



Here's some information for you to share. You could create an email, include it in your newsletter, or post on your social media pages too.

Tēnā koe,

[Name of school] has joined the [Pink Shirt Day](#) movement to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying! We'd love for you to join us.

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

Aotearoa has the **third-highest rate of school bullying out of 36 OECD** countries. Many studies show people who are bullied are more likely to experience mental health issues, such as depression, anxiety and even suicidal thoughts.

With your help we can turn this around by ensuring our schools celebrate diversity and are a place where all kaiako and taura 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 bullying

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
- Involves behaviour that can cause harm – it is not a normal part of growing up.

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, ethnicity, religion, disabilities and abilities, weight or 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!

Learn more about bullying [here](#).

How we're celebrating Pink Shirt Day

We'll be celebrating Pink Shirt Day by holding a [event/mufti day/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 school/ kura whānau to make a difference. Last year over 2100 people from schools around Aotearoa registered to join the Pink Shirt Day movement - we hope you'll join us all 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 [tauirā/student toolkit](#) and [kaiako/teacher toolkit](#)
- Order a Pink Shirt Day [school/kura event pack](#)
- Embrace the [Pink Shirt Day values](#)
- Learn about the [five Upstander Actions](#)

For information on what our kura/ school is doing to prevent bullying and celebrate diversity, including our bullying prevention policy, visit: [\[add in kaiako/teacher contact details or a page on your website\]](#).

[Sign off]

Here are a few Image options for you to use.





Kōrero MAI
**KŌRERO ATU
MAURI TŪ, MAURI ORA**

SPEAK UP, STAND TOGETHER, STOP BULLYING

JOIN THE MOVEMENT:
WWW.PINKSHIRTDAY.ORG.NZ
#PINKSHIRTDAYNZ



Speak UP
**STAND TOGETHER
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KŌRERO MAI, KŌRERO ATU, MAURI TŪ, MAURI ORA

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