



THE CYBERSMILE FOUNDATION

Stop Cyberbullying Day Information Pack
Friday 19th June 2015

GIRLS ARE TWICE AS LIKELY TO EXPERIENCE CYBERBULLYING

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 WORST CASES, SUICIDE

*Over 40% of UK high school
students have been bullied online
and 1 in 4 suffer repeated
incidents*

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

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

THE CYBERSMILE FOUNDATION

“THROUGH VARIOUS INITIATIVES AND TEAMING UP WITH RELEVANT CELEBRITIES CYBERSMILE HAVE GAINED CREDIBILITY IN THE FICKLE WORLD OF SOCIAL MEDIA, ALLOWING THEM A POSITION OF INFLUENCE OVER TODAY’S YOUTH.”

Lizzie Cox,
Editor of Sugarscape

The Cybersmile Foundation is a multi award winning anti cyberbullying non-profit organization. Committed to tackling all forms of digital abuse and bullying online, we work to promote diversity and inclusion by building a safer, more positive digital community.

Through education and the promotion of positive digital citizenship we reduce incidents of cyberbullying and through our professional help and support services we enable victims and their families to regain control of their lives.

Founded in 2010, by the parents of children directly affected by cyberbullying, Cybersmile has grown to become the worlds leading anti cyberbullying non-profit organization.

Our educational programs, support services and messages of hope and positivity reach millions of people around the world each year, whilst maintaining our core values of integrity, equality and compassion – the Cybersmile hallmark.

Our mission is a simple one; we believe that everyone should be able to enjoy being part of the new connected online world. Regular and productive use of the

Internet has become essential to a healthy social and personal development.

Unfortunately, cyberbullying and digital abuse is increasing, holding many back from enjoying the benefits that this connected community can provide.

Our current online environment lacks the balance and social rules of engagement that have been cultivated over generations, governing the behavior and relationships in the communities where we live, play and work – the physical world.

Policing, monitoring and internet restrictions can only go so far, although useful additions to any internet safety policy, they are not adequate substitutes for a thorough understanding of cyberbullying and its related issues such as netiquette and emotional intelligence.

The Cybersmile Foundation are committed to helping everyone realize their true potential by supporting those that are bullied online, changing the behavior of the bullies themselves and through education – preparing this and further generations for a safe and positive digital future.

STOP CYBERBULLYING DAY

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 positivity.

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.

The many individuals and organisations participating during the day will drive the message towards 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



The Activities

The activities and exercises around Stop Cyberbullying Day are designed to address some of the key issues related to cyberbullying and online hate campaigns.

“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”

Emotional Detachment

Many people 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.

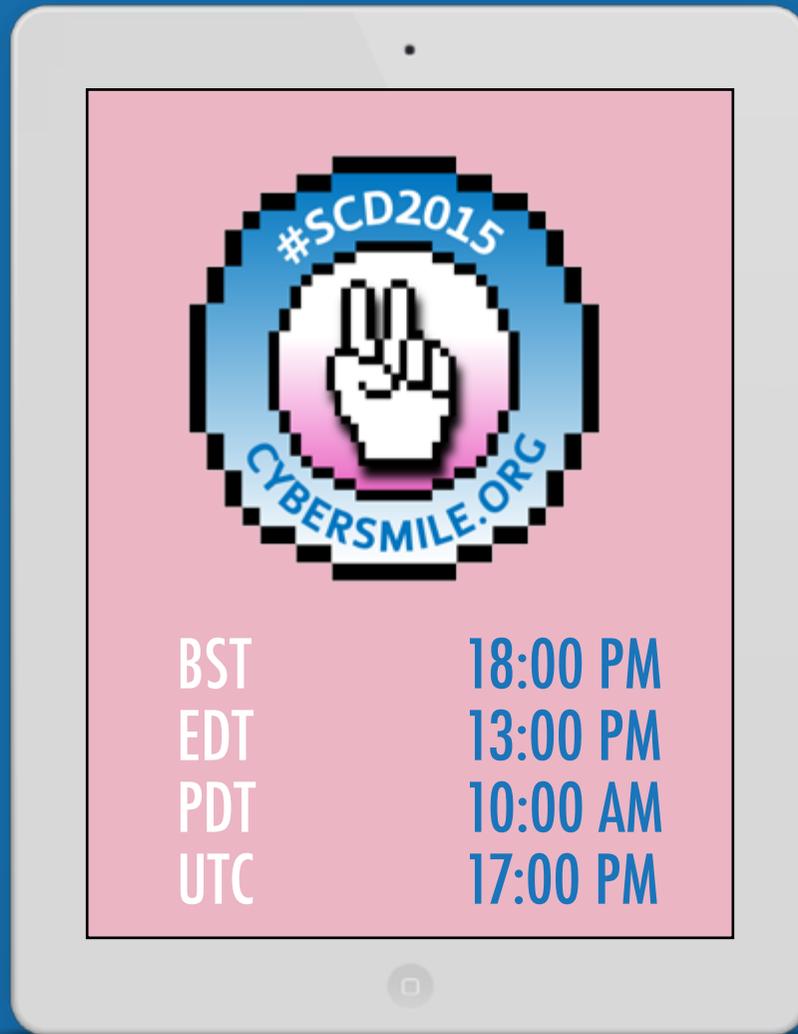
The Online Movement

Are you following us on socials?! There are lots of ways for you to get involved with Stop Cyberbullying Day 2015 and help us spread our message of #POSITIVITY around the world! Keep an eye on our Twitter account and track the #SCD2015 hashtag to see how our partners, supporters and ambassadors are raising awareness too!

Learning Together

We believe that education is the key to reducing incidences of online abuse. Stop Cyberbullying Day is a great opportunity to address these issues whether you are a teacher, parent or just want to help influence the people around you! Our Online Education Programs are a great resource to help you start the conversation.

GET IT TRENDING: #SCD2015



TWEET US AND SUPPORT STOP CYBERBULLYING DAY FRIDAY 19TH JUNE 2015

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.

step one

Hand out some clean sheets of recyclable paper to the group, one sheet per 5 people. Ask the group 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.

step two

Now ask the group 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.

step three

You can explain to the group that no matter how sorry they are the emotional scars of cyberbullying can stay with someone for a long time, just like the damage to the piece of paper.

DON'T RESPOND

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

SAY NO TO PEER PRESSURE

Don't get involved with sending, forwarding or liking cruel messages. If you're asked, just say



STOP AND BLOCK

Block and report cyberbullies to your web site administrator.

RECORD

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

TELL SOMEONE

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

TWITTER GET INVOLVED

We cannot make everyone online be nice to each other permanently. But it is our aim that on Friday 19th June 2015, 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.

Make up a new anti-cyberbullying slogan, such as 'Tweet others as you'd like to be tweeted' tagging #SCD2015

Tweet something nice to or about a person you follow tagging #SCD2015



Tweet @CybersmileHQ with advice you would give to victims of cyberbullying tagging #SCD2015 and we will retweet our favourites

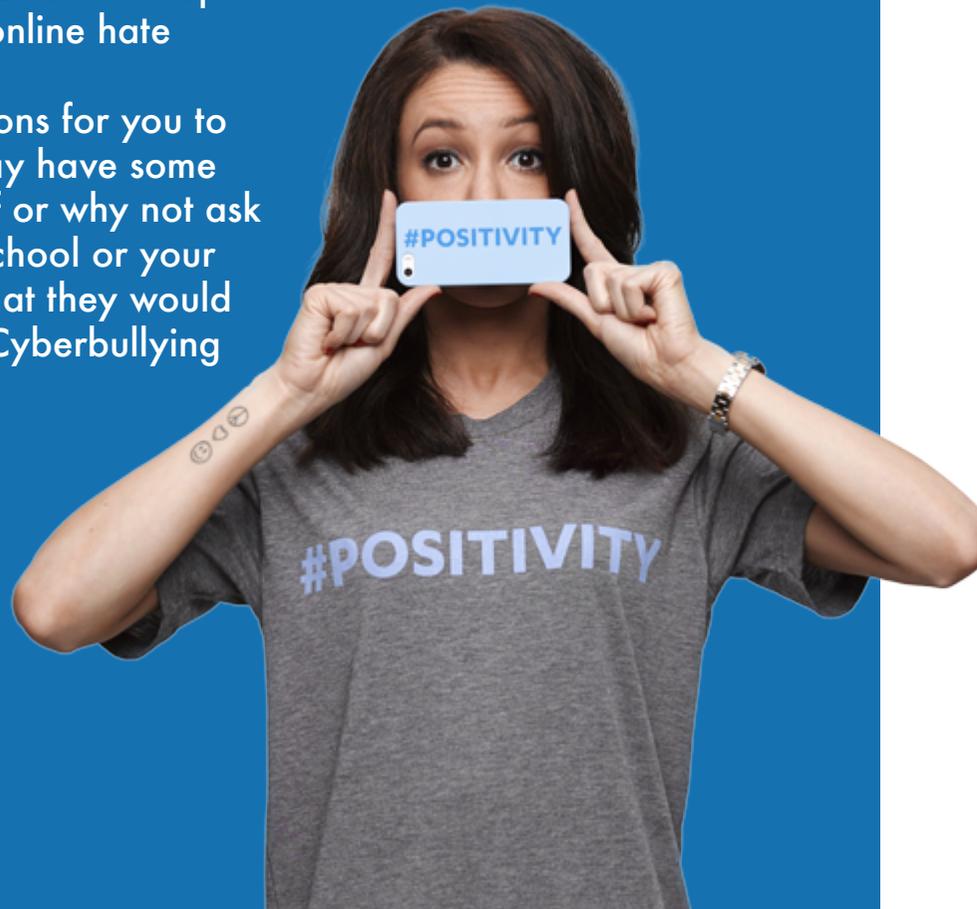
The message is clear. Be part of something that inspires change and positive action for a safer and more caring internet, for everyone.

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

Rally people in your school or office to 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.

Put on a Performance

Why not tap into your hidden talents? 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

A great way to use your own talent or hobby to help others! Perhaps you could 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!

Full Name	Home Address	Postcode	Amount £	Date Paid	Gift Aid?
Total donations received			£		

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



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@CybersmileHQ



/TheCybersmileFoundation