



Here's some information for you to share. You could create an email, newsletter, postcard or post on your intranet and/or social media pages too.

Tēnā koe,

[Name of your workplace/organisation] has joined the [Pink Shirt Day](#) movement to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!

On Friday 16 October [or your alternative date], we're turning our workplace māwhero/pink to show our commitment to creating an environment that is safe, welcoming and inclusive of all staff.

Every year, **one in 10 workers in Aotearoa experience bullying in the workplace**. Many studies show people who are bullied are more likely to experience mental health issues, such as depression, anxiety and suicidal thoughts.

Together, we can turn this around by ensuring our workplaces celebrate diversity and are places where everyone can feel safe, valued and respected.

About Pink Shirt Day

Pink Shirt Day is a national bullying prevention campaign run by the Mental Health Foundation of New Zealand. Pink Shirt Day began in Canada in 2007 when two students took a stand against homophobic bullying at their school after a new student was bullied for wearing pink. You can learn more about the origins of the day [here](#).

About workplace bullying

Workplace bullying is repeated and unreasonable behaviour directed towards people at work that can lead to physical or psychological harm.

Bullying is:

- Deliberate – harming another person intentionally
- Involves a misuse of power in a relationship
- Not a one-off – it is repeated, or has the potential to be repeated over time

People who are bullied are often highly competent and may be seen as a threat to the person bullying them. They're often non-confrontational and tend to be ethical and honest. Studies show they're also likely to be part of a minority or marginalised community. 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!

How we're celebrating Pink Shirt Day

We'll be celebrating Pink Shirt Day by holding a [event/fundraiser/activity].

Date: Time: Where:

How you can celebrate Pink Shirt Day and help to prevent bullying all year round

Everyone can help to prevent bullying - it takes the commitment and energy of the whole workplace to make a difference Last year over 2300 people in organisations around Aotearoa registered to get involved - we'd love for you to join us in 2020!

Here are some ideas to help you support the Pink Shirt Day kaupapa:

- [Register](#) for Pink Shirt Day updates
- Read the Pink Shirt Day [Workplace toolkit](#)
- Learn about the [five Upstander Actions](#)
- Buy the [Diversi-tea korero starter cards](#) to do as a lunchtime activity
- Buy the official Pink Shirt Day t-shirt in store or online from Cotton On from Monday 21 September.

Here are a few Image options for you to use.

