



Briefing Note: Bullying-Free NZ Week 2022

To:	Hon Jan Tinetti, Associate Minister of Education		
Cc:	Hon Chris Hipkins, Minister of Education		
Date:	8 April 2022	Priority:	Medium
Security Level:	In Confidence	METIS No:	1285383
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Messaging seen by Communications team:	Yes	Round Robin:	No

Purpose of Report

The purpose of this report is to provide an overview of this year's Bullying-Free NZ Week activities. There is opportunity for you to participate in the Week. Brief speaking points (Annex 1) and a draft media release (Annex 2) are also attached for your consideration.

Summary

- Bullying-Free NZ Week runs from Monday 16 May to Friday 20 May. This nationwide initiative is part of the cross-sector Bullying Prevention Advisory Group's work programme, and organised by the Ministry of Education, and is in its sixth year. Our aim is to raise awareness of bullying and the ways that school communities can work together to address it effectively **as part of a whole-school approach to supporting learner wellbeing.**
- This year we will continue to build on the youth-developed theme **He kōtuinga mahi iti, he hua pai-ā rau: Small ripples create big waves.** refer [Home | Bullying Free NZ](#).
- Schools around the country will be participating in Bullying-Free NZ Week with classroom and whole-school activities. Students and school staff are also invited to nominate "*Local Legends*" - people in their communities that are contributing to support safe, inclusive learning environments.
- We understand that schools are under significant additional pressure as a consequence of the Omicron outbreak. In recognition of this, an appropriate option for your participation in BFNZ Week 2022 is to express support through brief video clips that can be shared on appropriate social media channels. You may also wish to participate in Pink Shirt day.

Agree that this Briefing will be proactively released.

☒ **Agree** ☐ **Disagree**

David Wales

Dr David Wales
Poutohu Matua | National Director Learning Support Delivery
Te Pae Aronui

07/04/2022

Jan Tinetti

Hon Jan Tinetti
Associate Minister of Education

7/04/2022

Opportunities to participate in Bullying-Free NZ Week

1. The aim of Bullying-Free NZ Week (the Week) is to raise awareness of how to prevent and respond to bullying. The Week provides students, schools, whānau and communities with an opportunity to work together to raise awareness of bullying and what can be done to address it. It also provides a chance for schools to showcase the efforts they are making to prevent bullying and promote wellbeing.
2. Options for your participation in Bullying-Free NZ Week include:
 - i. *Recommended:* Sharing a brief video message in support of Bullying-Free NZ Week through the Ministry's social media channels and Bullying-Free NZ Website. Filming and any message development would be organised by the Ministry in liaison with the Ministers Office.
 - ii. Participating in Pink Shirt Day. This would involve sharing a photo of yourself wearing a promotional Pink Shirt Day t-shirt, along with a positive message of support, through the Ministry's social media channels.

Background

3. Bullying is a serious issue in homes, schools, and communities. It is a learned behaviour.
4. There is strong evidence of the immediate and ongoing harm that bullying causes individuals, families, whānau and communities.
5. Prioritising student wellbeing by building safe, caring, and inclusive environments, where everyone feels they belong, is central to preventing bullying.
6. Celebrating and affirming students' languages, identities and cultures increases their sense of belonging, and helps to address some of the drivers of bullying and other discriminatory behaviours.
7. The evidence suggests that when the whole school community, students, staff and whānau work together to address bullying, positive, ongoing change happens.

Bullying-Free NZ Week, 16-20 May 2022

8. Bullying-Free NZ Week is an initiative of the cross-sector Bullying Prevention Advisory Group. Their vision is to improve student wellbeing and achievement by supporting schools to create safe and positive environments that reduce bullying. The Week is organised by the Ministry of Education.
9. The annual nationwide Week provides schools, students, and their communities opportunities to raise awareness of bullying and its impacts as well as to highlight their everyday work to prevent it in support of wellbeing.
10. Schools around the country participate in Bullying-Free NZ Week with classroom and whole-school activities. They are also encouraged to contact their local media and use social media to highlight their participation in the week.
11. In 2022 our emphasis is on highlighting positive work already happening in school communities across Aotearoa, in support of safe, inclusive school cultures where wellbeing is prioritised. As part of this, school staff and students will be invited to share the work of "Local Legends" so that it may be celebrated more widely.

12. The theme of the week is again **He kōtuinga mahi iti, he hua pai-ā rau: Small ripples create big waves**. This theme was suggested by young people from youth-led bullying prevention organisation, Sticks 'n Stones. It has universal appeal, and obvious relevance to the island status of Aotearoa. The idea to build further on this theme was sparked by young people in our BFNZ Week refresh working group who pointed out that this initiative should be for something and not just against bullying. This theme aligns with that sentiment by providing a strong metaphor for the role everyone in a school community has in bringing about positive culture change.
13. The Week culminates with the Mental Health Foundation's Pink Shirt Day, Friday 20 May, which aims to create schools, workplaces, and communities where all people, and particularly those in LGBTQIA+ communities, feel safe, valued, and respected.

Activity packs and “Local Legend” nominations

14. School staff can download an activity pack, containing bullying prevention ideas, guidance, links to class activities and helpful resources.
15. Student action packs for both high school and primary school learners are also available for download. The packs contain ideas and activities that have been tested by students.
16. School staff and students will be invited to nominate “Local legends” and share their stories more widely through social media channels and the Bullying-Free NZ Website. This will help bring attention to diverse role models within school communities and inspire involvement in activities that make a positive difference.
17. We have printed BFNZ Week face masks to use as giveaways during the Week.
18. Additional resources for the week include posters for schools and communities in Te Reo and English as an insert in the Ed Gazette and a media guide to support schools to promote their activities.

Next steps

19. Key messages and a draft media release for use by your office is attached (Annex 1 and 2).
20. We will liaise with your office to discuss your availability to participate in Bullying-Free NZ Week.

Annexes

- Annex 1: List of key messages / talking points
Annex 2: Draft media release

Annex 1: Key messages / talking points

Key messages for all

- Bullying-Free NZ Week will be held from 16- 20 May, ending with Pink Shirt Day on Friday 20 May.
- This year we will continue to build on the theme, He Kōtuinga mahi iti, he hua pai-ā rau - Small ripples create big waves.
- We want ākonga and their school/kura communities to take the lead, spread the word, and make a change.
- When the whole school community, students, staff and whānau work together to address bullying, positive, ongoing change happens.
- There are people in every community helping to make our schools and kura safe and inclusive places to be. Let's spread the word and shine a light on these legends and their mahi!
- Students can take the lead to support wellbeing and prevent bullying behaviour. Bullying prevention approaches are more effective with student involvement. Empower students to be part of the solution.
- Prioritising ākonga wellbeing by building safe, caring and inclusive environments is central to preventing bullying. When schools do this well, they can also reduce racism and discrimination, and support attendance and engagement.
- Celebrating and affirming ākonga languages, identities and cultures supports belonging and makes bullying behaviours less likely.
- While we encourage activities to be the main focus of the week, we all need to keep in mind the government's guidance around COVID-19. Traffic lights | Unite against COVID-19 (covid19.govt.nz)
- At this time some people may face hurtful comments due to their vaccination status. It's important we promote kindness and respect for all, focus on our common values, and support people to access accurate information.
- Digital technology is now a central part of all our daily lives so cyberbullying is more prevalent than ever. Netsafe offers support, advice and resources on how to prevent and act in situations involving cyberbullying.
- InsideOUT has a range of print and online resources available to download. These resources are aimed at helping to prevent and respond to rainbow-focused bullying within schools, alongside support for the LGBTQIA+ community.

Additional messages

Ākonga

- If everybody says something, we can change everything: it's important to talk about bullying, and not let it live or grow in silence.
- Now's good, later's good, it's not when we speak up, it's that we do.
- Take the lead: download a student action pack developed by students for students <https://www.bullyingfree.nz/>.

- If you're being bullied, tell someone you trust. You might think it will make it worse but doing nothing won't help it go away and it might be happening to others.
- If you know someone who is being bullied, speak up. Don't be a bystander – if it's safe for you, step in and call it out, or tell an adult you trust who can help.
- If you're bullying someone, do the brave thing and make it right. Ask for help from an adult you trust.
- Everyone deserves to feel valued and included.

Kaiako

- In your activities for the week you may want to include talking about what bullying is, types of bullying, and the importance of everyone feeling safe and included.
- Check out the BFNZ Week 2022 Activity Pack [link] and the [Bullyingfree.nz](https://bullyingfree.nz) website for ideas, activities and resources to help empower learners to spread the word, take action and make a change.
- For primary and intermediate classes there is a set of posters to help support discussions about bullying behaviour and how to respond to it.

Boards of Trustees and school leaders

- Boards and kura leaders have an important role in promoting wellbeing and safe, caring and inclusive cultures. [Bullying-Free NZ](https://bullyingfree.nz) provides an opportunity for schools and kura to promote discussion and prompt self-review. It's also a chance to assess and review your year-round measures (including policies and procedures) to address and reduce bullying.
- Read more about how Boards can build on existing good practice and help identify actions for your school – [A guide for Board of Trustees | Bullying Free NZ](#)
- Consider a student survey to get a picture of students' experiences and perceptions and hear their voices. The [Wellbeing@School](#) (W@S) survey toolkit is free of charge and will help you understand what your school needs to target, to reduce bullying and increase wellbeing. Register your school to use W@S [here](#).

Parents, caregivers and whānau

- Talk to your tamariki, find out more about bullying and how you can support your school's efforts to increase student wellbeing and reduce bullying.
- A guide for parents and whānau is available on the [Bullyingfree.nz](https://bullyingfree.nz) website.

DRAFT

Hon Jan Tinetti



Media Statement

Wellbeing check for Bullying-Free NZ Week

Bullying-Free NZ Week is a timely opportunity to check on the wellbeing of classmates, friends, whānau and everyone around us, Associate Education Minister Jan Tinetti says.

“The Omicron outbreak again highlighted the importance of our health and emotional wellbeing. I’m delighted the vast majority of schools are now back to normal on-site, and students can enjoy learning with their friends and teachers.”

“Bullying-Free NZ Week is another opportunity for us all to do our bit in making sure schools are safe, caring and inclusive places - where learners feel like they belong.”

Jan Tinetti says she’s delighted to launch this year’s annual week, from 16-20 May, with the theme of He kōtuinga mahi iti, he hua pai-ā rau: Small ripples create big waves.

“I urge students, teachers and communities to get behind this - to lead discussions and decide what activities or ripples can lead to a groundswell of change.”

“We know that when the whole school community works together to address bullying, then positive, long-lasting benefits can be achieved for all our learners.”

Student and teacher action packs are available on the BFNZ Website to help get discussions going. This year we want to hear about and help celebrate the great work people across Aotearoa are already doing to challenge bullying and help make their school communities safe and inclusive places to be for everyone.

Pink Shirt Day on Friday is once again a feature of the Bullying-Free NZ Week, with all New Zealanders encouraged to speak up and stand together to stop bullying and celebrate diversity.

Note to Editors:

Bullying-Free NZ Week is scheduled for Monday 16 May to Friday 20 May. This is the sixth year for this initiative.

Bullying-Free NZ Week is coordinated by the Bullying Prevention Advisory Group (BPAG). BPAG, a collaboration of 17 organisations committed to reducing bullying in NZ schools, includes representatives from across the education, social, justice and health sectors, as well as Netsafe and human rights advocacy groups.

The aim of the Week is to raise awareness of how to prevent and respond to bullying of children and young people in schools. The Week provides an opportunity for schools to highlight their everyday work to counter bullying behaviour, and open up discussion on the issue with ākonga, parents, whānau and the wider community.

The website www.bullyingfree.nz is an initiative of BPAG and provides a central source of information, tools and resources to support schools and their communities in bullying prevention and response.

For more information about bullying behaviour and advice for schools, whānau and students, visit www.bullyingfree.nz