



THE CYBERSMILE FOUNDATION

STOP CYBERBULLYING DAY

FRIDAY 20TH JUNE 2014

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FACTS AND STATS



GIRLS ARE TWICE AS LIKELY TO EXPERIENCE CYBERBULLYING

90% OF YOUNG VICTIMS DO NOT INFORM ADULTS OF ONLINE BULLYING ISSUES

THE AMERICAN ACADEMY OF PEDIATRICS CALLS CYBERBULLYING THE "MOST COMMON ONLINE RISK FOR ALL TEENS"

CYBERBULLYING CAN LEAD TO DEPRESSION, LOW SELF-ESTEEM, LOW SELF-CONFIDENCE, SELF-HARMING, SOCIAL ISOLATION AND, IN THE WORST CASES, SUICIDE

OVER 80% OF CHILDREN FEAR THAT CYBERBULLYING IS INCREASING AND GETTING WORSE

OVER 40% OF UK HIGH SCHOOL STUDENTS HAVE BEEN BULLIED ONLINE AND 1 IN 4 SUFFER REPEATED INCIDENTS



The Cybersmile Foundation is a multi award-winning cyberbullying non-profit organisation committed to tackling all forms of online bullying and hate campaigns.

Our mission is a simple one; we believe everyone should be able to enjoy being part of the new connected online world. However, online abuse and bullying is rife, holding many back from enjoying the benefits that this connected community can provide. This community lacks the social rules of engagement that have been cultivated over generations, governing the behaviour and relationships in the communities where we live, play and work – the physical world.

Policing, monitoring and restrictions can only go so far – we believe that we cannot force change in an ever-evolving online world and that the best way to prevent cyberbullying is by addressing the root causes of this behaviour. We are committed to helping everyone realise their potential by supporting those who are bullied and by changing the behaviour of the bullies themselves.

We reach millions of people through our online activities and social media channels promoting our message of positivity and encouragement to use the power of the internet for positive change. Cybersmile have developed this holistic and comprehensive approach to meet the need for a collective response to this growing problem.

"I AM VERY GRATEFUL FOR THE WORK THAT THE CYBERSMILE FOUNDATION DOES TO PROVIDE SUPPORT AND ADVICE TO THOSE THAT ARE AFFECTED BY CYBERBULLYING"

Edward Timpson MP,
Parliamentary Under Secretary of State for
Children and Families.



An innovative and dynamic day of awareness and positive action against cyberbullying.

Our interactive online activities and events will be giving everyone the opportunity to help make a difference and join the growing movement for change.

One of the objectives of Stop Cyberbullying Day is for teachers and pupils to be made aware of our organisation's work and the services we offer to anybody affected by or concerned with cyberbullying.

Our interactive online activities and events for schools as well as the many other people and organisations participating during the day, will drive home the message for more awareness and advice for the many thousands of people affected by cyberbullying and online hate campaigns.

"IT TAKES A WHOLE COMMUNITY APPROACH, THE TEACHING OF HUMAN RIGHTS AND DIGITAL CITIZENSHIP BY PARENTS, TEACHERS, GOVERNMENTS AND BY YOUTH THEMSELVES TO CHANGE ONLINE BEHAVIOUR."

Senator Mobina Jaffer, Committee for Human Rights,
Canada

THE ACTIVITIES



"DISCUSSING THE REAL HUMAN COST OF CYBERBULLYING WILL HELP EVERYBODY TO UNDERSTAND THAT WHEN INTERACTING ONLINE VIA SOCIAL MEDIA, THEY ARE DEALING WITH REAL FEELINGS AND NOT CYBER-FEELINGS"

The activities and exercises in this pack are designed to address some of the key issues related to cyberbullying and online hate campaigns.

- Emotional detachment** – many children who become involved in cyberbullying are not aware of the damage and emotional stress they may be causing. Our paper exercise demonstrates this in a group environment and is a great opportunity for discussing the real human cost of cyberbullying and online hate campaigns.
- Peer to peer engagement** – our online slogan competition is a great way for pupils to discuss with each other the best way to get the message over to other children and to encourage positive change.
- Group support** – Taking part in Stop Cyberbullying Day is a wonderful opportunity for adults and children to work together with one another, and learn how we can all help to make a difference.

EMOTIONAL AWARENESS EXERCISE



EMOTIONAL DETACHMENT IS
DEMONSTRATED WHEN CHILDREN
BECOME INVOLVED WITH
CYBERBULLYING: THE REAL EFFECT OF
WHAT IS BEING DONE TO SOMEONE
ONLINE IS SIMPLY NOT BEING
UNDERSTOOD BY MANY CHILDREN. THE
FOLLOWING EXERCISE IS A VERY
EFFECTIVE WAY OF SHOWING HOW THE
EFFECTS OF BULLYING CAN DEEPLY
SCAR SOMEONE EMOTIONALLY FOR A
LONG TIME, SOMETIMES FOREVER.

- ① Hand out some clean sheets of recyclable paper to the class, one sheet per 5 pupils. Ask the class to damage the paper by screwing it up, stepping on it, kicking it to each other etc. Let the whole class get involved with passing them around for a few minutes but ask them to not rip the paper in any way.
- ② Now ask the class to pass around the screwed up dirty sheets of paper, say they are sorry and try to flatten out all the creases. No matter how much they try to do this, the paper will remain creased and dirty.
- ③ You can explain to the class that no matter how sorry they are the emotional scars of cyberbullying can stay with someone for a long time, just like the piece of paper.



DON'T RESPOND

Cyberbullies want a reaction from you. That's why they do it.

STOP AND BLOCK

Block and report cyberbullies to your web site administrator.

TELL SOMEONE

Always tell someone. It could be a teacher, parent or trusted friend - don't suffer alone.

RECORD

Keep a record of all evidence. You may need to show this to someone who can help.

SAY NO TO PEER PRESSURE

Don't get involved with sending, forwarding or liking cruel messages. If you're asked, just say no.

TWITTER: GET INVOLVED



We cannot make everyone online be nice to each other permanently. But it is our aim that on Friday 20th June 2014, everybody comes together to promote positivity online and becomes part of a movement to show how we can make a difference, for this day and we hope, for many more.

- TWEET SOMETHING NICE TO ABOUT A PERSON YOU FOLLOW TAGGING
#STOPCYBERBULLYINGDAY
- MAKE UP A NEW ANTI-CYBERBULLYING SLOGAN, SUCH AS 'TWEET OTHERS AS
YOU'D LIKE TO BE TWEETED' TAGGING #STOPCYBERBULLYINGDAY
- TWEET @CYBERSMILEHQ WITH ADVICE YOU WOULD GIVE TO VICTIMS OF
CYBERBULLYING TAGGING #STOPCYBERBULLYINGDAY AND WE WILL RETWEET
OUR FAVOURITES

The message is clear. Be part of something that inspires change and positive action for a safer and more caring internet, for everyone.

FUNDRAISING ACTIVITIES



If you would like to make Stop Cyberbullying Day even more memorable, you could put on a special fundraising event.

Fundraising events are a great way to involve children, teachers, parents and your local community in raising awareness and contributing to the growing movement to stop cyberbullying and online hate campaigns.

Here are some options for you to think about. You may have some great ideas yourself or why not ask the pupils at your school or your work colleagues what they would like to do for Stop Cyberbullying Day?

- NON-UNIFORM/DRESS-UP DAY. PUPILS/STAFF PAY A SMALL CONTRIBUTION TO WEAR SOMETHING SPECIAL FOR THE DAY. YOU CAN TRY VARIATIONS ON THIS DAY SUCH AS A THEMED DRESS DAY OR INCLUDING A PARTICULAR ITEM OR COLOUR.
- WHY NOT TAP INTO YOUR HIDDEN TALENTS AND PUT ON A PERFORMANCE? YOU COULD INVITE FRIENDS AND PARENTS TO COME ALONG AND GIVE EVERYONE THE OPPORTUNITY TO SING, DANCE, TELL JOKES OR PLAY SOME MUSIC FOR STOP CYBERBULLYING DAY.
- SPONSORED EVENTS ARE A GREAT WAY TO SHOW OFF YOUR OWN TALENT OR HOBBY. DO SOMETHING YOU LIKE OR GIVE UP SOMETHING YOU LIKE FOR A CHALLENGE, LIKE A SPONSORED "NO INTERNET WEEK". WHATEVER YOU DECIDE TO DO, YOU CAN DOWNLOAD OUR SPONSOR FORM AND START COLLECTING SPONSORS RIGHT AWAY!

SPONSORSHIP FORM: THE CYBERSMILE FOUNDATION



GIFT AID: IF I HAVE TICKED THE BOX HEADED 'GIFT AID', I CONFIRM THAT I AM A UK INCOME OR CAPITAL GAINS TAXPAYER. I HAVE READ THIS STATEMENT AND WANT THE CYBERSMILE FOUNDATION TO RECLAIM THE TAX ON THE DONATION DETAILED ABOVE, GIVEN ON THE DATE SHOWN. I UNDERSTAND THAT I MUST PAY AN AMOUNT OF INCOME TAX AND/OR CAPITAL GAINS TAX IN THE TAX YEAR AT LEAST EQUAL TO THE AMOUNT OF TAX THAT ALL CHARITIES I DONATE TO, WILL RECLAIM MY GIFTS FOR THAT TAX YEAR. I UNDERSTAND THAT OTHER TAXES SUCH AS VAT AND COUNCIL TAX DO NOT QUALIFY. I UNDERSTAND THE CYBERSMILE FOUNDATION WILL RECLAIM 25P OF TAX ON EVERY £1 THAT I HAVE GIVEN.



WWW.CYBERSMILE.ORG

ALL ENQUIRIES: STOPCYBERBULLYINGDAY@CYBERSMILE.ORG

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THE CYBERSMILE FOUNDATION