, 17 students from 3 primary schools from the ABAP walked through the streets of London as part of the Lord Mayor's show to celebrate and recognise their incredible anti-bullying work. The Diana Award's Deputy CEO, Alex Holmes, featured on tv coverage, alongside excited flag-waving Anti-Bullying Ambassadors.



Showcase Event_

In July 2022, The Diana Award and Nationwide Building Society hosted the Mutual Respect showcase to celebrate the partnership. Will Poulter and Paul Merson joined the Q&A panel and shared their stories of mutual respect with attending primary schools from the ABAP.



Celebrity Q&A Videos_

Will Poulter, Tom Daley and Dustin Lance Black met with Ambassadors at Henry Fawcett Primary School to answer their burning questions about their experiences of bullying behaviour. As part of the event, two Q&A videos were produced, the first of which was launched on social media in February 2023.

TESTIMONIALS

"Wow oh wow your session was fantastic! It was thought provoking, and exciting. You brought a lot of light and love and kindness to our young Ambassadors! It was a pleasure to be a part of and I look forward to putting things into practice." - Mrs Solano, Hinchingbrooke school, Huntingdon (Jan 2021)

"Thank you for the excellent training session. The children are now very motivated (as am I) to get this going in our school. I love that [the Programme] is focused on empowering young people to take ownership and responsibility on these key issues. We have just reviewed our school code of conduct and school vision and will be tying the work covered today into these discussions on core values." - Staff, St Mary's Hare Park School, Romford (Nov 2021)

"Thank you so much for the training. It was really useful for our students to start thinking about anti-bullying and what they can do." - Staff, St Marylebone Bridge School, London (April 2022)

"The training was pitched perfectly and the interaction with the children was great. The information was interesting, with a good mix of videos, scenarios and time for the children to share and talk. I will be recommending the programme and training to other colleagues and schools." - Clare Bouch, Appleton Thorn Primary School, Warrington (Mar 2021)

"Thank you so much for today! The students got so much out of it. It was a fantastic way to start their Anti-Bullying Ambassador journey." - Staff, St Malachy's School, Halifax (Nov 2022)

"There was a lot of new information but it was given to us in a fun and enjoyable way which made it good to learn." - Student

"I liked that we could say anything [at the training day] and if it was wrong, [The Diana Award Facilitators] would help; I liked the training because we learnt a lot about bullying and it will help my school to be a kinder place." - Student

"The best part of training was all the activities because they were fun and I learned a lot of new things." - Student

"I can't even think of a negative because training was amazing! Thank you to everyone at The Diana Award!" - Student

"I liked everything because it was FUN!" - Student

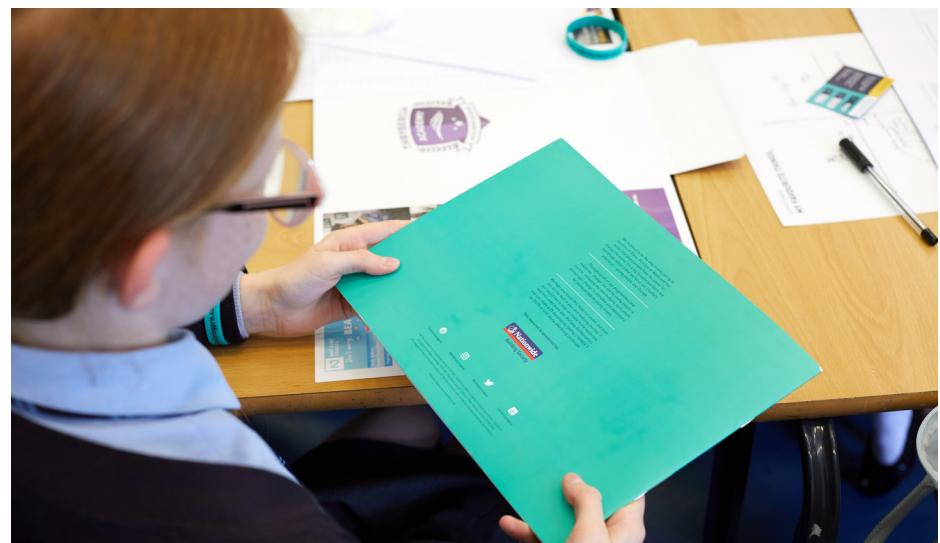
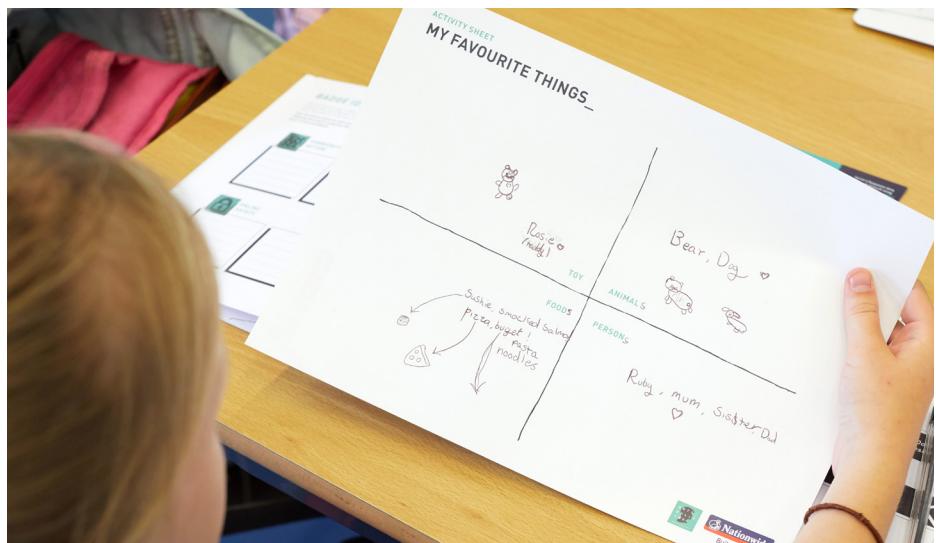
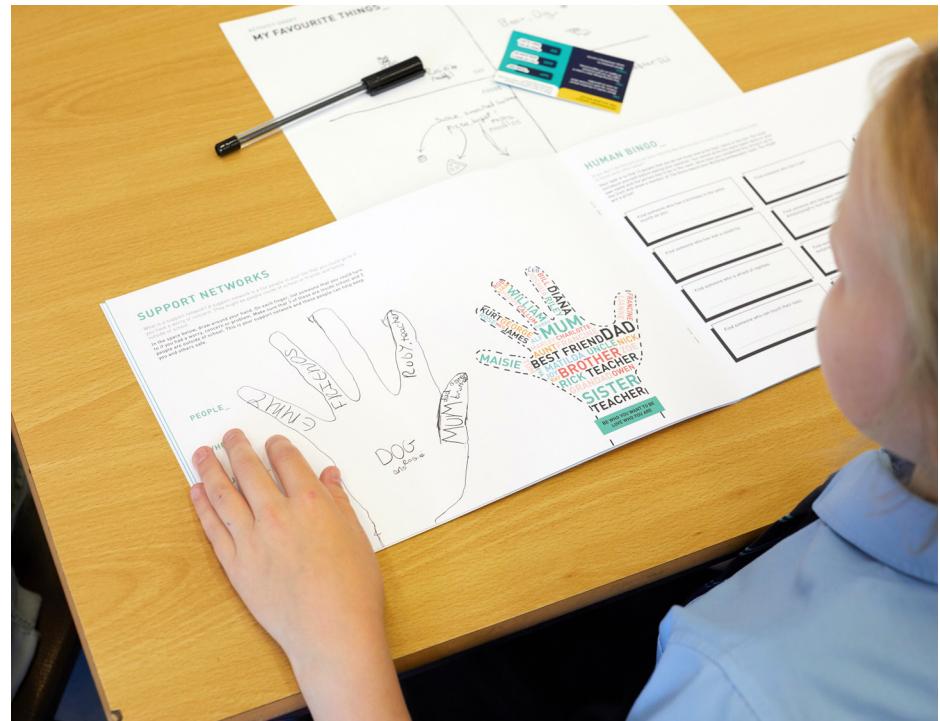
"I enjoyed getting to meet new people. [The Diana Award Facilitator] was really kind and helpful." - Student

"Me and my Ambassador team can now try to really stomp out bullying with this training. Again, I would like to say thank you!" - Student

"We learnt a lot and had fun because [The Diana Award Facilitator] was nice. The experience was lovely." - Student

"We were very inspired by the training day and are now coming up with many campaign ideas including fun runs and rainbow bake sales to celebrate the LGBTQ+ community." - Student

EXAMPLES OF TRAINING RESOURCES





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