

SPEAK UP

Stand together

STOP

BULLYING

2018 PINK SHIRT DAY
STUDENT TOOLKIT

Join the movement

**PINK
SHIRT
DAY** '18

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Welcome

New Zealand has some of the highest rates of bullying in schools in the world. In 2018, we invite you to **join the movement** for change!

Pink Shirt Day, 18 May 2018, is the day when New Zealand celebrates diversity and speaks up and stands together to stop bullying.

By celebrating Pink Shirt Day at your school, you can be a champion for change and help create a school where all students feel safe, valued and respected, and can flourish.

Pink Shirt Day has a strong focus on stopping homophobic, biphobic and transphobic bullying.

In New Zealand, young people who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, plus (LGBTQIA+) (also referred to as rainbow communities) experience higher rates of bullying.

Many studies show that young people who are bullied are more likely to experience mental health issues, such as depression, anxiety and even suicidal thoughts.

The Pink Shirt Day movement is strong and growing! And once again, **Bullying-Free NZ Week** (May 14–18) ends on Pink Shirt Day!

This toolkit has a whole range of information, ideas and inspiration to help you get active around Pink Shirt Day, as well as throughout the year.

Thank you for joining us this Pink Shirt Day. It's more than a day, it's a movement!

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 (PPTA), Auckland District Health Board Peer Sexuality Support Programme (PSSP), Te Kaha o Te Rangatahi Trust, Youthline, Emerge Aotearoa, Bullying-Free NZ Week and the Human Rights Commission.

Bullying-Free NZ (May 14–18) is a week-long opportunity to raise awareness of bullying behaviour and promote what schools are doing to become a Bullying-Free NZ School. It is an initiative of the cross-sector Bullying Prevention Advisory Group, a collaboration of 18 organisations with representatives from the education, health, justice and social sectors.



About Pink Shirt Day

Join the Pink Shirt Day movement and on 18 May stand together for diversity, and 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! It has been celebrated in New Zealand since 2009.

Our partners

The Mental Health Foundation has led Pink Shirt Day since 2012. In 2018, our partners include The Peace Foundation, RainbowYOUTH, InsideOUT, New Zealand Post Primary Teachers' Association (PPTA), Auckland District Health Board Peer Sexuality Support Programme (PSSP), Te Kaha O Te Rangatahi Trust, Emerge Aotearoa, Youthline, the Human Rights Commission and Bullying-Free NZ Week.

Pink Shirt Day in NZ

Pink Shirt Day aims to reduce bullying in schools by celebrating diversity in all its forms and supporting schools to be safe, supportive, welcoming and inclusive of all students. While all young people can be the target of bullying, some groups or individuals experience more bullying than others. These are often young people that are perceived as different in some



way from the mainstream, “majority culture” of the school, and can be targeted as a result.

Lesbian, gay, bisexual, transgender, queer, intersex, asexual, plus (LGBTQIA+) young people experience high levels of bullying at school. Pink Shirt Day started because students wanted to stop homophobic, biphobic and transphobic bullying in their school, and this remains a strong focus of Pink Shirt Day in Aotearoa, New Zealand.

“Being a part of a national movement towards positive change is such a powerful feeling. That we are all working towards making young people feel safe and good about who they are, right across New Zealand.”

FACT SHEET #1

“Pink Shirt Day speaks up for those who don’t yet have the courage to do so. Reminding people they aren’t alone and there are people out there trying to make a change, is a huge thing.”

Why reduce bullying?

Many studies show that young people who are bullied are more likely to experience mental health issues, such as depression, anxiety and even suicidal thoughts. This can impact their learning, relationships and their ability to feel good about who they are, leading to ongoing poor mental health and wellbeing. By taking bullying seriously and working towards a school culture that supports and celebrates the diversity of all students, young people can feel safe and supported, and flourish at school.



What do we mean by LGBTQIA+?

LGBTQIA+ stands for lesbian, gay, bisexual, transgender, queer, intersex, asexual or other sexuality and gender diverse identities. It’s important to note the ‘+’ in this acronym acknowledges anyone that does not identify with these terms (Te Kete Ipurangi, 2018).

We understand the language and definitions are constantly evolving. There are many different cultural understandings and terms for sexuality and gender diversity such as takatāpui, whakawāhine, and tangata ira tāne (Māori), hijra (Bengali), fa’afafine (Samoan), and fakaleiti (Tongan).

“Bullying and discrimination can make you believe who you are is wrong, which can lead to anxiety, depression, self-harm and more.”



Ideas and Inspiration

“When students work together to stop bullying in their schools, they make an impact and bullying decreases. The power is your hands!”

There are a whole range of things you can do to help make your school safe, supportive and respectful for all students. Creating a positive school culture and environment, free from bullying and where diversity in all its forms is celebrated, doesn't happen over the course of one day. Change takes time. We've provided ideas for what you can do on Pink Shirt Day, as well as throughout the year.



ON PINK SHIRT DAY, FRIDAY 18 MAY

Get the whole school on board with a big Pink Shirt Day event full of fun and inspirational activities, raising awareness about bullying and its impacts, and empowering people to take action. Each school has its own unique culture as well as rules about what kinds of activities are okay to do, so below is a list of ideas to choose from. These are just suggestions – get creative and come up with your own activities that will work for your school!

- Get the support of school management, teachers, guidance counsellor, health nurse or heads of house and head students. There may also be other groups within your school you can link in with.
- If your school has something else happening on 18 May, like exams or a teacher-only day, no problem! You can hold your Pink Shirt Day on any day that suits your school.
- Order your free Pink Shirt Day 'Event Pack' with posters and balloons from our ['Swag'](#). You can order stickers too!
- On the Pink Shirt Day, post pictures on Instagram, Twitter or Facebook using #pinkshirtdaynz and become part of the national Pink Shirt Day movement.

“A school filled with students who do acts of kindness and respect and support one another regardless of their gender identity or sexual orientation means peace and happiness. I am proud to say that our school is understanding of everyone.”

FACT SHEET #2

ACTIVITIES

Spread the love

Create a 'compliments box' for your classroom or whole school and encourage people to leave little compliments for each other, and make everyone's day! Or create your own compliments by cutting out heart shapes with kind phrases or order some compliment stickers from our ['Swag'](#). Hand them out to students and staff. Encourage people to leave kind and thoughtful messages for each other on social media. Some schools encourage all people at school and at home to do random acts of kindness for people, e.g. open a door or offer to help.

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 LGBTQIA+ students, families and whānau. Invite your local LGBTQIA+ youth group to speak at an assembly, or put up posters for their group.

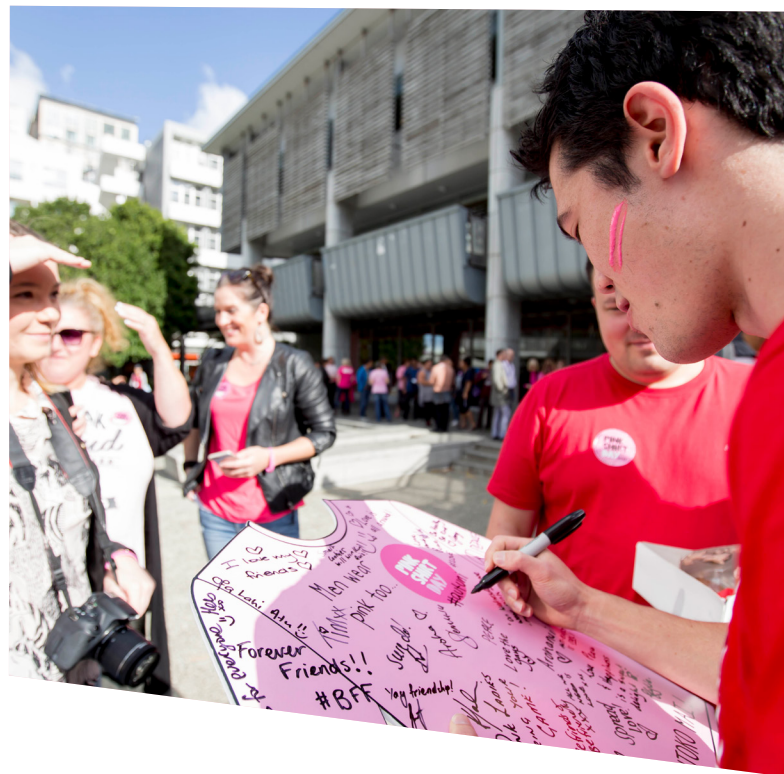
Assembly, class and staff presentations

Open up conversations about bullying by talking about Pink Shirt Day and what it stands for. Talk about the importance of being accepting of difference and how important it is to create a school environment where everyone can flourish.

Create a 'Join the movement' Pink Shirt Day pledge

Ask everyone (students, teachers, the whole classroom, community members, parents, whānau and teachers) to join the movement by adding their name/hand print and commitment to creating a bullying-free environment. Display it and share it!

"I am extremely proud of my ability to celebrate people's differences and my drive and willingness to help and support those who need it most."



Proud to be me

Help people express themselves and what they're most proud of. Use a white board or paper and markers. Make it part of a pink photo booth. Display the photos or share online with [#pinkshirtdaynz](#) and [#proudtobeme](#).

Pink Shirt Day Awards

Recognise students (and teachers!) who express the values of Pink Shirt Day. Order a free 'School Awards Pack' of awards certificates or print out the certificate and awards guide from the [Swag](#) page.

Get active online

Follow us on Instagram or Twitter and change your profile pic on Facebook to our Pink Shirt Day logo/frame (download it from our ['Swag'](#)). Share videos, photos and selfies of your school getting involved in Pink Shirt Day.

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.

Engage parents/caregivers/whānau

Send a letter home with students that talks about Pink Shirt Day. We've developed a [template letter](#) to make it easy.

FACT SHEET #2

THINGS TO DO ALL YEAR-ROUND

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 [InsideOUT](#) for a resource pack including great tips for starting a group, what to do in a group, facilitation tips, information for staff, examples of other groups and lots more.

Find out about your school's bullying prevention policy

It may sound boring, but it's really important for your school to have a bullying prevention policy and for students to know about it and understand it. Take five minutes to find out about your school's policy and make others aware of it, 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.

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, whānau member, friend, school counsellor or teacher or call one of the helplines on our ['Getting Help & Advice' Fact Sheet](#).

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

Support others to get further advice about bullying by displaying our [Fact Sheet #7](#) of key helplines on notice boards and in common areas.

Read all about it

Interested in books that explore topics like anxiety, bullying, feeling different and resiliency? Head to our [Information Hub](#)! The books have been reviewed by librarians, parents, students, Mental Health Foundation staff and professionals. Plus, our [Information Hub](#) will tell you if any of the books you're interested in are available at your nearest library!

Check out the library

Does your school library have books with a wide range of characters and topics from diverse backgrounds? Are these books inspirational? Do they celebrate diversity? Ask your librarian about making a Pink Shirt Day display from these books. If you think your school's collection could use a bit more diversity, talk to your librarian!

Advocate for making your school inclusive and supportive of trans and gender diverse students

Check out [InsideOUT's guidebook](#) for creating safe and inclusive school environments for trans and gender diverse young people. From bullying to bathrooms, the Making Schools Safer for Trans and Gender Diverse Students resource covers all aspects a school may need to think about.

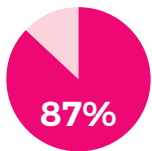
“Being a queer person means being outnumbered and often misrepresented in society. But strengthening organisations [like QSAs] at schools and in communities is showing the world that our sexualities and gender identities are all just a little different, and that we can definitely express these without feeling ashamed of ourselves.”



Bullying Statistics

BULLYING IS A PROBLEM FOR YOUNG PEOPLE

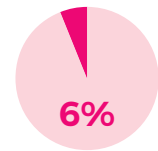
New Zealand has the second-highest rate of school bullying out of 51 countries (OECD, 2015).



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).



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



Just over a quarter of New Zealand 15-year olds report being bullied at least a few times a month (OECD, 2015).



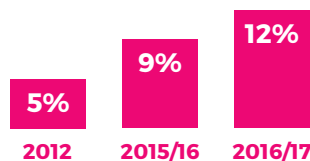
Just under 1 in 5 New Zealand students met the criteria for being described as frequently bullied (OECD, 2015).



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

4x

High school students who had been bullied weekly or more often were four times more likely to experience significant depressive symptoms than students who had been bullied infrequently or not at all (Clark, 2009).



The number of 15 to 24 year olds struggling with mental health issues has been steadily increasing (Ministry of Health, 2017).



The number of young people experiencing anxiety or depression has increased in the past year (Ministry of Health, 2017).



In the UK, school-based interventions to reduce bullying are estimated to result in £14.35 saved for each £1 spent (Campion, 2017).



Some Young People are More Likely to be Targeted

While all young people are potential targets of bullying, some groups can experience higher rates.

Homophobic, biphobic and transphobic bullying

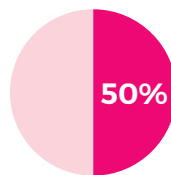
These terms refer to bullying based on a person's sexual orientation or gender identity. Young people who identify as LGBTQIA+, or are perceived to be part of the rainbow community, experience higher rates of bullying than students who do not. However, it is important to note that not all of these students will experience homophobic, biphobic or transphobic 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:



Nearly one in five students who are same/both sex attracted, or are transgender or unsure of their gender identity, reported being bullied weekly at school, compared to 6% of their peers (Lucassen, 2014) and (Clark, 2014).



50% of transgender students had been hit or physically harmed on purpose in the last 12 months (Clark, 2014).



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 LGBTQIA+ 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).



Fundraising

It's a huge boost to our campaign when schools fundraise to support Pink Shirt Day! Every dollar raised helps us to grow the Pink Shirt Day movement to be even bigger the following year. Fundraising can be easy and comes in many different forms – just look at this list of fundraising options!

Sea of pink - mufti day

Imagine everyone in your school wearing pink for a day, creating a sea of colour. What a powerful statement that would be about how your school is committed to stopping bullying!

Your school could have a pink mufti day with students and teachers wearing as much pink as they can. People can buy official Pink Shirt Day t-shirts from [Mr Vintage](#) (find them under 'collections'/'charities'), but any pink clothes will do. Have a look around in your local op-shop, dye some of your current clothes pink or download our [Pink Shirt Day stencil](#) and make your own t-shirt! Get together with friends and get creative! Collect gold coin donations on the day.

Taste the sweetness of pink

Hold a bake sale full of sweet pink treats! Some schools in the past have even used candy floss machines to get even more pink sweetness into the day. Sell your sweet treats for a gold coin donation.

Stick it to bullying

Provide [Pink Shirt Day stickers](#) for a gold coin donation.

Ordering resources

Order your free Pink Shirt Day 'Event Pack' with posters and balloons from our ['Swag'](#).

How to donate

If you've held a fundraiser, visit our [Pink Shirt Day fundraising page](#) to make your donation.





About Bullying

“Kids today can’t just shut the door. They’re still getting messages on their phones or Facebook, and sometimes they feel that there’s no escape.”

What is bullying?

It isn’t uncommon to hear someone say something insensitive or mean to someone else. In fact, probably all of us have said or done something that wasn’t very nice to someone else, in a moment of anger or frustration. And although such comments or actions are not okay, bullying has some specific features that make it much more serious and harmful.

- Bullying is deliberate – harming another person intentionally
- Bullying involves a misuse of power in a relationship
- Bullying is usually not a one-off – it is repeated, or has the potential to be repeated over time
- Bullying involves behaviour that can cause harm – it is not a normal part of growing up ([Bullying-Free NZ Week website](#), 2017).

Bullying can be:

- Physical – hitting, tripping up
- Verbal – insults, threats
- Social – spreading gossip or excluding people.

Cyberbullying is bullying online, via the internet, mobile phones and social media. It’s a common form of bullying, especially amongst young people (Steiner-Fox, 2016).



Why do some people get bullied?

There is never a good reason for bullying. But, 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, religion, disabilities and abilities, weight, 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! ([Bullying-Free NZ Week website](#), 2017).

“I’m quite skinny, and I have really bright hair, and they just thought I’d be easy to pick on. They called me a freak, a loser, just lots of really mean things.”

FACT SHEET #6

Why do some people bully others?

Just as there are many reasons someone might experience bullying, there are also many reasons why someone might bully someone else:

- They feel unhappy
- They have been the target of bullying themselves
- They want to feel important or powerful
- They don't realise how their behaviour harms others
- They believe being different is a bad thing.

Labelling someone who bullies as a "bad person" isn't right or helpful. While the bullying behaviour isn't okay, someone who bullies others often needs our help and support too.

Is bullying harmful?

- Studies show that young people who are bullied are more likely to develop mental health issues, such as depression and anxiety.
- Bullying that is particularly sustained, severe or intense may be linked to increased risk of suicidal thoughts and behaviours (Bullying Prevention Advisory Group, 2015).
- This can impact on their learning, relationships and ability to feel good about who they are, leading to poor mental health and wellbeing.
- Bullying harms the person being bullied, the person doing the bullying and can also harm those who witness it (bystanders).
- Young people who bully others, or are bullied (or both), are more likely to skip classes, drop out of school, and perform worse academically than schoolmates who have no conflict with their peers (OECD, 2015).





Getting Help & Advice

Talk to someone

1737 – Need to talk? Free call or text 1737 any time for support from a trained counsellor.

Youthline – 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 Mon-Fri 12pm-11pm and Sat-Sun 3pm-11pm. 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](http://www.thelowdown.co.nz) 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 or call 0508 638 723.

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/insideoutkoaro/,
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.



Our Partners

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The Human Rights Commission – the Human Rights Commission works for a free, fair, safe and just New Zealand, where diversity is valued and human dignity and rights are respected. Their purpose is to promote and protect the human rights of all people in Aotearoa.

The Peace Foundation – a not for profit organisation working to build peaceful relationships among people of all ages and cultures, from personal to global through education, research and action.

RainbowYOUTH – a charity that supports queer and gender diverse youth in Aotearoa.

Te Kaha O Te Rangatahi Trust – a Māori community based youth provider delivering sexual health and teenage pregnancy services to young Māori and Pacific Island rangatahi (youth) and their whānau within the Counties Manukau, Central, North and West Auckland areas.

InsideOUT – a national organisation which works to make Aotearoa a safer place for all young people of minority sexualities, sexes and genders to live and be in.

New Zealand Post Primary Teachers' Association (PPTA) – the professional association and union of teachers and principals committed to improving secondary education for New Zealand students.

Auckland District Health Board Peer Sexuality Support Programme (PSSP) – a school-based programme delivered in the Auckland region, helping students to make informed decisions about their own sexual health. PSSP aims to formalise already existing networks through training students to work in a support and referral role with their peers.

Youthline – a collaboration of youth development organisations across the country. Youthline works with young people, their families and those supporting young people. At the core of their work is the development of leadership and personal skills in young people.

Emerge Aotearoa – provides a wide range of community-based mental health, addiction, disability support and social housing services nationwide.

Bullying-Free NZ (May 14–18) is a week-long opportunity to raise awareness of bullying behaviour and promote what schools are doing to become a Bullying-Free NZ School. It is an initiative of the cross-sector Bullying Prevention Advisory Group, a collaboration of 18 organisations with representatives from the education, health, justice and social sectors.

Bullying-Free NZ Week

14–18 May 2018

Let's

TALK

about it!

Make your school a Bullying-Free NZ School

New Zealand's annual nationwide Bullying-Free NZ Week starts on Monday 14 May, ending on the Mental Health Foundation's Pink Shirt Day, Friday 18 May.

Bullying-Free NZ Week is an important week in the school calendar. The whole school community uses it as an opportunity to refocus minds on the important message that bullying of all kinds is wrong. Schools can take part in a range of fun and easy bullying prevention-themed activities and take the opportunity to review their policy and practice.

It's really important students talk about bullying—they're the experts in knowing what it's like to be bullied today and the best way to support them.

Free resources to start talking about bullying and share ideas are available at www.BullyingFree.NZ



Create a student advisory group



Plan activities for Bullying-Free NZ Week with a group of students to get everyone involved.

Review your school's policies



Ask students to review your bullying prevention policies and look at how you can make sure students' voices are heard.

Use a slogan



Use the official Bullying-Free NZ Week slogan "Let's Talk About It!", or come up with your own.

Share the knowledge



Encourage students to share their bullying prevention ideas in assemblies or lessons.



Enter the 2018 Bullying-Free NZ Week competition

Students can make a short film, compose a song, create a rap, write a story or poem, or make a PowerPoint presentation.

Three age groups: junior, intermediate, and senior.

Award-winning schools will each receive \$500 worth of resources of their choice. Check out last year's winners at www.BullyingFree.nz

For more information, activity ideas and free resources visit www.BullyingFree.nz or email info@BullyingFree.nz

bullyingfreenz



WEEK 14-18 MAY 2018