

SPEAK UP

Stand together

STOP

BULLYING

2018 PINK SHIRT DAY
WORKPLACE TOOLKIT

Join the movement

**PINK
SHIRT
DAY '18**

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Welcome

New Zealand has high rates of workplace bullying, affecting one in five workers. In 2018, we invite you to **join the movement** for change!

Pink Shirt Day, 18 May 2018, is the day when New Zealanders celebrate diversity to Speak up and Stand together to Stop bullying.

Workplaces that prioritise staff wellbeing and challenge bullying have better engagement, reduced absenteeism and higher productivity, while people have improved wellbeing and greater morale.

By taking bullying seriously and working towards a workplace culture that challenges bullying and celebrates diversity, people can feel safe, valued and respected, and flourish at work. And when people flourish, workplaces flourish too!

Pink Shirt Day has a strong focus on stopping homophobic, biphobic and transphobic bullying.

In New Zealand, people who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, plus (LGBTQIA+) (also referred to as rainbow communities) experience higher rates of bullying. Studies show that people who are bullied are more likely to experience mental health issues, such as depression, anxiety and even suicidal thoughts.

This toolkit has a whole range of information, ideas and inspiration to make it easy for you to engage your people and get active around Pink Shirt Day, as well as throughout the year.

Because its more than a day, it's a movement!

The Pink Shirt Day Team

“Being a part of a national movement towards positive change is such a powerful feeling.”

Pink Shirt Day is led by the Mental Health Foundation with support from The Peace Foundation, RainbowYOUTH, InsideOUT, New Zealand Post Primary Teachers' Association (PPTA), Auckland District Health Board Peer Sexuality Support Programme (PSSP), Youthline, Te Kaha O Te Rangatahi Trust, Emerge Aotearoa, the Human Rights Commission and Bullying-Free NZ Week.





About Workplace Bullying

Bullying is deliberate, harmful, involves a power imbalance and has an element of repetition.

What is bullying?

It isn't uncommon to hear someone say something insensitive or mean to someone else. In fact, probably all of us have said or done something that wasn't very nice to someone else in a moment of anger or frustration. And although such comments or actions are not okay, bullying has some specific features that make it much more serious and harmful.

- Bullying is deliberate – harming another colleague intentionally
- Bullying involves a misuse of power in a relationship
- Bullying is usually not a one-off – it is repeated, or has the potential to be repeated over time
- Bullying involves behaviour that can cause harm ([Bullying-Free NZ Week website](#), 2017).

Is bullying harmful?

- Bullying can lead to increased stress levels, decreased emotional wellbeing, reduced coping strategies, lower work performance and disruptive workplaces ([WorkSafe New Zealand](#)).
- Bullying can negatively impact the entire workforce and result in a hostile work environment ([WorkSafe New Zealand](#)).
- Bullying harms the person being bullied, the person doing the bullying and can also harm those who witness it (bystanders) ([WorkSafe New Zealand](#)).

Why do some people get bullied?

There is never a good reason for bullying. But, we know people are more likely to be bullied if they seem different from their peers in some way. This might include being clever or popular, differences in race, sexuality, gender identity, religion, disabilities and abilities, weight, height. That's why it's so important to celebrate diversity and embrace our differences – we aren't all the same and that's a great thing! ([Bullying-Free NZ Week website](#), 2017).

Why do some people bully others?

Just as there are many reasons someone might experience bullying, there are also many reasons why someone might bully someone else:

- They feel unhappy
- They have been the target of bullying themselves
- They want to feel important or powerful
- They don't realise how their behaviour harms others
- They believe being different is a bad thing.

Labelling someone who bullies as a "bad person" isn't right or helpful. While the bullying behaviour isn't okay, someone who bullies others often needs our help and support too.

“Workplace bullying affects between 15 and 20 per cent of the workforce” (New Zealand Work Research Institute Director, Professor Tim Bentley, 2014).

FACT SHEET #1

Examples of bullying behaviour include:



Personal attacks (direct): eg, belittling remarks, undermining integrity, lies being told, sense of judgement questioned, opinions marginalised, attacking a person's beliefs, attitude, lifestyle or appearance, gender references, verbal abuse or physical attacks.



Task-related attacks (indirect): eg, giving unachievable tasks, impossible deadlines, unmanageable workloads, constant criticism of work, unreasonable or inappropriate monitoring or denial of opportunity.

Bullying can negatively impact the entire workforce and result in:



- Decreased worker health and wellbeing
- Decreased worker motivation
- Decreased worker performance
- Decreased worker commitment



- Increased sick leave
- Increased worker turnover

Workplace bullying can be carried out in a variety of ways, including:



Through email, text messaging, internet chat rooms or other social media channels.



In some cases workplace bullying may occur outside normal working hours.



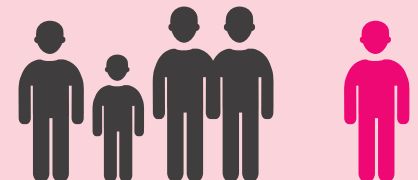
It can be directed at a single worker or group of workers.



It can be carried out by one or more workers.



It can also be directed at other people such as clients, patients, students, customers and members of the public.



The initiator of the bullying can be other people such as clients, patients, students, customers and members of the public.

The information in this Fact Sheet is taken from WorkSafe New Zealand's [Good Practice Guidelines: Preventing and Responding to Bullying at Work](#)



About Pink Shirt Day

Join the Pink Shirt Day movement and on 18 May stand together for diversity, and against bullying.

Pink Shirt Day in NZ

Pink Shirt Day aims to reduce bullying in workplaces by celebrating diversity in all its forms and supporting workplaces to be safe, supportive, welcoming and inclusive of all people. While all people can be the target of bullying, some groups or individuals experience more bullying than others. Lesbian, gay, bisexual, transgender, queer, intersex, asexual, plus (LGBTQIA+) people experience higher levels of bullying. Pink Shirt Day started because people wanted to stop homophobic, biphobic and transphobic bullying, and this remains a strong focus of Pink Shirt Day in Aotearoa, New Zealand.

“Bullying and discrimination can make you believe who you are is wrong, which can lead to anxiety, depression, self-harm and more.”

Origins of Pink Shirt Day

Pink Shirt Day began in Canada in 2007 when two students, David Shepherd and Travis Price, took a stand against homophobic bullying after a new Year 10 student was harassed and threatened for wearing pink. David and Travis bought dozens of pink shirts and distributed them to their classmates to wear the next day. The word got out online and hundreds of students showed up in pink, some from head-to-toe, to stand together against bullying. It has been celebrated in New Zealand since 2009.

Why reduce bullying?

Bullying can have serious and ongoing impacts on people's mental health and wellbeing. There are studies that show that people who are bullied are more likely to experience mental health issues, such as depression, anxiety and even suicidal thoughts. As with any health condition, mental health problems can affect a person's work and cause substantial costs to organisations ([BusinessNZ, 2013](#)). Workplaces have a legal responsibility under the Health and Safety at Work Act 2015 to manage risks to mental health and wellbeing just like they do any other health and safety risk ([Wellplace.nz](#)).

What do we mean by LGBTQIA+?

LGBTQIA+ stands for lesbian, gay, bisexual, transgender, queer, intersex, asexual or other sexuality and gender diverse identities. It's important to note the '+' in this acronym acknowledges anyone that does not identify with these terms (Te Kete Ipurangi, 2018). We understand the language and definitions are constantly evolving. There are many different cultural understandings and terms for sexuality and gender diversity such as takatāpui, whakawāhine, and tangata ira tāne (Māori), hijra (Bengali), fa'afafine (Samoan), and fakaleiti (Tongan).

Our partners

The Mental Health Foundation has led Pink Shirt Day since 2012. In 2018, our partners include The Peace Foundation, RainbowYOUTH, InsideOUT, New Zealand Post Primary Teachers' Association (PPTA), Auckland District Health Board Peer Sexuality Support Programme (PSSP), Te Kaha O Te Rangatahi Trust, Emerge Aotearoa, Youthline, the Human Rights Commission and Bullying-Free NZ Week.



Ideas and inspiration

Pink Shirt Day is a great platform for engaging your people in celebrating diversity and preventing bullying.

Bullying is a serious issue that all workplaces face. There are a whole range of things you can do to help make your workplace safe, supportive and respectful for all staff. Creating a positive workplace culture and environment, free from bullying and where diversity in all its forms is celebrated, doesn't happen over the course of one day. Change takes time. We've provided ideas for what you can do on Pink Shirt Day, as well as throughout the year.

“...workplace cultures with good leadership and with a culture of openness, support, respect, civility and the valuing of diversity, can prevent bullying behaviours”
(Health Promotion Agency, 2015).



FOR PINK SHIRT DAY, FRIDAY 18 MAY

- Join the movement and get your team or all staff on board with a big Pink Shirt Day event full of fun and activities. It's an opportunity to celebrate diversity, promote positive social relationships, raise awareness about bullying and its impacts, and promote your workplace commitment to being bullying-free!
- Order your free Pink Shirt Day 'Event Pack' with posters and balloons from our '[Swag](#)'. We have stickers available to order too!
- On the day, show you're part of the movement for change by posting photos on Instagram or Facebook using #pinkshirtdayz.

We know the most effective way to prevent bullying is by using a range of strategies that support one another.

FACT SHEET #3

BRING YOUR PINK SHIRT DAY EVENT TO LIFE WITH THESE ACTIVITIES

Sea of pink

Imagine everyone in your workplace wearing pink for a day, perhaps a 'casual Friday', creating a sea of colour. What a powerful statement that would be about how your workplace is committed to stopping bullying!

People can buy official Pink Shirt Day t-shirts from [Mr Vintage](#), but any pink clothes will do. You can also download our brand new [Pink Shirt Day stencil](#) and create your own Pink Shirt Day t-shirts! Get together with colleagues or in your team and get creative.

Spread the love

Create a 'compliments box' for your staff room or team, and encourage people to leave little compliments for each other, and make everyone's day! Create your own compliments by cutting out heart shapes with kind phrases or order some compliment stickers from our [online shop](#). Hand them out to staff. Encourage people to leave kind and thoughtful messages for each other on social media. Some workplaces encourage their people to do random acts of kindness at work and at home, e.g. open a door or offer to help.

Celebrate rainbow employees

Chalk or paint rainbows on the footpath, or have rainbow stickers/flags, to show you are a safe and welcoming workplace for people who identify as LGBTQIA+.

Team and staff conversations and presentations

Open up conversations about celebrating diversity and preventing bullying by talking about Pink Shirt Day and what it stands for. Talk about the importance of being an accepting and inclusive workplace environment where everyone can flourish. Explore the definition of bullying (use the Fact Sheets in this toolkit to support you) and promote your workplace policy. Share some of the Pink Shirt Day Fact Sheets at team meetings, or use content from this toolkit for your newsletter, intranet or Facebook page.



“Pink Shirt Day reminds me that every day we have the opportunity to do something kind to someone else.”

Create a 'Join the movement' Pink Shirt Day pledge

Ask everyone to join the movement by adding their name, hand print and/or commitment to creating a bullying-free environment. Make it eye-catching by creating a huge pink shirt to display!

Proud to be me

Help people express themselves and what they're most proud of. Use a white board or paper and markers. Make it part of a pink photo booth. Display the photos or share online with #pinkshirtdaynz and #proudtobeme.

Pink Shirt Day Awards

Recognise people who express the values of Pink Shirt Day. We've created a certificate to make it super easy - you can print it out from the [Swag](#) page.

Get active online

Follow us on Instagram or Twitter and change your profile pic on Facebook to our Facebook frame. Share videos, photos and selfies of your workplace getting involved in Pink Shirt Day. Remember to use #pinkshirtdaynz!

Get sporty

Get the workplace sports teams or your local sports club involved. Provide pink socks or t-shirts and take the message to the field.

FACT SHEET #3

THINGS TO DO ALL YEAR-ROUND

Take issues of bullying seriously

If someone confides in you that they are being bullied, take it seriously and let them know that you care and that you will help make it stop. Refer to your workplace policy for guidance on the steps to take.

Display the 'Getting Help and Advice' Fact Sheet

Support your people to get further advice about bullying by displaying our [Fact Sheet](#) of key helplines on notice boards and in common areas.

Develop/review and promote your bullying prevention and response policy

Research shows that up to 50% of organisations do not have a formal policy on workplace bullying (Bentley, 2013). Use Pink Shirt Day as an opportunity to develop or review and promote your organisation's policy widely, so everyone has a shared understanding. If reviewing policy, check it is written in a way that staff can easily understand. Even better, provide an opportunity for employees to have input into the policy, such as raising the policy at the next staff or team meeting, so people can comment on and add to what is already existing within the organisation.

RainbowYOUTH's "if it's not gay, it's not gay"

In 2017, RainbowYOUTH ran their very first national ad campaign, "[if it's not gay, it's not gay](#)". It addresses the importance of inclusive language and addresses something small that contributes to much larger issues – homophobia, biphobia and transphobia. Show the ad in your team or all staff meetings, or share via email to start the conversation.

"I am extremely proud of my ability to celebrate people's differences and my drive and willingness to help and support those who need it most."



Contact local media

Sharing your Pink Shirt Day plans with local media is a fantastic way to spread the message that your workplace is saying no to bullying. Consider setting up a photo opportunity too (with you all in your pink gear or signing a pledge) and inviting the media along!

Introduce the Five Ways to Wellbeing

Check out the [Five Ways to Wellbeing at Work Toolkit](#), developed by the Mental Health Foundation in partnership with the Health Promotion Agency. The practical toolkit focuses on Connect, Be Active, Take Notice, Keep Learning and Give - five simple actions which workplaces can introduce to their teams to help people find balance, build resilience and boost mental health and wellbeing.

"Being a queer person means being outnumbered and often misrepresented in society. ...Our sexualities and gender identities are all just a little different, and that we can definitely express these without feeling ashamed of ourselves."



Fundraising

It's a huge boost to our campaign when a workplace fundraises to support Pink Shirt Day! Every dollar raised helps us to grow the Pink Shirt Day movement to be even bigger the following year. Fundraising can be easy and comes in many different forms – just look at this list of fundraising options!

Sea of pink

Encourage everyone within your workplace to wear pink for a day, creating a sea of colour. It's a powerful statement to show your workplace is committed to stopping bullying!

Purchase our official [Mr Vintage](#) Pink Shirt Day chartitees for your staff (25% of the price is donated to the campaign), or wear any kind of pink for the day. Order an Event Pack and Pink Shirt Day stickers from our [Swag](#), and ask for a gold coin donation to help grow the Pink Shirt Day movement!

Pink Shirt Day Diversi-TEA

When people get to know each other, they are more likely to embrace and celebrate their differences and similarities. Organise a morning tea, and download and print our [conversation starter cards](#).

Pink drinks

Hold Pink Shirt Day drinks – make pink breakfast smoothies, strawberry milk for morning tea or sparkling grapefruit after-work refresher! Encourage people to bring along a donation to help build the Pink Shirt Day movement.

Bucket collections

While all Event Packs come with collection bucket stickers, you'll need to source your own bucket. If you can't find a bucket, why not use a hat, envelope or ice cream container? Stickers and Event Packs can all be ordered from our [Swag](#).

How to donate

Bank: Bank of New Zealand
Name: Mental Health Foundation

Acc No: 02-0100-0752592-097
Ref: PSD and the name of your workplace.

To request a receipt and/or certificate, email pinkshirtday@mentalhealth.org.nz.

Click [here](#) for other ways to donate.



All workplaces that make a donation will receive a Pink Shirt Day 2018 fundraising certificate to proudly hang up.



Getting Help & Advice

Talk to someone

Need to talk? Free call or text 1737 to talk to a trained counsellor, anytime

Lifeline – 0800 543 354 for counselling and support

Depression Helpline – 0800 111 757 for support from trained counsellors

Youthline – 0800 37 66 33, free text 234 or email talk@youthline.co.nz for young people, and their parents, whānau and friends

Samaritans – 0800 726 666 for confidential support to anyone who is lonely or in emotional distress 24 hours a day, 365 days a year

Suicide Crisis Helpline – 0508 828 865 (0508 TAUTOKO) for people in distress, and people who are worried about someone else

Get support online

depression.org.nz includes The Journal, a free online self-help tool, and includes specific advice on helping someone at [work](#)

Netsafe – www.netsafe.org.nz or call 0508 638 723 for advice on how to stay safe online

Get advice about workplace issues

Employer Advice Line – 0800 805 405 for free advice for employers and managers on how to support team members with a disability or health condition, including mental health. Call for support within normal business hours (8am – 6pm working days)

Employment Relations Authority – 0800 20 90 20 for general queries on employment relations

Citizen's Advice Bureau – 0800 367 222 (0800 FOR CAB) for information and advice

Human Rights Commission – 0800 496 877 for advice or to make a complaint about discrimination

Your Employee Assistance Programme for counselling and support

Your **workplace union** for workplace support

Find support around sexuality or gender identity

OUTLine NZ – 0800 688 5463 (0800 OUTLINE), www.outline.org.nz for lesbian, gay, bisexual, transgender and intersex people. Free phone counselling is available Monday to Friday, 9am – 9pm, and weekends/holidays 6pm – 9pm



Our Partners

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The Human Rights Commission – the Human Rights Commission works for a free, fair, safe and just New Zealand, where diversity is valued and human dignity and rights are respected. Their purpose is to promote and protect the human rights of all people in Aotearoa.

The Peace Foundation – a not for profit organisation working to build peaceful relationships among people of all ages and cultures, from personal to global through education, research and action.

RainbowYOUTH – a charity that supports queer and gender diverse youth in Aotearoa.

Te Kaha O Te Rangatahi Trust – a Māori community based youth provider delivering sexual health and teenage pregnancy services to young Māori and Pacific Island rangatahi (youth) and their whānau within the Counties Manukau, Central, North and West Auckland areas.

InsideOUT – a national organisation which works to make Aotearoa a safer place for all young people of minority sexualities, sexes and genders to live and be in.

New Zealand Post Primary Teachers' Association (PPTA) – the professional association and union of teachers and principals committed to improving secondary education for New Zealand students.

Auckland District Health Board Peer Sexuality Support Programme (PSSP) – a school-based programme delivered in the Auckland region, helping students to make informed decisions about their own sexual health. PSSP aims to formalise already existing networks through training students to work in a support and referral role with their peers.

Youthline – a collaboration of youth development organisations across the country. Youthline works with young people, their families and those supporting young people. At the core of their work is the development of leadership and personal skills in young people.

Emerge Aotearoa – provides a wide range of community-based mental health, addiction, disability support and social housing services nationwide.

Bullying-Free NZ (May 14–18) is a week-long opportunity to raise awareness of bullying behaviour and promote what schools are doing to become a Bullying-Free NZ School. It is an initiative of the cross-sector Bullying Prevention Advisory Group, a collaboration of 18 organisations with representatives from the education, health, justice and social sectors.