

# Don't bully me!

Advice for primary age children





## Don't bully me!

**Hello!** This booklet is for you. It is about bullying. Bullying is when someone makes you unhappy by being nasty on purpose. They might bully you at school, in the street, at clubs and activities or on the internet. If you are being bullied or know someone who is, this booklet will help you.

If you are being bullied, don't be afraid to tell your mum or dad or a teacher. Don't keep it secret because the bullying won't stop until you tell. Remember that no-one is allowed to bully you.

Maybe you have bullied someone and you didn't mean to, or you would like to know how to stop bullying. Read this booklet and ask a teacher, friend or your mum or dad to help you.

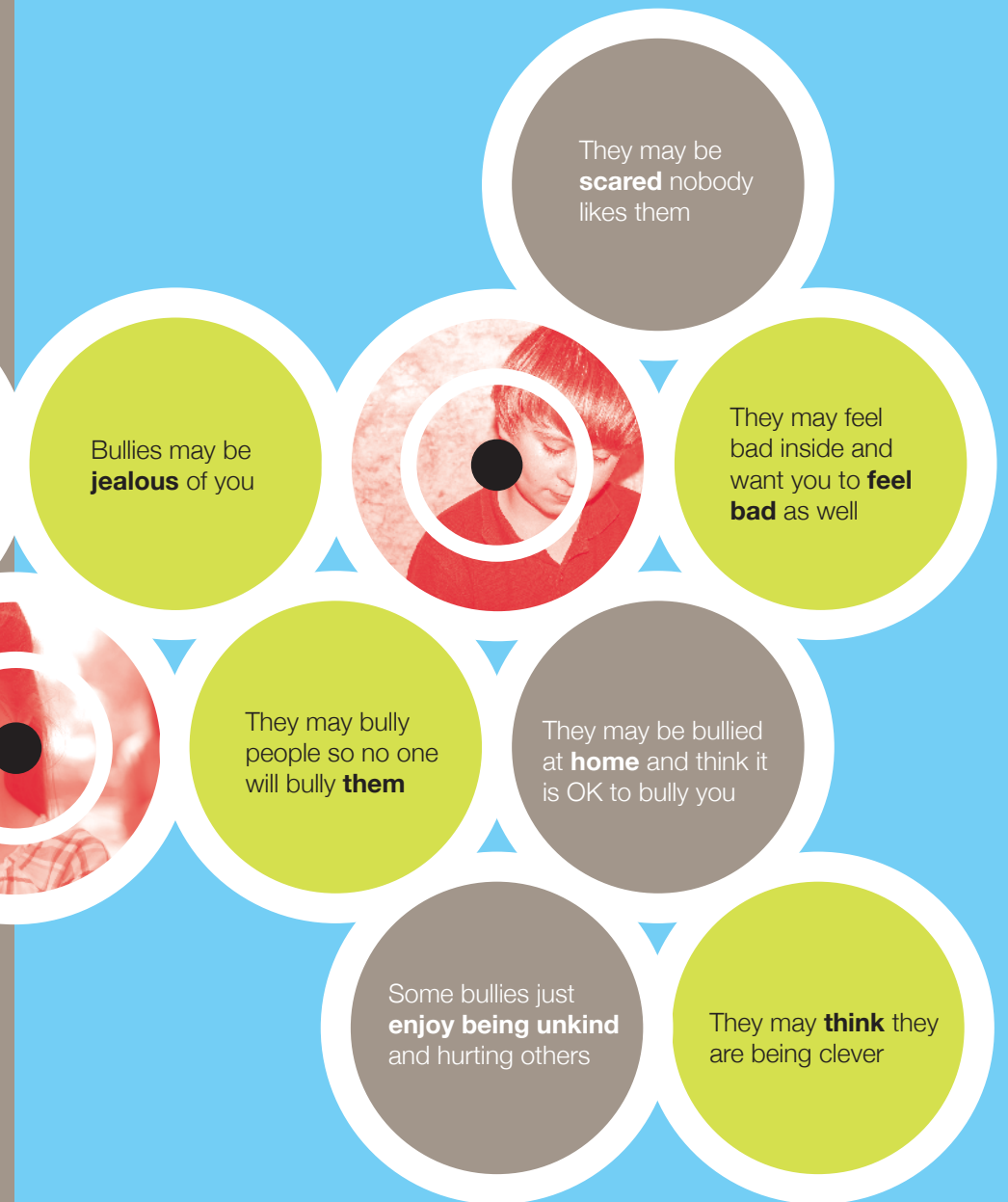
There are lots of things you can do to make things better if you are being bullied or have bullied somebody. We know that this booklet will help bullying stop for lots of children.



## What is bullying?



## Why do bullies do it?



# Why do they bully me?



It isn't  
**YOUR**  
fault!

## Bullies

Bullies tell us that they like to pick on people who:



- Are quiet and gentle and won't tell!
- Look worried and scared
- Might blush and go red, or cry
- Are good at doing schoolwork, or not good at doing school work
- Are popular or unpopular

**BULLIES**  
will find any  
excuse to try  
to bully you!

**BULLIES** say  
unkind and  
often untrue  
things to make  
you feel bad

## How can I stop them?



your Mum



your Dad



every grown-up until  
someone listens and  
helps you



your teacher



tell a friend and ask  
your friend to help  
you tell an adult



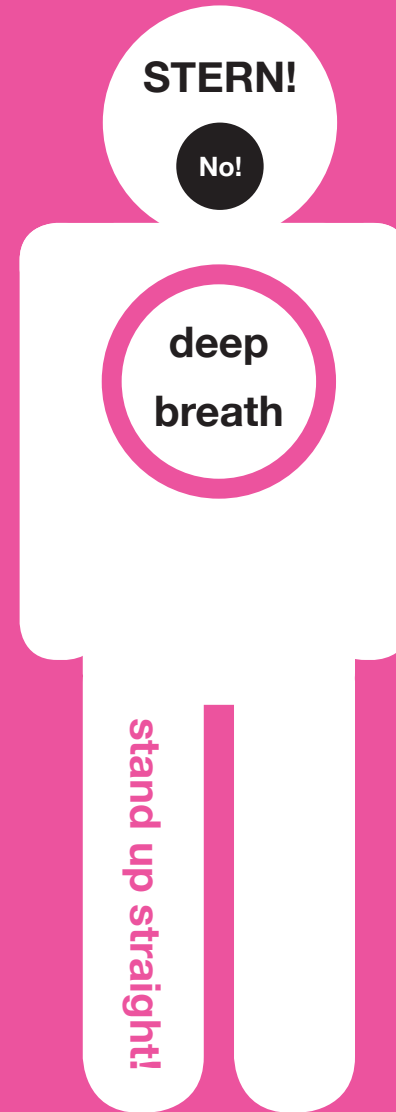
**BULLIES** don't  
like other people  
to know what they  
are doing!

**Always**



**if you are  
being bullied!**

## What should I do?



**STERN!**

**No!**

**deep  
breath**

**stand up straight!**

- Stand up straight
- Look the bully in the eyes
- Walk away without saying a word
- This might make the bully stop because he or she is bored when you don't react

**If the bully continues to bother you:**

- Take a deep breath, and say "NO!" very loudly

**PRACTISE EACH DAY**

- Stand up straight, in front of a mirror
- Look at your eyes – make them look stern
- Say "NO!" really loudly

**Now practise things you could say to the bully:**

- "GO AWAY!"
- "LEAVE ME ALONE!"
- "DON'T BULLY ME!"

## What if I bully someone?



**THINK HARD!**

- Nobody really wants to be friends with a bully
- People are nice to bullies because they are scared of them, NOT because they like them
- Think how sad the person you have bullied is feeling
- Think how nice it is to have friends who really like you
- Tell your teacher, your mum or dad that you want to stop being a bully and ask for their help

## How can I make GOOD FRIENDS?

- Don't play with people who hurt others or make them sad
- Choose friends who are kind, who share, and who listen to you
- Be kind, share, and listen to them, too
- If your friends are sad, look after them and try to help them
- If you know someone is being bullied, get help, tell an adult

### FEELING GOOD

If you are kind

If you listen to other people

If you try to make people laugh,  
not cry

You will be a **GOOD** friend

People will like you

You will feel good

You will feel proud of  
yourself





## Here are some stories

What do you think about them?

What would you do?

You are in the playground. You see Tom kicking Joe. Joe is hurt. Tom won't stop.

Daisy is very ticklish. Maria keeps tickling Daisy. "Stop! Stop!" she says, but Maria won't stop. Daisy can't get away. She's getting upset and scared.

Jennie and Olu are playing. Anna takes Jennie away. You see Olu has been left all alone and is crying.

What would you do?

What would you do?

Mark says something unkind about Ali.

Ali hears what he has said. Mark is always saying horrible things about Ali.

What would you do?

## Remember, everyone is different

no one...

...deserves to be bullied

it's good to be different!

- Some of us are tall, some small
- Some of us have red hair; some have black or blonde hair, or no hair
- Some of us have freckles or wear glasses; some of us have scars or birthmarks
- Some of us walk with crutches or get around in a wheelchair
- Some of us are good at art or sports or music or maths
- Some of us come from different countries or dress in different ways

It would be boring if we were all the same!

# Where to get help and advice

- **Childline**

Telephone counselling and advice service for children and young people who are experiencing bullying or any other problem or danger.

**0800 1111 (free 24 hours)**  
**www.childline.org.uk**

- **Children's Legal Centre**

Gives advice about law and policy affecting children and young people in England and Wales.

**08088 020 008 (Mon-Fri 8am to 8pm)**  
**www.childrenslegalcentre.com**

- **Family Lives**

Available to anyone parenting a child to talk through any concerns or worries. Email support also available via website.

**0808 800 2222 (24 hours)**  
**www.familylives.org.uk**

- **Kidscape**

Free booklets and leaflets can be downloaded from the website [www.kidscape.org.uk](http://www.kidscape.org.uk).

A helpline for parents/carers of bullied children operates Monday-Thursday 10am-4pm. Helpline number **08451 205204**.

ZAP assertiveness courses for bullied children aged 9-15 (£20 registration fee) run regularly – see website for details

Kidscape, 2 Grosvenor Gardens, London, SW1W 0DH.

**020 7730 3300 (office)**  
**www.kidscape.org.uk**

**Talk to your  
teacher or  
someone at  
school**

**Ask your mum,  
dad, grandma,  
grandpa, uncle,  
sister or brother  
for help**

- **National Society for the Prevention of Cruelty to Children (NSPCC)**

Helpline for anyone, including children, concerned about, involved in, or at risk of child abuse.

**0808 800 5000 (24 hours)**  
**www.nspcc.org.uk**

- **Samaritans**

Helpline for anyone in distress. Email support also available.

**08457 90 90 90 (24 hours)**  
**Email [jo@samaritans.org](mailto:jo@samaritans.org)**

Show this booklet  
to your parents  
and...

**Talk about it!**

**Kidscape Helpline for  
parents and carers of bullied  
children: 08451 205 204**

This booklet was written by



[kidscape.org.uk](http://kidscape.org.uk)



Please visit the Kidscape website  
[www.kidscape.org.uk](http://www.kidscape.org.uk)

For useful information on bullying and child safety issues  
for young people, parents, carers and professionals.



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2 Grosvenor Gardens  
London SW1W 0DH  
020 7730 3300

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