# Newsletter content

Your newsletter and social media accounts are some of the most effective ways to engage schools and communities and share your bullying prevention message.

The following articles can be adapted and shared to show you are proud to participate in the 2024 Bullying No Way: National week of action.

## Article 1

### Bullying No Way: National week of action

This year <insert school/supporter’s name> is participating in the Bullying No Way: National week of action, 12 to 16 August 2024.

Bullying No Way Week is a commitment being made by thousands of schools and supporters across the country. It provides an opportunity to demonstrate our commitment to bullying prevention. It gives us an opportunity to connect with students, staff and school communities to implement workable solutions to prevent bullying.

The new hero colour for the campaign is purple – symbolising peace, strength and empowerment to take a stand against bullying behaviour.

The theme for this year's campaign is **Everyone belongs**. This theme highlights the importance of creating a sense of belonging and inclusion for students. We recognise bullying often thrives in environments where individuals feel marginalised or excluded, and it is our collective responsibility to ensure that every student feels valued and respected.

“Positive school climates that value diversity and inclusion can foster a sense of belonging and provide a protective factor against negative peer relationships and reduce bullying.” (Australian Education Research Organisation 2023).

For more information about Bullying No Way Week and bullying prevention, visit the [Bullying No Way](https://bullyingnoway.gov.au) website.

<The following content has been developed for schools>

During the week we will be engaging students in meaningful discussions and activities aimed at promoting empathy, understanding, and respect for diversity. We encourage parents and carers to take this opportunity to have open and honest conversations with their children about the impact of bullying and what they can do if they need support. You can visit the [Bullying No Way website](https://bullyingnoway.gov.au/teaching-about-bullying/talking-about-bullying) for tips around how to have this discussion.

You can access the school’s bullying prevention policy <insert link to your policy/procedure> to learn more about our process for preventing and responding to bullying.

If you have concerns that your child is being bullied, please contact <staff member/s position> in the first instance. If you believe the behaviour constitutes a crime, or is a serious incident of cyberbullying, please refer to the Bullying No Way website for information on [how to report](https://bullyingnoway.gov.au/contact-us/report-bullying) to other authorities and [access wellbeing help](https://bullyingnoway.gov.au/contact-us/need-help-now).

## Article 2

### Bullying – important conversations to have with your child

<insert school/supporter name> is participating in the Bullying No Way: National week of action – 12 to 16 August 2024.

By working collaboratively within our community, we can collectively help reduce bullying.

Parents and carers play an important role in helping your child understand bullying, and know how to respond to it.

If your child tells you about things at school, or you observe something in public that involves conflict or bullying, take the opportunity to talk about what bullying is. You can learn more about what defines bullying at [bullyingnoway.gov.au](https://bullyingnoway.gov.au/understanding-bullying).

Questions you could ask:

* What do you think bullying is?
* Have you seen it? How did you feel?
* Have you ever felt scared at school because of bullying?
* As well as me, who are the other adults you would talk to when it comes to things like bullying?
* Have you or your friends left other kids out on purpose? Do you think that was bullying? Why or why not?
* Have you ever tried to help someone who is being bullied? What happened? What would you do if it happens again?

Remind your child that bullying is never okay and discuss how they can respond safely if they experience or witness it.

Encourage them to seek help from a trusted adult and keep seeking support if needed.

By promoting open communication, we empower children to stand up against bullying and create a safer environment where everyone can feel that they belong.

For more information, visit [bullyingnoway.gov.au](https://bullyingnoway.gov.au/).