

SPEAK UP

Stand together

STOP

BULLYING

2017 PINK SHIRT DAY
STUDENT TOOLKIT



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Welcome

Calling all Pink Shirt Day champions!

On Friday 26 May 2017, we invite your school to celebrate Pink Shirt Day and stand together to take action against bullying.

New Zealand has some of the highest rates of bullying within schools in the world and bullying can have serious and ongoing impacts on young people's mental health and wellbeing. While all young people can be the target of bullying, some groups experience higher rates such as lesbian, gay, bisexual, transgender and intersex (LGBTI) young people.

But together, we can do something about this. With Pink Shirt Day champions, like yourself, in every school, just imagine what we can achieve...

A record number of schools and individuals got involved last year and with your help we can make Pink Shirt Day even bigger, brighter and pinker in 2017!

There are heaps of things you can do in the lead up to, on, and after Pink Shirt Day. This toolkit has a whole range of information, ideas and inspiration to get you thinking. But you know your school best of all – so don't be limited by this – get creative and make it your own!

Thank you for standing with us on Pink Shirt Day and saying no to bullying!

The Pink Shirt Day Team

Pink Shirt Day is led by the Mental Health Foundation with support from The Peace Foundation, RainbowYOUTH, InsideOUT, New Zealand Post Primary Teachers' Association, Youthline and Family Works.





About Pink Shirt Day

On Friday 26 May 2017, we ask schools to celebrate Pink Shirt Day and stand together to take action against bullying.

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 was a powerful moment when the bullied student walked into school and saw his peers decked out in pink!

Pink Shirt Day comes to NZ

In 2009, the Safety in Schools for Queers (SS4Q) network and teacher unions, NZ Educational Institute (NZEI) and NZ Post Primary Teachers' Association (PPTA) brought Pink Shirt Day to New Zealand. Since 2012, the Mental Health Foundation has led Pink Shirt Day with support from The Peace Foundation, RainbowYOUTH, InsideOUT, PPTA, Youthline and Family Works.

Pink Shirt Day aims to:

- Reduce bullying in a range of settings by celebrating diversity and promoting the development of positive social relationships.
- Promote environments where people feel safe, valued and respected regardless of age, sex, gender identity, sexual orientation, ability, or cultural background.

Pink Shirt Day objectives:

- To raise awareness and understanding of the prevalence and impact of bullying on young people's mental health and wellbeing, particularly in relation to young people who identify as LGBTI.
- To support organisations, individuals and communities across New Zealand to develop activities on and around Pink Shirt Day to celebrate diversity and address bullying.
- To advocate for whole of organisation (e.g. whole of school) action and promote effective strategies, policies and programmes that address bullying.

What is Pink Shirt Day's focus?

Pink Shirt Day is a general anti-bullying campaign, as bullying is a significant problem for New Zealand's young people, impacting on their mental health and wellbeing. While all young people are potential targets of bullying, some groups can experience higher rates. Due to the campaign's origins tackling homophobic bullying and the continued high rates of bullying experienced by LGBTI young people in New Zealand, Pink Shirt Day highlights the issues of homophobic, biphobic and transphobic bullying.

For more information and statistics on bullying and the targets of bullying see [Fact Sheet #3](#) and [Fact Sheet # 4](#).





About Bullying

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

► Bullying is:

- **Deliberate** – there is an intention to cause physical and/or psychological pain or discomfort to another person.
 - **Harmful** – there is short or long-term physical or psychological harm to the target.
 - **Involves a power imbalance** – there is an actual or perceived unequal relationship between the target and the initiator of the bullying.
 - **Has an element of repetition** – is usually not one-off. It is repeated over time, with the threat of further incidents leading to fear and anxiety (Bullying Prevention Advisory Group, 2015).
- Bullying includes a whole range of behaviours. It can take a number of forms:
- Physical (eg, punching, tripping).
 - Verbal (eg, threats, insults).
 - Social/relational (eg, social exclusion, spreading gossip resulting in exclusion or ridicule) (Green, 2013).
 - It can be overt (obvious) or covert (hidden). Bullying in schools is often hidden and rarely occurs in front of adults (Bullying Prevention Advisory Group, 2015).
- Cyberbullying is when bullying occurs on digital technologies, such as mobile phones and the internet.

Is bullying harmful?

- Bullying has harmful effects on children and young people's health, wellbeing and learning.
- Students who are bullied are more likely to experience symptoms of depression and anxiety and avoid going to school.
- Bullying that is particularly sustained, severe or intense may be linked to serious physical and mental health outcomes, including increased risk of suicidal thoughts and behaviours.
- In the long term it harms both the person on the receiving end of the bullying (target) and the person doing the bullying (initiator). It may also harm those who witness it (bystanders).
- Verbal and social/relational bullying can be just as, and more often than not, more harmful, than physical bullying (Bullying Prevention Advisory Group, 2015).

Bullying has harmful effects on children and young people's health, wellbeing and learning.

Who are the targets?

While all young people are potential targets of bullying, some groups can experience higher rates, such as if they:

- Differ from the majority culture of a school in terms of sexual orientation, gender identity, ethnicity, cultural or religious background, or socio-economic status.
- Are unassertive or withdrawn (eg, students with low self-esteem).
- Have a physical or intellectual impairment, special education needs or mental health problems.
- Are perceived as a high or low achiever (academic achievement).
- Have recently moved to a new school (Bullying Prevention Advisory Group, 2015).

For more information and statistics on bullying and the targets of bullying see [Fact Sheet #3](#) and [Fact Sheet #4](#).

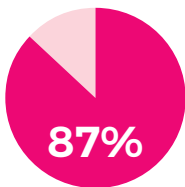


Bullying Statistics

BULLYING IS A PROBLEM FOR YOUNG PEOPLE

Rates of school bullying in New Zealand are among the worst worldwide (Green, 2013).

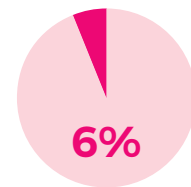
There was little change in rates of bullying in NZ secondary schools between 2001-2012 (Clark, 2013).



While most secondary students **(87%) feel safe** at school all or most of the time...



...nearly **1 in 10** students have been **afraid** that someone would hurt or bother them in the past year ...



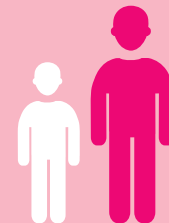
...and **6%** reported being **bullied** at school weekly or more often (Clark, 2013).



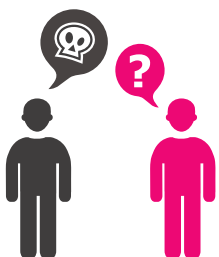
About 1 in 3
Year 4 students report being bullied on a weekly or more frequent basis (Clark, 2013).



4 out of 9
Year 9 students report experiencing bullying about weekly or monthly (Clark, 2013).



Year 5 students report higher levels of bullying than Year 9 students (Clark, 2013).



Students aged between 9 and 18 report that verbal abuse is the biggest bullying problem in schools (CensusAtSchool NZ, 2015).



60% of NZ Year 5 maths and science students reported being bullied monthly or more. 24% reported being bullied on a weekly basis. 10% of Year 9 maths and science students said they were bullied on a weekly basis. (Ministry of Education, 2016)

Some Young People are More Likely to be Targeted

While all young people are potential targets of bullying, some groups can experience higher rates (Bullying Prevention Advisory Group, 2015).

Homophobic, biphobic and transphobic bullying

Homophobic and biphobic bullying refers to bullying based on someone's actual or perceived sexual orientation. Transphobic bullying refers to bullying directed at people who are, or are perceived to be, transgender or gender diverse. While commonly directed at lesbian, gay, bisexual, transgender and intersex (LGBTI) young people, not all LGBTI young people experience bullying and not all homophobic, biphobic and transphobic bullying is targeted at LGBTI people (eg, some 'straight' identified young people also experience these forms of bullying).

LGBTI young people are resilient, have higher rates of volunteering and community engagement and are an important part of our community. Despite this, LGBTI young people are particularly vulnerable to experiencing homophobic, biphobic and transphobic bullying (Clark, 2013).

- The Youth'12 national health and wellbeing survey of New Zealand secondary school students found:


 3x


Three times as many same/both-sex attracted students were bullied weekly at school compared with opposite sex-attracted students (Lucassen, 2014).


 5x


Transgender students or those who were unsure of their gender identity were five times more likely to be bullied weekly at school compared to other students (Clark, 2013).


 4
out of
10

Four out of ten same/both-sex attracted students had been hit or physically harmed on purpose in the last 12 months (Lucassen, 2014).



Discrimination and social exclusion on the basis of sexuality or gender identity has been directly linked to an increased risk of depression, anxiety and suicidal thoughts for LGBTI young people (Adams, 2012).



The effects of homophobic and biphobic bullying at school can be lifelong, and can include lower educational attainment, lower income and lower wellbeing (Henrickson, 2008).

FACT SHEET #4

Racist bullying

Racist bullying refers to bullying based on culture or ethnicity.

- Many young people have to negotiate race-based experiences of invisibility, stereotyping, hostility or abuse at school. Experiences of discrimination can affect their school engagement, academic achievement, and sense of identity (Webber, 2013).

4
out of
10

Four out of ten Chinese and Indian secondary students who were bullied weekly or more often, reported the bullying was because of their ethnicity (Parackal, 2011).

Refugee-background students can be doubly impacted by bullying due to their backgrounds, with students finding it particularly hard to settle into a new school, plus experiencing bullying because of, for example, their accent, clothing and the colour of their skin (ChangeMakers Refugee Forum, 2015).

Disablist bullying

Disablist bullying refers to bullying based on someone's disability.

- Education-related complaints continue to make up a large proportion of disability complaints to the Human Rights Commission (Independent Monitoring Mechanism, 2014).

Children and young people who are disabled have the right to feel safe, enjoy life and grow up without fear of being bullied. Despite this, bullying remains a significant issue for disabled children and youth (Independent Monitoring Mechanism, 2014).



Ideas and Inspiration

Ending bullying takes more than one day. It takes the commitment and energy of the whole school, including fabulous, energized and creative young people, like you!

There are a whole range of things you can do to help make your school safe, supportive and respectful for all students. Studies show that schools where students take action to stop bullying have less bullying.

Hold a Pink Shirt Day event

An event is a great way to get the whole school involved in Pink Shirt Day. The schools that feature in our 2016 Pink Shirt Day video organised some amazing events – check it out on our homepage www.pinkshirtday.org.nz. Find someone to support the cause, like a teacher, guidance counsellor, health nurse or head of house. School prefects may be keen to help too. Make sure you follow your school guidelines for setting up groups and running events. You can order your free Pink Shirt Day 'Event Pack' with posters, balloons and stickers from the 'Swag' www.pinkshirtday.org.nz/swag. On the day, post pics on Instagram or Facebook using **#pinkshirtdaynz**. If your school has something else happening on 26 May, like exams or a teacher only day, no problem, you can hold your Pink Shirt Day on any day that suits your school.

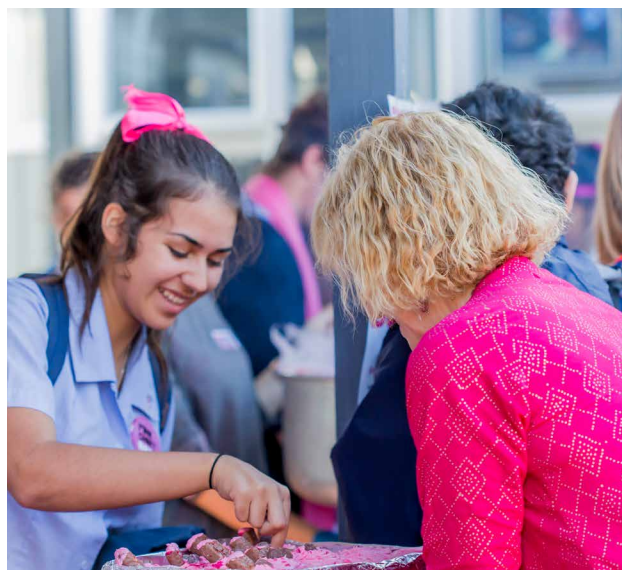


Pledge your support

Why not create a school-based pledge where students, parents, teachers, family and whānau can all add their name and commitment to creating a bullying-free school. Signing a big pink t-shirt or banner makes a great photo opportunity that your local media might be interested in.

Sea of pink

Going pink on Friday 26 May shows your school is committed to stopping bullying. You can buy the official Mr Vintage t-shirts (www.mrvintage.co.nz – find them under 'collections'/charities') or get creative with your friends and tie-dye your own. It's a huge boost to our campaign when schools fundraise to support Pink Shirt Day. Fundraising comes in many different forms – you could hold a pink-themed bake sale or have a mufti day with a gold coin donation.



Share with us what your plans are for Pink Shirt Day and register your school at www.pinkshirtday.org.nz/register

FACT SHEET #5

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. Talk to someone you trust, such as a parent, friend, school counsellor or teacher or call one of the helplines on our [Getting Help & Advice Fact Sheet](#).

Celebrate Rainbow students (and teachers)

Chalk or paint rainbows on the footpath, or have rainbow stickers/flags, to show you are a safe and welcoming school for LGBTI students, families and whānau. Invite your local LGBTI youth group to speak at an assembly, or put up posters for their group. Find out how to make your school welcoming and inclusive for transgender students – check out InsideOUT's resource: *Making Schools Safer for Trans and Gender Diverse Students* at www.insideout.org.nz/resources

Open up conversations with teachers and students

How about spending 15 minutes talking about bullying issues at a staff meeting? Or organise for some older students to present to younger classes about Pink Shirt Day, celebrating diversity and addressing bullying?

Display the 'Getting Help and Advice' Fact Sheet around your school

Support students to get further advice about bullying by displaying our [Fact Sheet #6](#) of key helplines on notice boards, common areas, staff rooms, etc.

Make one of your Pink Shirt Day activities a fundraiser and help us to grow the Pink Shirt Day movement.



Start a Rainbow Diversity Group (or if you have one, join it)

Sometimes known as Queer Straight Alliances or Gay Straight Alliances, Rainbow Diversity Groups are student-led groups or clubs that provide a safe and supportive environment for students of diverse sexualities, sexes, genders and their allies, where supportive relationships can be built with peers and teachers. These groups can also take an active role in preventing bullying within the school. Check out www.insideout.org.nz for a resource pack including great tips for starting a group.

Find out about your school's bullying prevention policy

It may sound boring, but it is really important for your school to have a bullying prevention policy and for students to know about it and understand it. Take 5 minutes to find out about the school policy and make others aware too. You could work with a teacher to make an easy to follow flow chart so everyone knows what to do and who they can speak to if they are being bullied, or know someone who is.

Show the 2017 Pink Shirt Day video

Every year heaps of schools show the Pink Shirt Day video in assemblies or in the classroom. It really brings the Day to life. Travis Price, one of the students who started Pink Shirt Day in Canada, reckons our 2017 video is one of the best Pink Shirt Day videos he's seen. Don't take his word for it – check it out yourself on our homepage www.pinkshirtday.org.nz

FACT SHEET #5

Proud to be...

Help students express themselves and what they're most proud of. All you need is a white board or some butcher's paper and some markers. Incorporate this as part of a Pink Photo Booth. Print out the photos and make a display or just use **#pinkshirtdaynz**.

Pink Shirt Day Awards

Recognise and acknowledge students (and teachers!) who express the values of Pink Shirt Day. To make it easy peasy, we've created an awards certificate and cool Pink Shirt Day badges. Order the free 'School Pack' of certificates and badges from the 'Swag' www.pinkshirtday.org.nz/swag or download and print the certificates here yourself. There's also some awards guidance, to help you know what to look for.

Get active online

Support the campaign by sharing videos and photos of your school getting involved in Pink Shirt Day, follow us on Instagram or Twitter and change your profile pic on Facebook to our Pink Shirt Day logo (download it from the 'Swag' www.pinkshirtday.org.nz/swag). Remember to use **#pinkshirtdaynz**

Get sporty

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

Compliments and Shout Outs

Compliments and kind words make us feel special. Create a 'compliments box' for your classroom, or whole school and encourage students and teachers to leave a little compliment for someone. Or print a whole range of compliments on sticky labels ('You're a majestic unicorn', 'You make everything ka pai', 'You're warmer than a onesie') and make these available to your classmates, colleagues or whole school to share. Or follow the lead of one of our amazing schools getting involved this year, and have an 'Appreciation Post Day', encouraging students to be accepting, appreciative and kind on Facebook.



Contact local media

Sharing your Pink Shirt Day plans with local media is a fantastic way to spread the message that your school is saying no to bullying. There's a template media release in the 'Swag' www.pinkshirtday.org.nz/swag, so all you need to do is add in some detail on what you have planned and send it to your local community newspaper, radio, TV station, etc. Consider setting up a photo opportunity too (with you all in your pink gear, or signing a pledge, or announcing your Pink Shirt Day award winners) and inviting the media along!



Share your stories with us

We'd love to hear what you have planned for Pink Shirt Day. Your stories inspire others to get involved.

Don't be shy. Contact us at:
pinkshirtday@mentalhealth.org.nz

For more suggestions, check out the *Bullying-free NZ Week* activity pack at: www.bullyingfree.nz

Bullying-free NZ Week is 22-26 May, in the lead up to Pink Shirt Day. An initiative of the Bullying Prevention Advisory Group, this year's theme is: 'NZ students with solutions - working together to end bullying'.



Getting Help & Advice

Talk to someone

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

What's Up – 0800 942 8787 (0800 WHATSUP), www.whatsup.co.nz for 5-18 year olds. Phone counselling is available Monday to Friday, 1pm-10pm and weekends, 3pm-10pm. Online chat is available 7pm-10pm daily

Kidsline – 0800 54 37 54 (0800 KIDSLINE) for children up to 14 years of age. Available 24/7. Between 4-9pm calls are answered by specially trained Year 12 & 13 students

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

thelowdown.co.nz – visit the website or free text 5626 support for young people experiencing depression or anxiety

Common Ground – www.commonground.org.nz for advice about supporting a friend or classmate

Netsafe – www.netsafe.org.nz for advice on how to stay safe online

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

RainbowYOUTH – info@ry.org.nz, www.facebook.com/rainbowyouth,
Twitter: [@RainbowYOUTH](https://twitter.com/RainbowYOUTH), Instagram: [rainbowyouth](https://www.instagram.com/rainbowyouth)
offers support for young queer and gender diverse people up to the ages of 28

InsideOUT – hello@insideout.org.nz, www.facebook.com/insideoutaotearoa,
Twitter: [@insideoutnz](https://twitter.com/insideoutnz), Instagram: [insideoutaotearoa](https://www.instagram.com/insideoutaotearoa)
works to make Aotearoa a safer place for all young people of diverse genders, sexes and sexualities

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