Bullying prevention and response:
A GUIDE FOR SCHOOLS
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The vision of the Bullying Prevention Advisory Group is to improve student wellbeing and achievement by supporting schools to create safe and positive environments that reduce bullying.

We are committed to taking a stand against bullying in our schools. Bullying behaviour harms children and young people and contributes to a range of poor educational and life outcomes. Bullying is a serious issue that all schools face.

Our aim in writing the first edition of Bullying prevention and response: A guide for schools was to provide practical information for schools to support effective prevention and management of bullying behaviour. We have updated the guide and added new content in response to suggestions from schools. “What’s new?” (on page 9) lists the key changes in the 2015 edition.

The Secondary Principals’ Association of New Zealand symposium in March 2013 provided the impetus for this work by highlighting the need for additional guidance for schools on bullying. Following this symposium, the Secretary for Education, Peter Hughes, convened a series of meetings to begin collaborative, effective cross-sector work to address bullying in New Zealand schools.

Our agencies and organisations bring a range of perspectives to the issue of bullying. We share the strongly-held view that bullying behaviour of any kind is not acceptable and that combined action is needed to reduce the incidence of bullying in our schools. To successfully address bullying, Boards of Trustees, school leadership and staff, students and their families and whānau all need to work together. It is in this same spirit of collaboration that we have come together to develop this guide.

School Boards of Trustees are required to provide safe emotional and physical school environments. The intent of this guide is to help schools prevent and respond to bullying effectively as part of promoting positive environments in which all students can learn and thrive.

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Acknowledgements

This second edition includes the following new perspectives:

- schools that expressed interest in discussing their views on the first edition of the guide
- an online survey on supporting lesbian, gay, bisexual, transgender, intersex and questioning (LGBTIQ) young people in schools
- examples of initiatives funded through the Ministry of Social Development’s Te Punanga Haumaru.

We acknowledge the significant contributions made by all the authors of this guide, and are grateful for feedback from the Office of the Children’s Commissioner – Young People’s Advisory Group, the Mental Health Foundation of New Zealand and Pink Shirt Day Steering Committee (including Youthline, InsideOUT, Peace Foundation), and other agencies, individuals, school staff and academics.
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Introduction

Bullying is one particular form of aggressive behaviour. It can be covert or overt in nature. Most widely accepted definitions of bullying are based on four characteristics: bullying is deliberate, harmful, involves a power imbalance, and has an element of repetition.

Building a school culture where bullying has no place involves modelling and fostering healthy social interactions. While studies show that most students grow out of bullying behaviour with time, schools have a valuable role in supporting students to develop effective ways of relating to others. Bullying prevention can be seen as a learning opportunity, which enables everyone to develop their understanding of bullying and their ability to respond to and address it.

Who is this guide for?

This guide is an update of the first edition, which was published in 2014 in response to calls from the education sector for information on preventing and responding to bullying.

Primarily designed for school principals, staff and Boards of Trustees, the guide includes links to resources that may also be useful for students and their families and whānau. It assumes that schools will work closely with parents and whānau and the wider community to address all forms of bullying behaviour.

What does the guide cover?

The guide’s content draws on a wide range of resources, toolkits, reports and research articles, and reflects contributions and feedback from interested and involved agencies, individuals, school staff and academics. It specifically focuses on:

› bullying behaviour, rather than other forms of aggression such as violence and sexual abuse (while acknowledging that bullying behaviour may include elements of violence or inappropriate sexual behaviour)
› bullying behaviour between students, while acknowledging that bullying can also involve staff members, parents and ex-students. For information about preventing and responding to other types of bullying, see www.business.govt.nz/worksafe/tools-resources/bullying-prevention-tools

Throughout the guide are links to related websites, resources, useful contacts and examples of bullying prevention strategies and programmes. Each of these programmes and strategies is best thought of as one way to support students to develop healthy social behaviours. We recommend that Boards of Trustees and principals consider the evidence base and suitability of any programme before implementing it in their schools.
The guide’s structure

The guide has four main sections:

1. **Understanding bullying:** a definition of bullying and information on the types of bullying behaviour (including cyberbullying), the effects and prevalence of bullying, the importance of student perceptions of safety, the role of the physical environment in preventing bullying, and students’ roles in bullying behaviour.

2. **Safe and positive school environments:** information on effective whole-school approaches, aligning bullying prevention with the curriculum, approaches and practices that have worked in schools, considerations for students with disabilities, and students’ rights and responsibilities.

3. **Bullying policies and processes:** the philosophies behind and approaches to developing school bullying policies and processes (including policies on cyberbullying), the importance of an effective complaints process, responding to bullying outside school and bullying-related legal considerations. The section includes two new features:
   - Tools for Schools – practical tools that schools can use to develop and / or revise their bullying prevention and response policies (see page 41)
   - a guide that schools can adapt and use to inform parents and caregivers about bullying, and what they can do if they think their children are involved in bullying behaviour.

4. **Responding to bullying behaviour:** tools and processes for assessing and responding to bullying, the role of external agencies and formal disciplinary procedures, and advice on interacting with the media and responding to cyberbullying. This section includes:
   - a ‘bullying assessment matrix’, which schools can use to assess the severity and impacts of bullying behaviour that requires a formal response (see page 56)
   - a ‘quick reference guide’, which schools can use to guide their responses to bullying behaviour (see page 60).

**Feedback**

We welcome your feedback on this guide at bullying.prevention@minedu.govt.nz or www.education.govt.nz/bullyingprevention

“This is the first time I’ve seen a document that’s well researched and put together by someone knowledgeable... It got me thinking and reviewing our practice.”

Edgewater College

“I will use this as a basis for talking to the community and teachers about bullying.”

Hampton Hill School
All instances of bullying behaviour must be taken seriously and responded to appropriately

Bullying incidents vary in their severity and impact. Most mild bullying behaviour can be managed by students themselves with support from classroom teachers. Responding to more severe incidents may require input from senior school staff. Any incidents involving serious assault or child abuse must be referred to New Zealand Police and / or Child, Youth and Family and should not be investigated by schools. The quick reference guide on page 61 clarifies which agency to contact.

The principles of this guide

1. Bullying is an issue that all schools will face at one time or another.
2. Bullying is a way of behaving and can be changed through effective prevention and response strategies.
3. Prevention of bullying requires schools to create safe and positive social and physical environments.
4. Schools need to set an expectation that students will report bullying and encourage students to feel comfortable doing this.
5. Nationally consistent data on bullying incidents are needed to enable prevalence rates to be monitored and inform decision-making.
6. All schools need to have policies and procedures in place for responding to bullying.
7. Effective prevention of bullying requires a whole-school approach – involving staff, students, parents and whānau (ie, the whole school community), and integrating cyberbullying and digital challenges into the overall approach.
8. Parents and whānau need to have confidence that the culture, structures and processes at their child’s school will reduce the likelihood of bullying occurring.
9. Parents and whānau need to have confidence in how their child’s school will respond when an incident of bullying does occur.
10. Student-led strategies for responding to bullying incidents should be implemented across schools. Staff who respond to an incident should work with students to create the desired outcomes (eg, using a restorative practice approach).

What’s new?

The 2014 guide has been updated in response to feedback from school principals, staff and Boards of Trustees. This new edition includes:

› Tools for Schools: practical tools to support schools in developing and / or revising their bullying prevention and response policies. The tools feature: a step-by-step guide to developing a policy; a sample policy; a framework to guide policy development; and a sample bullying prevention and response action plan
› a new section on bullying in relation to lesbian, gay, bisexual, transgender, intersex and questioning (LGBTIQ) students
› additional information on cyberbullying and digital technology, contributed by NetSafe
› information on students’ responsibilities in preventing and responding to bullying
› information that schools can adapt and use to inform parents and caregivers about bullying, and what they can do if they think their children are involved in bullying behaviour
› examples of comments and feedback received on both the guide and bullying prevention and response strategies in general.
SECTION 1: Understanding bullying
1. Defining bullying

This section sets out the definition of bullying used in the guide.

1.1. This guide is based on the widely-accepted definitions of bullying behaviour that emphasise the following four characteristics.

- Bullying is deliberate – there is an intention to cause physical and / or psychological pain or discomfort to another person.
- Bullying involves a power imbalance – there is an actual or perceived unequal relationship between the target and the initiator that may be based on physical size, age, gender, social status or digital capability and access.
- Bullying has an element of repetition – bullying behaviour is usually not one-off. It is repeated over time, with the threat of further incidents leading to fear and anxiety. Repeated acts of bullying may involve single acts with different targets, as well as multiple acts with the same target.
- Bullying is harmful – there is short or long-term physical or psychological harm to the target (eg, as a result of coercion or intimidation).

1.2. Bullying is one particular form of aggressive behaviour and can be covert or overt in nature. Other forms of aggression that schools may need to address are sexual abuse and physical violence. Not all forms of verbal or physical aggression are bullying. For example, a student’s use of sexist or racist terms constitutes racist or sexist behaviour; if the student did not deliberately intend to cause harm by using those terms it is not bullying behaviour.1 Similarly, theft is theft; it is not necessarily bullying. There will always be an element of professional judgment at play in determining whether specific incidents are bullying, or not.

1.3. Bullying behaviour is not an individual action. It is influenced by the actions and values of peer groups, schools, families and whānau, communities and societies. Therefore, it is important to explore how the community around students might impact on their behaviour.

1.4. For example, a school seeking to positively influence student behaviour might:

- ask staff and school leaders to model inclusive values and respectful ways of communicating
- ensure students are consulted about their concerns and possible solutions to bullying
- ensure students are taught effective ways of understanding and relating to others
- foster engagement with families, whānau and the wider community in addressing the issues.

1.5. It is also important to acknowledge that bullying can have rewards for the initiators of bullying behaviour. It can increase their social status, while lowering the social status of their target. The culture of the school will strongly influence the extent to which this occurs.

“The definition of bullying is important and it’s essential to put your expectations out there – and frequently, not just at the beginning of the school year.”

Dannevirke High School

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2. Types of bullying behaviour

This section talks about the different forms that bullying can take.

2.1. This guide focuses on preventing and responding to bullying behaviour between students (rather than between students and teachers or others). Bullying behaviour is complex and can take many forms, including physical, verbal, and social (or relational) bullying. All of these forms of bullying can take place in the physical environment and/or in the digital environment and all can cause damage and harm. Verbal and social/relational bullying can be as harmful as physical bullying. As young people increasingly use a range of digital devices, the boundaries between the physical and the digital environment become increasingly blurred.

2.2. As shown in Figure 1. below, bullying behaviour can be overt (direct and easily observed) or covert (indirect and hidden or less easily observed). A great deal of bullying is covert with bullying behaviour rarely occurring in front of adults. Therefore, it is important to take all allegations of bullying seriously and to ensure they are followed up thoroughly.

Figure 1. Types of bullying

- Verbal eg, snide asides, threats, put-downs (hidden)
- Physical eg, standover behaviour, holding, hitting (hidden)
- Social / relational eg, spreading rumours or personal information
- Verbal eg, discriminatory remarks, threats, name-calling (in view)
- Physical eg, standover behaviour, holding, hitting (in view)
- Social / relational eg, openly excluding from peer group, ostracising
- Verbal eg, emails, texts, anonymous comments / postings
- Physical eg, anonymously defacing webpage or profile page
- Social / relational eg, posting negative material anonymously
- Verbal eg, posting negative photos / comments on website
- Physical eg, defacing webpage or profile page
- Social / relational eg, exclusion from activities or ostracising

physical world

covert

overt

digital world
(cyberbullying)
Section one: Understanding bullying

3. Cyberbullying

This section outlines unique characteristics and considerations related to cyberbullying (see links).

3.1. Significant and rapid change is challenging assumptions about cyber risk. Increased access and activity enables schools and their students to benefit in more ways from digital technology (providing opportunities) while increasing the frequency of exposure to an evolving range of risks (providing challenges). Cyberbullying is among the many digital challenges that young people encounter online. Broadly, these challenges include cyber safety, cyber security and cyber crime. Most students are able to manage such challenges for themselves most of the time.

3.2. Digital technology is central to young people’s lives. The vast majority (93%) of 15 to 24-year-old New Zealanders are internet users. By far the most prevalent online activity engaged in by young people is the use of social media (90%) and young people are increasingly using multiple devices (eg, desktops, laptops, tablets, smart phones, games consoles and smart phones). Digital technology brings both opportunities and challenges. It is neither inherently positive nor negative. It can be used to either deter bullying behaviour or carry out cyberbullying.

3.3. Cyberbullying is one particular form of bullying, but it doesn’t sit on its own. It is bullying that is enabled, enhanced, or in some way mediated through digital technology. Digital technology can be a medium for all kinds of bullying behaviour, including physical, verbal and social / relational bullying – and with its increasingly important role in young people’s lives, cyberbullying is becoming more prevalent. Email, cell phones, chat rooms, social networking sites and instant messaging can all be used to bully others verbally, socially or psychologically.

3.4. Young people may find themselves more easily drawn into initiating or being part of bullying behaviour in the digital environment. The ease of using technology and the influence of their peers can be a factor in this.

3.5. The characteristics of bullying behaviour described earlier may be expressed differently in the context of cyberbullying. For example:

- repetition – can be influenced by the ability of a single action to spread and be repeated rapidly to a wider audience and with a degree of permanence (eg, forwarding texts)
- power imbalance – can also be a function of the anonymity of the person initiating the cyberbullying, or of an individual’s ability to use technology (as opposed to traditional age, physical strength and social status imbalances)
- cyberbullying – can involve people who have never physically met and / or people who share no common acquaintances.

3.6. Examples of cyberbullying include:

- sending abusive texts or emails
- posting negative or inappropriate messages or images on social networking sites
- taking and sharing private images, including sexual images
- forming bullying groups on social networking sites
- assuming the identity of a target online and representing them in a way that may be harmful to them or cause them distress.

“...the information in the cyberbullying section is excellent professional learning development for staff, especially for those incorporating digital technology learning in their programmes.”

Melville High School

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3.7. In many ways, cyberbullying is like any other form of bullying. However, bullying that takes place through digital technology has less boundaries than physical bullying. This is because digital information can be:

- rapidly duplicated, distributed, and accessed
- stored in multiple locations
- created and communicated automatically
- stored with varying levels of ‘discoverability’
- in effect at any time of the day or night
- leave a permanent record (e.g., photos posted on the internet).

Cyberbullying may occur alongside bullying in a physical environment which would intensify the effect. For example, recording a bullying incident on a smartphone and then distributing the recording. One study found children who were bullied offline were 15 times more likely to be bullied online.³

3.8. Covert bullying behaviour that intimidates or coerces others is powerful in both the physical and digital environments. Digital technology provides more opportunity for covert bullying because it is easy to act anonymously – and, perhaps more importantly, it offers locations that parents and teachers either do not know about or cannot access.

Examples of good practice: cyberbullying initiatives funded through Te Punanga Haumaru

Te Kūti Community Project: Journey Church works with students from two local high schools to create local awareness-raising activities. The students have created two short films and a song as well as a ‘toolbox’ for schools to use if cyberbullying occurs.

Sticks and Stones: a Central Otago student-led initiative. Students meet fortnightly in school action groups to share information, raise cyberbullying awareness and support those affected. The group has a Facebook page, twitter account and YouTube channel. Students have shared their stories in the media, at conferences and at schools. As they share their stories they feel empowered to make a stand among their peers, and others begin to think twice before they post negative comments on media sites. Parents and teachers are also more aware of what is ‘out there’ and how it influences young people.

Links


4. Effects of bullying

This section summarises some of the long-term effects of bullying.

4.1. Bullying behaviour impacts the whole school community. Bullying has detrimental effects on students’ health, wellbeing and learning. Both the targets and initiators of bullying are at increased risk for adverse outcomes in the long-term, including early school leaving. Although most research in this area focuses on the impacts of bullying on initiators and targets, bullying may also impact negatively on bystanders, ie, those who witness bullying.

4.2. Students who are bullied are more likely to experience symptoms of depression and anxiety and to avoid going to school. Bullying that is particularly sustained, severe or intense may be linked to serious physical and mental health outcomes, including increased risk of suicide. Verbal and social / relational bullying can be just as harmful as physical bullying. Addressing bullying effectively has benefits for the future of both targets and initiators of bullying.

Links

› Wellbeing@School research brief: What bullying is and is not.
  www.wellbeingatschool.org.nz/sites/default/files/W@S-What-bullying-is-research-brief.pdf

“It’s hell being stuck in the closet because you are too scared of bullying and social isolation.”

Queer / Genderqueer young person, Auckland
5. Prevalence of bullying

This section outlines what we know about the prevalence of bullying.

5.1. Bullying can occur with students of any age and is experienced by both primary and secondary school students. Several studies have looked at the prevalence of bullying in New Zealand schools using a range of definitions and methodologies (see links). However, more rigorous and systematic data collection is needed to gain a clearer picture of the prevalence of bullying in our schools.

5.2. The Youth 2000 surveys, carried out in 2001, 2007 and 2012 by the Adolescent Health Research Group at Auckland University, have found little change in rates of bullying in New Zealand schools over the past decade, with the exception of cyberbullying which is on the rise. The Youth 2007 survey found 15% of same / both-sex attracted students reported being bullied at school weekly or more in the past year, compared with 5.5% opposite-sex attracted students.

“You would be naïve to think that there is no bullying in your school.”

Christchurch Boys’ High School

United Nations Economic, Social and Cultural Committee recommendation for New Zealand (2012)

“The Committee recommends that the State party (a) systematically collect data on violence and bullying in schools; (b) monitor the impact of the student mental health and wellbeing initiatives recently introduced on the reduction of the incidence of violence and bullying, and (c) assess the effectiveness of measures, legislative or otherwise, in countering violence and bullying.”

Links

  www.fmhs.auckland.ac.nz/en/faculty/adolescent-health-research-group.html

› TIMSS – International data on primary-age students.
  http://timssandpirls.bc.edu

› Internet Safety Technical Task Force – Enhancing child safety and online technologies: final report.
6. Students’ perceptions of safety

This section talks about the importance of students’ perceptions of safety and steps schools can take to find out how safe their students feel at school.

6.1. Notwithstanding the lack of nationally consistent data, it is the prevalence of bullying in a particular school that matters. The best way to find out how safe students feel in school is to ask them directly, preferably through an anonymous survey. Results of regular (eg, annual) surveys can also be used to assess the effectiveness of a school’s bullying policy over time. Surveys will give schools a snapshot of how safe their students feel. Safety issues for individual students will still need to be followed up as needed.

6.2. Student surveys have been developed for New Zealand schools as part of Wellbeing@School and Kia Kaha. Parents and whānau may also know about their children’s experience with bullying and should know how they can report this through appropriate and effective avenues.

Wellbeing@School
The Wellbeing@School tools are available to schools to support them to review their environment and create a safe and caring climate that deters bullying. There are two surveys (one for primary students and one for intermediate and secondary students). There is also a self-review process that schools can use to promote inclusive practices for all students. There are other tools that schools can also use to benchmark themselves against national data and further analyse their self-review results if needed. Wellbeing@School provides tools schools can use to:

› get started on preparing for change
› gather data (eg, using the student and teacher surveys and school self-review tool)
› plan (eg, using the action plan template and modules with practical ideas and resources)
› take action
› review progress.

“We need to be always asking, ‘How do we know that our children are feeling safe?’.”
Hampton Hill School

“Let’s get it out in the open and talk about it.”
Edgewater College

“Prioritise the safety of potential trans students. Assume you have some, because you do.”
Queer and trans young person, Auckland
“In 2013 we surveyed our Year 7 and 8 students to find out about bullying rates. We used the same questions as the international TIMSS survey with extra questions about how well students knew how to deal with bullying when and if it occurs. We used Survey Monkey to carry out the survey and collate the results.

We invited all of our students to do the survey and just under half (202) completed it. As a result, we know that the percentage of students who report being bullied often is low in our school.

Using what we found out from the survey, we have decided to work on encouraging boys to speak up when something is happening to them. Boys are often reluctant to say anything because they don’t want to be seen as being weak or narking.

We can confidently say that bullying is being effectively addressed through our positive school values and culture. We plan to carry out this survey again and to encourage more of our students to complete it.”

Evans Bay Intermediate School, Wellington

Parents, family, whānau and community

› Parents, family and whānau can have a reasonable expectation that their child feels safe in their school environment.
› Parents, family and whānau should know how to report any concerns about their child’s safety at school and feel confident that these will be dealt with effectively.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Do we know how many students are being bullied in our school? How do we know – do we have a reliable way of measuring bullying in our school?
› Have we considered using the Wellbeing@School tools or the Kia Kaha survey?
› Do we record bullying incidents in our school and monitor these on an ongoing basis to help us to address the issue?
› Do students in our school feel safe to talk to school staff about bullying?
› Do students trust staff to deal appropriately and effectively with incidents of bullying that they report to them?
› Is our school environment safe and inclusive for all students?
› Do we understand how our students use digital technology? Do we know what experience they have had with online challenges?

Parents, family, whānau and community

Links

› Wellbeing@School website – student surveys, planning tools, resources and information sheets. www.wellbeingatschool.org.nz
› NetSafe Kit surveys for use with students, community and teachers. www.netsafe.org.nz/the-kit/surveys
7. Settings and the learning environment

This section discusses the role of the environment in preventing bullying.

7.1. Bullying behaviour occurs in a range of settings, both visible and hidden. It can occur in areas such as hallways, bathrooms, classrooms, meeting places (eg, school assemblies), in the playground, in the wider school grounds (eg, at the school gates, sports fields and venues), in text messages, and in the online environment.

7.2. A school’s physical environment can be a factor in reducing bullying. For example, ensuring areas are easily accessible, well-lit, and regularly supervised / monitored (using closed-circuit television) will help reduce the likelihood of bullying occurring in the physical environment, eg, on the way to and from school and on the school bus. The atmosphere and climate set within a school, and the expectations of student safety and inclusion will ensure students know and understand what is and is not acceptable.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Are there areas in our school where students feel unsafe? What would happen if we gave our students a map of the school and asked them to shade areas according to how safe they feel in each?
› What steps could we take to improve our school’s physical safety? Would increasing supervision and lighting help?
› To what extent are break-times well managed? Are students active and able to lead or take part in a range of activities of their choice?
› Are there any other factors (apart from those to do with the physical environment) that make students feel unsafe in our school?

“Be vocal with your support. Mention it in assemblies. Have posters around the classrooms - not just in the counsellor’s office.”

Cisgender lesbian young person, Auckland
8. Initiators, targets and bystanders

This section outlines the roles that students can take in relation to bullying behaviour. It notes particularly the important role of bystanders in preventing bullying.

8.1. Bullying behaviour involves three parties: initiators (those doing the bullying), targets (those being bullied), and bystanders (those who witness the bullying).

8.2. Initiators: Students who bully others often do so to gain status and recognition from their peers. Their bullying behaviour is reinforced when they intimidate their targets and when the peer group colludes by not challenging the initiator or reporting the bullying to staff.

8.3. Targets: Students of all ages can be at relatively greater risk of being bullied (i.e., being targets) for a whole host of reasons, including:

- being unassertive or withdrawn (e.g., isolated students with low self-esteem)
- differing from the majority culture of a school in terms of ethnicity, cultural or religious background, sexual orientation, gender identity, or socio-economic status
- having a disability, special education needs or mental health issues
- academic achievement (perceived as high or low achiever)
- having recently transitioned into a school (through natural progression through schools, changing to a new school because of behavioural issues at a previous school or moving to the area from another city or country).

8.4. Bystanders (i.e., witnesses to bullying behaviour) can have a powerful effect on either encouraging or inhibiting bullying behaviour. There are three main types of bystander:

- followers (assistants) – do not initiate, but take an active role in the bullying behaviour
- supporters (reinforcers) – support the bullying behaviour (overtly or covertly, e.g., by turning a blind eye) but do not take an active role in the bullying behaviour
- defenders – dislike the bullying and try to help the target by intervening, getting teacher support (using safe telling) or providing direct support to the target.

“We had an incident where a teacher was dismissing the class by gender, there was a feminine boy and the children used to tease him and make fun saying he should leave when the girls leave. This type of thing can happen without thinking of the consequences.”

St. Francis Xavier School

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4 The terms ‘initiator’ and ‘target’ are used, to refer to bullying behaviour. This is in preference to ‘bully’ and ‘victim’ as these tend to label individuals.
8.5. The diagram below is a proportional representation of the roles typically played by students involved in bullying incidents.

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Participant roles in bullying (Salmivalli et al., 1996)
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8.6. All students have the potential to occupy at least one of these roles (ie, target, initiator, or bystander) at some point in their school life. All students will transition to a new school at least once, placing them at higher risk of being bullied. It is possible that students could be in two categories at one time. For example, a student could be both a target and an initiator. This is why it is important to involve all students in bullying prevention strategies and to ensure they are aware of their rights and responsibilities. Everyone has a role to play in preventing bullying behaviour. Bystanders need to know that responding appropriately (by discouraging, intervening in or reporting bullying) can be a very effective way to limit the impacts of, and even prevent, bullying behaviour.

8.7. Students can move in and out of the roles of initiator, target and bystander at different times. Therefore, it is important not to label particular students as ‘bullies’. Because all students may be initiators, targets or bystanders at some time, they all need to take part in strategies to learn about bullying and how to respond to it. Whole-school approaches such as PB4L: School-Wide, Kia Kaha and others take this approach and involve all staff and students.
Bystander research

Research shows intervention by bystanders can be very effective in stopping bullying quickly. For this reason, it is important to provide students with a sense of agency through actively teaching the skills they need to relate well to others and strategies for responding to any bullying behaviour they may witness.

Research also shows that bystanders may react aggressively unless they have other, more appropriate, strategies at their disposal. This is another reason it is important to teach students effective strategies for managing social situations.

LGBTIQ research

Lesbian, gay, bisexual, transgender, intersex and questioning (LGBTIQ) young people are overrepresented in bullying statistics. An online survey of LGBTIQ young people in schools, conducted by the Ministry of Youth Development, highlighted the importance of schools leading by example through:

- acknowledging and normalising LGBTIQ young people
- having strong anti-bullying policies for all LGBTIQ students
- educating students and teachers on sexuality and gender diversity
- establishing support networks and guidance channels for LGBTIQ students
- offering facilities and clothing options that are not gender specific (eg, school uniforms and unisex bathrooms).

“There’s probably at least one LGBTIQ kid in your class and that shouldn’t be an issue for anyone.”

‘Not straight’ young person, Otago

“Our message to pupils is: despite what you think, the power is within you.”

Mt Albert Grammar School

“...”
Parents, family, whānau and community

› Parents, family and whānau need to know if their child is at greater risk of being bullied for any particular reason, for example when making a transition to a new school, so they can work with the school to manage this.
› Parents, family and whānau need to have an understanding of all three roles involved in bullying behaviour, and the powerful part that bystanders play.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Do our staff and board members have a good understanding of why all students need to be included in our school’s approach to bullying?
› Are we committed to a whole-school approach to ensure a positive, safe and inclusive school environment that includes all staff and students?
› How does our school manage change to improve policies related to bullying?
› Do we understand what ‘bystanding’ may look like online, and how this relates to the real world?
› Do we have an understanding of the culture of use of digital technology at our school?

Links

› PB4L: School-Wide – a whole-school approach to help schools develop a social culture that supports learning and positive behaviour.
  www.education.govt.nz/ministry-of-education/specific-initiatives/pb4l/
› Kia Kaha – helps schools create environments where all members of the community feel safe, respected and valued, and where bullying cannot flourish.
› Health Promoting Schools – supporting school communities to identify their strengths, and address their health, wellbeing and education priorities.
  http://hps.tki.org.nz
› Pink Shirt Day – international day celebrating diversity.
  www.pinkshirtday.org.nz
› PPTA’s Rainbow Taskforce for Safe Schools – making secondary schools safe and welcoming places for gay, lesbian, bisexual, transgender and intersex (LGBTIQ) students, family/whānau members and teachers.
› PPTA: Change Management – toolkit with principles for successfully implementing change in schools.
› The Education Review Office report Wellbeing for Children’s Success at Primary School.
› The Education Review Office report Wellbeing for Young People’s Success at Secondary School.
SECTION 2: Safe and positive school environments
9. Whole-school approaches

This section summarises the research findings on effective whole-school approaches.

9.1. A safe, positive physical and emotional school environment is important for students’ achievement and wellbeing and enables all students to be included. Bullying rates vary considerably between schools with similar demographic profiles, suggesting that school culture powerfully affects the prevalence of bullying. There is good evidence of reduced student-reported bullying when schools change their policy and culture. Evidence also suggests that effort has to be sustained or bullying recurs.

9.2. Real change happens when students, staff, parents and whānau, and other members of the community share responsibility for making their school a respectful and inclusive environment. Establishing a school-wide expectation for mutual respect and demonstrating what that means in practice makes a difference.

9.3. Strategies to reduce bullying are most effective when they are part of a wider focus on creating a positive climate that is inclusive and supports students to learn. Whole-school interventions establish positive social values that are important to the school community. Strong leadership and staff who model these positive values and behaviours are also essential.

9.4. Effective approaches address different aspects of school life including:
   › creating a climate where diversity is respected
   › developing opportunities for students to:
     - build their knowledge and skills in relating to others within the curriculum and wider school activities, including the safe and responsible use of digital technology
     - practice those skills through activities such as role plays
   › providing high levels of social support and opportunities for social civic learning
   › offering professional learning opportunities for staff.

9.5. Whole-school approaches should also extend into the local community by involving local sports groups and youth organisations, and ensuring they know about and support their school’s strategies and approach towards bullying. Parents and whānau also have an important role to play in preventing bullying.

Parents, family, whānau and community

› Parents, family, whānau and community need to be involved in:
   - developing a whole-school approach to preventing bullying
   - supporting their school’s approach to bullying.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Does our school have a positive and inclusive climate? Do we include the online environment when we think about being positive and inclusive?
› To what extent do we have a shared vision of what we want our school culture to look like, sound like, and feel like? Do we know how to achieve this vision?
› Are we involving the wider community? Are we connected to community groups and services working on bullying issues and do they know what our approach to bullying is?
› If we are not involving the wider community, how can we become better connected and involved?
› How do we use digital technology to engage students, parents, families and whānau in issues related to the positive use of digital technology at our school?
10. Bullying prevention and the New Zealand Curriculum / Te Marautanga o Aotearoa

This section provides guidance about aligning bullying prevention with the curriculum.

10.1. For maximum impact, bullying prevention approaches should align with good teaching practice and the New Zealand Curriculum / Te Marautanga o Aotearoa, for example as part of teaching the key competencies:

- managing self – this competency is associated with self-motivation, a can-do attitude, and students seeing themselves as capable learners
- relating to others – this competency is about interacting effectively with a diverse range of people in a variety of contexts
- participating and contributing – this competency is about being actively involved in communities. Communities include family, whānau, school and groups based, for example, on a common interest or culture.

10.2. Bullying approaches should also align with the Health and Physical Education (HPE) learning area of the curriculum. There are four strands within the HPE area of the curriculum. Students are encouraged to demonstrate empathy and develop skills that enhance relationships (see the Relationships with other people strand). Students also learn to take responsible and critical action to contribute to healthy communities and environments (see the Healthy communities and environments strand). The underlying principles of tolerance and respect for others can be woven into all aspects of teaching and learning.

10.3. The New Zealand Curriculum / Te Marautanga o Aotearoa require schools to explore how digital technology can supplement traditional ways of teaching and enhance opportunities for students to participate in communities beyond the classroom. This provides an opportunity to align teaching and learning with bullying prevention. The relationship between key competencies in the curriculum (for example relating to others) and ideas of ‘safety’ and ‘citizenship’ can be shown through the integration of digital technology into teaching and learning.

“Our key focus is respect, and all our values reflect respect. We won’t accept anything less.”
St Joseph’s School, Rangiora

“The relationship with staff and students is critical; staff need to be visible, and parents need to be prepared to act.”
St Francis Xavier School
10.4. There is an increasing focus on developing the digital literacy of students, with teachers as their guides in an increasingly digital society. Digital literacy is a key component of the concept of digital citizenship and aligns with the key competencies and values of the New Zealand Curriculum / Te Marautanga o Aotearoa (see NetSafe’s definition of Digital Citizenship below).

“One of the most powerful messages teachers can send students is to always model respectful interactions through their actions, tone of voice, words and non verbal gestures. Teachers’ attitudes are central to the task of supporting students’ relationships with each other.”
(McCay & Keyes, 2002)

**Digital Citizenship (NetSafe)**

A digital citizen:
- is a confident and capable user of digital technology
- uses technologies to participate in educational, cultural and economic activities
- uses and develops critical thinking skills in cyberspace
- is literate in the language, symbols and texts of digital technologies
- is aware of digital challenges and can manage them effectively
- uses digital technology to relate to others in positive, meaningful ways
- demonstrates honesty and integrity and ethical behaviour in their use of digital technology
- respects the concepts of privacy and freedom of speech in a digital world
- contributes and actively promotes the values of digital citizenship.

**Wellbeing for Success**

The Education Review Office reports about Wellbeing for Children’s Success at School (February 2015) explain how the most successful schools had everything lined up so the school’s values and goals related to wellbeing were woven into the curriculum and were embedded in all actions and self review.

**Links**
- The New Zealand Curriculum and Te Marautanga o Aotearoa which set the direction for student learning and provide guidance for schools as they design and review their curriculum.  
  www.tmoa.tki.org.nz/Te-Marautanga-o-Aotearoa
11. Positive approaches and good practice

This section outlines some of the positive approaches and effective practices that have been shown to work in schools.

11.1. There are differences between ‘good’ schools and ‘not so good’ schools in responding to bullying. This is not defined by whether bullying occurs, but rather by the way that teachers, principals and Boards of Trustees deal with bullying issues. Effective schools have inclusive practices and positive staff, parent, whānau relationships in place.

11.2. Traditionally, many schools have responded to bullying incidents using punishment, and by standing-down students who initiate bullying behaviours. This approach relies on students reporting bullying to adults, and adults taking action to fix the situation. It provides few opportunities for students (or teachers and parents) to learn new ways to manage social behaviours and does not take account of research findings that:
  › bullying incidents often go unreported
  › a common student perception is that schools will not address their concerns
  › reporting bullying to teachers can make the bullying worse.

11.3. Approaches that work well instead address incidents of bullying through social problem solving. Social problem solving involves students, parents and whānau working with school staff to create solutions (for example, promoting opportunities for students to be involved in decisions about the management of digital technology at the school). This is likely to result in fewer stand-downs and expulsions from school, which in the long-term will achieve better outcomes for vulnerable young people. Such approaches also take the view that supports and strategies need to be in place for both the targets and the initiators of bullying.

11.4. Several programmes and approaches for preventing and responding to bullying are available in New Zealand. Effective bullying prevention approaches and programmes involve the following elements:
  › commitment to a whole-school approach
  › a focus on developing healthy social behaviours and strategies (rather than only addressing bullying behaviours)
  › provision for planning and regular monitoring and evaluation of outcomes
  › a long-term sustainable approach
  › professional development for all staff.

11.5. For bullying prevention programmes to be effective and sustainable schools need to have:
  › an ongoing commitment to, and focus on, fostering a positive, inclusive and respectful school environment that values diversity
  › good data systems to collect relevant information
  › efficient progress monitoring tools
  › skilled and competent staff
  › ongoing and embedded professional learning and development for all staff
  › formal coaching and coordination support
  › systems to sustain meaningful outcomes alongside accurate implementation
  › effective community connections
  › engaging learning opportunities.

11.6. As well as developing the ability of students to manage social situations and relate well to one another, schools need to actively promote a culture of ‘safe telling’. A safe telling culture encourages all students to report bullying behaviour (whether they are the target, the initiator, or a bystander of bullying). A safe telling culture also provides students with acknowledgement that they have done the right thing whenever they report bullying.

11.7. To promote a safe telling culture schools can:
  › establish a confidential reporting system
  › encourage two-way communication between home and school to share information about bullying behaviour
  › ensure all students know that if they do speak up they will be listened to
  › ensure that teachers take all incidents reported to them seriously and know how to respond appropriately.

11.8. Bullying behaviour is complex and can take various forms. It rarely occurs in front of adults. School staff should be encouraged to be aware of, observe and be responsive to signs of bullying.
Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Are we committed to a focus on using social learning approaches rather than relying on punishment when dealing with bullying in our school?
› Have we considered what supports and strategies need to be in place for targets and initiators of bullying?
› Have we considered the role of digital communications in engaging with parents, families, whānau and community?

Parents, family, whānau and community

› Parents, family, whānau and community need to be aware of, and involved in, school bullying prevention programmes.
› Parents, family, whānau and community should be part of solution-focused responses to bullying incidents.
› There needs to be good communication between home and school so that any reported bullying can be responded to effectively.

“It comes down to prevention through good relationships, teaching and procedures, recording information on students and monitoring / managing to reduce incidents and prevent their happening.”

Hampton Hill School

“Have cool young LGBTIQ people come into the schools and lead groups and talks about sexuality.”

Gender fluid, lesbian young person, Bay of Plenty

Links

› Wellbeing at School – Review booklet looking at promoting environments that addresses bullying behaviours in schools.
› NetSafe – Overview of Digital Citizenship in New Zealand Schools.
12. Examples of approaches and programmes

This section outlines some effective approaches and programmes available to schools. These programmes include practical advice and strategies for preventing and responding to bullying behaviour.

12.1. Wellbeing@School

Wellbeing@School is an evidence-based self-review approach that schools can use to guide their work on preventing bullying through developing safe, positive physical and emotional school environments. Schools can use it to gauge how caring and safe different aspects of the school are (eg, school-wide climate and practices; teaching and learning; community partnerships; pro-social student culture and strategies; and aggressive student culture). Wellbeing@School can also help schools develop a plan and evaluate its success. It features a website with research briefs, surveys and other information for schools.

12.2. Positive Behaviour for Learning (PB4L): School-Wide

PB4L: School-Wide is based on the premise that all students should have access to support to prevent the development and occurrence of problem behaviour, including bullying behaviour. PB4L: School-Wide emphasises what a student does and where it occurs. Instead of labelling a student as a ‘bully’, ‘victim’, ‘perpetrator’, or ‘aggressor’, the emphasis is on labelling what the student does (eg, name-calling, intimidation) and addressing the behaviour. Supplementary material is available to teach staff and students:

› what bullying behaviour looks like
› what to do before and when bullying behaviour is observed
› how to teach others what to do
› how to establish a positive and preventive environment that reduces bullying behaviour.

12.3. Kia Kaha

Kia Kaha is a school-based programme run by New Zealand Police that helps schools create environments where all members of the community feel safe, respected and valued, and where bullying cannot flourish. Kia Kaha contains a series of programmes for children of varying ages including: Building a Safe Happy Classroom (Years 0-3); A Bully-Free Zone (Years 4-5); Safer Communities Together (Years 5-8); and, Our Place (Years 9-13). Kia Kaha has resources for teachers to use in the classroom, and for parents and whānau to help their children develop positive social skills.

12.4. Restorative practice

Restorative practice is an approach that can be used in response to behaviour such as bullying. Restorative practice can be part of a wider approach that teaches students positive skills for relating to others, rather than relying only on punishment. Restorative practice proactively emphasises building and restoring relationships to improve students’ social and emotional learning, increase engagement with school, lessen risky behaviour and enhance students’ success at school.

12.5. Many other programmes help support the development of social skills. These include: Mental Health Foundation Mindfulness in Schools programme; Cool Schools (primary) and Leadership through Peer Mediation (secondary). School-based Queer-Straight Alliances / Diversity Groups send a clear message that schools are accepting of difference and supportive of all students and will not accept homophobic, biphobic and transfobic bullying.5

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5 Professional development on sexual and gender identity is available through organisations such as Rainbow Youth, Schools Out!, Q-Topia, Q-Youth WaQuY and InsideOUT. See www.insideout.org.nz and www.rainbowyouth.org.nz.
Parents, family, whānau and community

- Effective approaches and programmes to address bullying need to involve parents, family, whānau and community at all stages of implementation.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

- To what extent do we have an agreed and consistently used set of strategies that build students’ skills in relating to others and addressing conflicts?
- Have we considered implementing any of these programmes or approaches?
- If we are already implementing one of these programmes or approaches, do we need to review how this is going?
- Has the role of digital technologies been considered throughout our programmes and approaches?
- Have we considered using Wellbeing@School tools to review where we are at in terms of developing a safe, positive physical and emotional environment?

Links

- Wellbeing®School – self-review process schools can use to prevent bullying through developing safe, positive physical and emotional school environments. www.wellbeingatschool.org.nz/about-ws-tools
- PB4L: School-Wide – a whole-school approach to help schools develop a social culture that supports learning and positive behaviour. Also information about Restorative Practice. www.education.govt.nz/ministry-of-education/specific-initiatives/pb4l/
13. Students with disabilities

This section outlines considerations for students with disabilities in the context of bullying.

13.1. Students with disabilities (including physical, learning, developmental, intellectual, emotional and sensory disabilities) are at greater risk of being bullied. Many factors, such as physical vulnerability, social skill challenges, and intolerant social environments and segregation can contribute to this increased risk. Positive modelling by teachers and others of respect and inclusiveness towards students who may be targets can reduce risk. Individualised approaches to preventing or responding to bullying behaviour can be included in individual education plans for students with disabilities. An emphasis on including all students and valuing diversity are powerful ways to lessen the risk that students with disabilities will experience bullying.

13.2. Schools’ bullying prevention and response strategies should apply to all students, including those with disabilities. Determining how to respond effectively to a particular instance of bullying involves taking students’ individual circumstances and support needs into account – whether they are the targets or initiators of bullying behaviour. Special Education Needs Coordinators could play a lead role in supporting other school staff to developing the strengths-based conversations around disabled students and any specific talents or needs they may have.

“I was born with a few disabilities – this does not stop me from trying my best and I give most things a go.”

(MacArthur and Kelly, 2004)

Parents, family, whānau and community

› Parents, family and whānau of children with disabilities play a key role in developing effective individualised approaches to bullying. They will know their child’s strengths and needs and will be able to help reinforce strategies their child can use to prevent and respond to any bullying that may occur.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Have we considered the added vulnerability of our students with disabilities in terms of bullying?
› Have we got individualised plans in place to enable our students with disabilities to respond to bullying appropriately?
› Are our policies and processes related to bullying inclusive? Do we take individual needs and circumstances into consideration when dealing with bullying?
› Have we considered how to manage assistive technologies in an inclusive way?

Links

› Inclusive Education website – provides New Zealand educators with practical strategies, suggestions and resources to support learners with diverse needs. http://inclusive.tki.org.nz/
› Wellbeing@School – review booklet looking at promoting environments that addresses bullying behaviours in schools. www.wellbeingatschool.org.nz/sites/default/files/wellbeing-at-school-booklet.pdf
› SEonline – Ministry of Education website for educators of children or young people with special educational needs. http://seonline.tki.org.nz/
14. Students’ rights and responsibilities

This section sets out the rights and responsibilities of students in the context of bullying.

14.1 Bullying behaviour compromises the ability of students to learn and achieve in school. Addressing bullying effectively is about developing school cultures that:
› are inclusive
› value diversity
› promote positive, healthy social relationships
› ensure everyone understands their rights and responsibilities (and can quickly solve problems and disputes that arise).

14.2 All students have the right to be treated with respect and dignity. In order for this to happen, it is important that students also understand they have a responsibility to treat other students with respect and dignity. Students also have rights and responsibilities relating to:
› personal security and protections from physical, emotional and sexual harassment or abuse from peers or others in the school environment
› freedom from discrimination
› participation, to express their views and have a say in matters which affect them
› an education that nurtures them to their full potential
› owning property and having it treated with respect
› being taught, and having demonstrated to them, respect for the rights of others.

Students have a right to have their family / whānau informed and involved in matters that affect them.

Bullying incidents should be dealt with in a fair manner that protects the dignity and privacy of all parties. Resolution should be aimed at achieving, where appropriate, a positive outcome for all parties with particular emphasis on ensuring that the wellbeing of the target of the bullying behaviour is restored and that any underlying issues behind the bullying behaviour are positively addressed.
wellbeing for success

The Education Review Office reports about Wellbeing for Children’s Success at School (February 2015) highlight that the most successful schools involved students in decisions about the school’s values and were part of the solution when issues arose.

parents, family, whānau and community

› Parents, family and whānau should be aware of students’ rights and responsibilities.
› All parents, families and whānau should feel they are valued and respected members of their school community.

questions for boards of trustees, principals, senior leadership teams and teachers:

› Are we enabling all of our students to understand their rights and responsibilities so they can treat others and themselves with respect?
› How does our school value diversity and ensure all students are included, so they can thrive and achieve?
› Do we treat all parents, families and whānau as respected and valued members of our school community?
› Have we considered issues of digital inclusion in our programmes and planning?

links

› United Nations Committee on the Rights of the Child, General Comment No. 13 – The right of the child to be free from all forms of violence.
  www2.ohchr.org/english/bodies/crc/docs/CRC.C.GC.13_en.pdf
› Unicef Innocenti Research Centre, Innocenti Digest No.13: Promoting the rights of children with disabilities.
› Unicef Innocenti Research Centre, Protecting Children from Violence in Sport: A Review with a focus on industrialized countries.
› United Nations – working together for peace and development, based on the principles of justice, human dignity and the well-being of all people.

6 The term “digital inclusion” refers to social inclusion specifically in a digital technology context.
“The children are drafting a rights and responsibilities poster that will be around the school.”

Banks Avenue School

“Be explicit. Don’t talk ‘around’ LGBTIQ issues. Acknowledge our existence and make it clear that we matter and will be protected by the school.”

Trans and bisexual young person, Auckland
SECTION 3:
Bullying – policies and processes
15. NAG 5 responsibilities

This section outlines the responsibilities of schools to provide a safe physical and emotional environment for students.

15.1. Under National Administration Guideline 5 (NAG 5), each Board of Trustees is required to:
   a) provide a safe physical and emotional environment for students; and
   c) comply in full with any legislation currently in force or that may be developed to ensure the safety of students and employees.

15.2. NAG 5 covers a number of aspects of school life apart from bullying. However, developing and implementing a bullying policy will help schools ensure they are meeting their obligations in relation to providing a safe environment for students.

15.3. Schools are increasingly involved in incidents where the activities of students at home or in their own time have an impact on the life of the school. One example is a student creating inappropriate digital content on their own digital technology, whether at school or not. Schools have the responsibility and the power to act when any such content could reasonably be expected to impact negatively on the school learning environment.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› How well are we doing on NAG 5? How do we know?
› Do we maintain a safe physical and emotional environment in our school?
› Have we considered the role of digital technology in the learning environment?
› Have we considered using the Education Review Office (ERO) wellbeing for success indicators?

16. School bullying policies

This section discusses the importance for all schools of having a bullying policy and processes in place.

16.1. Bullying behaviour occurs in all schools, whether or not they are aware of it. There is no room for complacency. To meet the NAG 5 requirements for a safe physical and emotional school environment, all schools should have a policy that defines bullying and sets out how the school community will address it. This can be a standalone policy or part of an overarching behaviour or safe school policy. Such a policy will include cyberbullying and will be part of a school’s wider approach to promoting social wellbeing and positive student interactions. It should clearly state that the school does not accept bullying.

16.2. Teachers, students, parents and whānau should all have an opportunity to have input into their school’s policies on bullying (as well as the strategies in place to build students’ social competencies). A school’s policy will support decision-making that takes place when bullying occurs, but will need to be reviewed regularly to ensure its ongoing effectiveness. As part of its role, the Education Review Office (ERO) will review a school’s bullying policy and practice using self-review questions to make sure school policies and practice align.

“Every school, every workplace, will have bullying. The person is not the problem, the problem is the problem.”

Edgewater College

7 Schools also need to consider how other forms of aggression such as sexual abuse or harassment and physical violence will be addressed in policies.
16.3. School bullying policies should encompass both prevention and response by:

› acknowledging that bullying behaviour is a risk to be managed
› recognising the prevalence, risks and dangers of cyberbullying
› documenting policies and procedures outlining how the school is proactively preventing bullying behaviour through building students’ social skills and creating a safe school environment
› including a quick guide for all adults on what steps to take when bullying incidents occur
› regularly surveying students on safety (including bullying behaviour) and using the information to identify areas for improvement
› providing for ongoing professional development to train staff to recognise and respond to bullying
› providing appropriate guidance and counselling for students
› implementing strategies to prevent and manage bullying
› integrating the management of digital technologies across strategies
› monitoring the success of strategies that have been implemented.

16.4. School bullying processes should:

› emphasise the importance of fostering an inclusive and respectful school environment for all students
› define mild, moderate, major and severe incidents
› identify who is responsible for responding to each type of incident and how these will be addressed
› use information gathered from surveys and other tools
› consider how student management systems (SMS) can be used to support data collection.

16.5. School bullying policies need to be widely advertised and readily accessible to all students, parents, family and whānau, including those with disabilities. This means policies need to be:

› available in multiple formats (in print, on the web and in school notices and newsletters)
› written in plain English (and translated into other languages where necessary)
› concise.

16.6. Boards of Trustees need to know what questions to ask to assure themselves that they have an effective bullying policy. This includes knowing what steps their principal and staff are taking to:

› develop an understanding of bullying behaviour in their school, including cyberbullying
› develop a school-wide culture of inclusion and respect for diversity
› develop students’ abilities to relate well to others and use social problem-solving strategies
› create a safe school bullying prevention and response procedure which includes information about how to address incidents of different severity
› survey students and teachers to obtain information on student wellbeing (eg, by using resources such as Wellbeing@School and Kia Kaha student surveys)
› identify actions to be taken and the relevant strategies or programmes needed to support the actions (ie, by developing an action plan)
› implement the planned actions, programmes or strategies across the school
› monitor and report on the results of these actions (from the principal to the Board of Trustees and from the Board of Trustees to the community).

“Bullying occurs in most schools and we acknowledge that this can be challenging to manage. We believe that if we don’t work through the issues, it’s just like passing the issues on to others to sort out.”

Opāwa School

“We should never think that this won’t happen. It happens in most settings; we need to be proactive.”

Pasadena Intermediate
Section three: Bullying – policies and processes

Education Review Office (ERO) self-review questions:

‘Does the Board:
› meet the requirements under NAG 5
› through the principal and teaching staff, currently provide anti-bullying programmes for students?
› do those programmes include a focus on
  - racial bullying? *
  - bullying of students with special needs?
  - homophobic bullying? *
  - sexual harassment?’

* Note: racial bullying refers to bullying based on culture or ethnicity. Homophobic bullying refers to bullying based on sexual orientation or gender identity. The term ‘transphobic bullying’ is preferred by the transgender community to refer to bullying of transgender people.

Parents, family, whānau and community

› Parents, family and whānau should have opportunities to provide input into the development of the policies and procedures.
› Parents, family and whānau need to know about their school’s bullying policy and be able to access this in an appropriate format / language.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Are we confident that we have an effective bullying prevention policy in place? Does it specifically include digital technology?
› Are the policy and procedures used consistently and fairly with all students?
› Have we consulted with our wider school community in developing our policy?
› Have we communicated our policy to our wider school community?
› Have we integrated the management of digital technologies across strategies?

Links

17. Including cyberbullying

This section notes that school bullying policies and processes should include cyberbullying.

17.1. Digital technology brings new challenges that need to be specifically recognised, but they do not stand alone. To be effective, all aspects of bullying prevention and response should be integrated within the context of school safety and cyberbullying should not be dealt with in isolation from other forms of bullying. The links between prevention and incident response should be made explicit.

**Parents, family, whānau and community**

› Parents, family and whānau need to be informed about the opportunities and challenges that digital technology brings and know how to support their children to manage these. They also need to be engaged in decision (see links).

**Questions for Boards of Trustees, principals, senior leadership teams and teachers:**

› Do our school’s bullying policies and processes explicitly include cyberbullying? ie, have we considered issues related to digital technology as part of our planning and integrated these into existing policies and practices?
› Have we integrated our management of cyberbullying issues into our overall approach to bullying?
› Are we familiar with the NetSafe cybersafety information and resources for: Digital Citizenship Policy, Staff Responsible Use Agreement and Student Responsible Use Agreement?
› Is our approach to managing issues related to online safety active and ongoing?

17.2. Boards of Trustees have responsibility for cybersafety under NAG 5 and establishing and maintaining a ‘cybersafe’ learning environment. Schools may wish to use the NetSafe information and resources as a guide in this area (see links).

17.3 Approaches that rely upon technical or other protections to prevent cyberbullying generally do not work. They must be balanced with strategies that guide young people’s learning in the digital world and promote the development of a prosocial culture of digital technology use. The key to effective prevention is to support the development of safe and responsible online behaviours. In this regard it will be more effective to talk with students about their online experiences than to restrict their access.

**Links**

› NetSafe – Overview of Digital Citizenship in New Zealand Schools.  
› NetSafe Digital Citizenship – Kit for schools policy and use agreements.  
› NetSafe contact details.  
  0508 NETSAFE (0508 638 723) and www.netsafe.org.nz
› NetSafe – kit for schools to address student cybersafety and support digital citizenship.  
  www.netsafe.org.nz/the-netsafe-kit-for-schools/
› NetSafe – cyberbullying website with At a Distance cyberbullying and Let’s Fight it Together videos.  
  www.cyberbullying.org.nz
› NetSafe – cyberbullying website with information and advice for teachers.  
  www.cyberbullying.org.nz/teachers/
  http://elearning.tki.org.nz/Teaching/Digital-citizenship
18. Tools for Schools: developing and / or revising a bullying prevention and response policy

This section provides some practical tools for schools for developing and / or revising bullying prevention and response policies. Developed by the Bullying Prevention Advisory Group, the tools comprise:

› a step-by-step guide to developing a bullying prevention policy
› a sample bullying prevention and response policy
› a framework that schools can use as a guide to develop their own policies for bullying prevention and response
› a sample bullying prevention and response action plan.

18.1. Steps to developing a bullying prevention and response policy: Below are some suggested steps for developing a bullying prevention and response policy. These are provided as a guide only and are intended to be adapted to suit the school environment.

› Step 1: Getting ready
  - Decide to develop / revise your bullying prevention and response policy (this may be a standalone policy or part of an existing school policy)
  - Get support and commitment from your school community including parents and whānau
  - Form a bullying prevention working group
  - Agree what your next steps will be

› Step 2: Preparing the policy
  - Be informed about bullying in your school community
  - Collect information about bullying behaviour in your school
  - Draft the policy
  - Seek feedback from the school community including parents and whānau
  - Make improvements to the policy
  - Decide on your priority actions for the following year
  - Finalise the action plan
  - Have the policy and implementation plan endorsed by your school community i.e., Board of Trustees, staff, students, parents and whānau

› Step 3: Implementing the policy
  - Raise awareness – make sure your whole school community is aware of the policy and their role in it
  - Implement your bullying prevention policy

› Step 4: Monitoring how your policy is working
  - Record information about bullying behaviour
  - Monitor implementation
  - Review annually
18.2. **Sample bullying prevention and response policy:**
This sample policy can be used to develop a school bullying prevention and response policy. It has been provided as a sample only and should be adapted to suit the school environment.

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**Policy Name: Bullying Prevention and Response Policy**

**Policy Date:**

**Rationale or Purpose**
The Board of Trustees seeks to take all reasonable steps to develop high standards of behaviour in order to fulfill the charter expectation and the requirements of NAG 5. The Board of Trustees seeks to foster and develop a safe, positive physical and emotional school environment that creates a climate of trust. Students, staff, parents and whānau share the responsibility for making school a respectful and inclusive environment.

**Policy Statement**
We are committed to ensuring that our school provides an environment free from bullying behaviours. All members of our school community – Board of Trustees, school leaders, teachers, staff, students and parents and whānau should have an understanding of what bullying is; and know what to do when bullying does occur.

**Definition**
Bullying behaviour is not an individual action. Our school community agrees that:

- Bullying is deliberate
- Bullying involves a power imbalance
- Bullying has an element of repetition
- Bullying is harmful.

Bullying behaviours can be physical, verbal, or social, and can take place in the physical world or digitally.

Bullying is not an individual action. It involves up to three parties; initiators (those doing the bullying), targets (those being bullied) and often bystanders (those who witness the bullying).
Bullying Prevention

We recognise that real change happens when students, staff, parents, whānau and other members of the community share responsibility for making our school a respectful and inclusive environment. We will:

- Regularly survey our school community through Wellbeing@School and Kia Kaha student or our own survey (for example by using survey monkey)
- Identify areas for improvement through the survey findings and develop a bullying prevention action plan
- Regularly promote our expectations and successes in preventing bullying (e.g., in assemblies, newsletters and Facebook, reports to the Board of Trustees)
- Hold termly professional learning and development on our understanding of bullying prevention and response (staff meetings, parent meetings, student council)
- Establish our Bullying Prevention Team to take responsibility for bullying prevention (to include staff, parents and whānau and students)
- Use a range of activities including curriculum based programmes to develop the ability for students to relate to each other (Kia Kaha, peer mediation, social problem solving solutions, role playing)
- Promote digital citizenship throughout ICT and promoting safe use of technology (through our ICT Use Agreements)
- Support the student-led peer to peer initiative.

The above are suggestions only.

Bullying Response, for when bullying occurs

We recognise the importance of consistently responding to all incidents of bullying that have been reported in our school and ensuring that planned interventions are used to respond to these incidents and support all involved. We will support anyone who has been affected by, engaged in or witnessed bullying behaviour.

- All reported incidents of bullying will be taken seriously and followed up as appropriate
- An appropriate adult will support the affected students by:
  - reassuring that they have done the right thing in reporting the incident
  - using the assessment matrix, record a description of what happened and assess the level of severity
  - using the quick reference guide, responding to bullying incidents to activate the response and action needed
- We will involve parents and whānau as early as possible and as appropriate
- All more serious incidents will be escalated to senior management and we will seek advice and involvement from outside agencies
- We will provide appropriate support for targets, bystanders and initiators of bullying behaviour
- We will regularly monitor all incidents of bullying and identify patterns of behaviour.

The Bullying Prevention section is to outline “how” the policy (e.g., what steps) will prevent bullying behaviour. It will include prevention-focussed activities and interventions.

The Bullying Response section is to outline “how” you will respond (e.g., what steps you will take) when bullying behaviour has occurred or has been reported. It will include actions and interventions to follow up with initiators, targets and bystanders following an incident.
Raising Awareness

We recognise the importance of good communication between home and school to promote consistent messages and to ensure that any reported bullying can be recognised and responded to effectively. We will regularly raise the awareness of our school community’s approach to bullying and celebrate our positive school culture, for example through parent evenings, assemblies, class-based activities, and displays.

Our interaction with our wider school community will include reports to the Board of Trustees, school newsletters, and information (including the policy) on the school’s website. We will make the policy available in multiple formats (in print, on the web and in school notices and newsletters) and ensure it is translated into other languages as necessary.

Evaluation and Review

We will review and revise this policy annually to ensure that the school’s bullying prevention practices are recognised and celebrated. This will include an annual meeting to monitor, review and modify the policy and action plan (to reflect changes with the school, survey findings, incident reviews). We will track and monitor all bullying related incidents and regularly report this information to the school community. We will regularly gather data from the school community (eg, Wellbeing@School and Kia Kaha student surveys) and report on the effectiveness of this policy and ____________ school community’s commitment to bullying prevention and response.

The Raising Awareness section outlines how you will communicate the policy to ensure it is widely known about and readily accessible to all staff, students, parents, family and whānau, and the community.

The Evaluation and Review section. You should review your policy on a regular basis. This may be annually or as legislation or regulations change.
18.3. Framework that can be used for developing a bullying prevention and response policy:

Section One: Your School’s Culture, the Rationale for the Policy and Definition of Bullying

A safe, positive physical and emotional school environment is important for student achievement and wellbeing and enables all students to be included.

Outline your school’s expectations, the principles underlying this policy (including NAG 5) and your school’s agreed definition of what is and what is not bullying behaviour (including descriptions of the different types of bullying behaviours).

For example:

› Agreed statement and confirm your school community’s expectations about creating a safe, positive environment
› Principles underpinning the policy including legal requirements (NAG 5)
› Agreed definition of bullying in your school and how this definition will be promoted
› Descriptions of types of bullying behaviours.

Section Two: Preventive Approach and Response

Real change happens when students, staff, parents, whānau and other members of the community share responsibility for making a school a respectful and inclusive environment.

Outline your school’s approach and activities in place to prevent and respond to bullying when bullying behaviour occurs. Include strategies for developing and implementing whole school bullying prevention programmes.

For example:

› Regularly surveying your school community and using the information to identify areas for improvement (eg, Wellbeing@School and Kia Kaha student surveys)
› Bullying prevention action plan based on gaps and issues identified as part of the survey findings
› Promoting your expectations and successes in preventing and responding to bullying
› Professional learning and development to reach a common understanding of recognising and responding to bullying
› Having staff identified and trained to specifically take responsibility for bullying
› Providing appropriate guidance and counselling for students
› Outlining strategies to prevent bullying eg, curriculum-based programmes, social problem solving solutions, student-led initiatives, parent / whānau involvement, collaboration with community providers.

Section Three: Responding When Bullying Occurs

It is important to consistently respond to all incidents of bullying that have been reported and ensure that planned interventions are used to respond to these incidents.

Outline your school’s responses to ensure that support is provided to any student who has been affected by, engaged in or witnessed bullying behaviour. Support the whole school community to recognise and respond appropriately to bullying when it occurs. Provide clear advice on the roles and responsibilities of students, parents, caregivers and teachers for preventing and responding to bullying behaviour.
For example:
› Responding to the incident (how do we identify and address incidents of different severity? What are your procedures for when bullying occurs?
› How do we monitor and identify patterns of behaviour?
› What do we do if the behaviour occurs outside of school?
› When responding to cyberbullying, we focus more on the behaviour involved and less on the digital technology used
› When and who will provide support and advice (both from within the school community and other agencies)
› How we will work with the targets, bystanders and initiators of bullying behaviour
› Escalating incidents to senior management and other agencies
› Communicating with parents and caregivers about the bullying incident/s and promoting your successes in your safe school culture
› Regularly recognise your efforts in bullying prevention and response and review strategies/initiatives.

Section Four: Communicating the Policy

The school community needs to be aware of, and involved in, school bullying policies. Good communication is needed between home and school so that any reported bullying can be recognised and responded to effectively.

Outline how you will ensure the policy is widely advertised and readily accessible to all students, parents, family and whānau, and the community.

For example
› Regular activities to raise the awareness of your school approach to bullying and celebrate promoting a positive school culture eg, parent evenings, assemblies, class-based activities, displays
› Regular communications to the wider school community, eg, reports to Board of Trustees, school newsletters, information (including the policy) on the school’s website
› Making the policy available in multiple formats (in print, on the web and in school notices and newsletters)
› Ensuring it is concise and written in plain English (and translated into other languages where necessary).

Section Five: Evaluation and Review

Regularly review and revise this policy to ensure that the school’s bullying prevention practices are recognised and celebrated.

Outline how your school will undertake to find out if the policy is working.

For example
› Meeting regularly to monitor, review and modify the policy and action plan (to reflect changes with the school, survey findings, incident reviews)
› Celebrating your effectiveness of promoting your school’s culture
› Tracking and monitoring of all bullying related incidents and regularly report to school community
› Regularly gathering data from the school community (eg, Wellbeing@School and Kia Kaha student surveys)
› Reporting on the effectiveness of the policy and the school’s commitment to bullying prevention and response to the school community
› Seeking continued feedback.
18.4. Sample bullying prevention and response action plan:

**Strategic aim:** To provide a safe physical and emotional school environment, free from bullying behaviours, where students feel valued and respected

**Annual aim:** To embed bullying prevention in teaching and learning opportunities

**Target:** Reduce the number of major/severe bullying incidents reported in the annual survey

**Baseline data:** Our annual school safety survey – during 2013 we surveyed all students, staff and parents and whānau. The findings showed that Year 8 students experienced bullying the most frequently.

<table>
<thead>
<tr>
<th>Actions to achieve target</th>
<th>Led By</th>
<th>Resourcing Timeframes</th>
<th>Indicators of progress Including Monitoring and Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>School wide culture and practices</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repeat survey annually and compare trends and patterns in data with last year. Share results with staff, students, parents and whānau.</td>
<td>Senior Leadership Team</td>
<td>Nil Term 1</td>
<td>Data is showing a steady decrease in the number of serious bullying incidents. We recognise the rates of reported bullying may increase due to the increased awareness of bullying in our school community.</td>
</tr>
<tr>
<td>As part of our self review we will revisit our school vision statement and ensure we have clear, positive definitions that all staff, students parents and whānau can understand. We involve the school’s digital citizenship group around cyberbullying issues.</td>
<td>Bullying Prevention Team</td>
<td>Term 1</td>
<td>All staff, students and parents and whānau are aware of our school’s expectations regarding bullying and what to do when it occurs. We have a shared understanding and can describe what bullying might look like.</td>
</tr>
<tr>
<td>Teaching and Learning</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop teaching / lessons plans on teaching social skills into everyday school life.</td>
<td>Bullying Prevention Team</td>
<td>Term 1 and 2</td>
<td>A year long teaching schedule is complete and teachers are able to use lesson plans to explicitly and implicitly teach social skills.</td>
</tr>
<tr>
<td>Revise and refine our bullying procedures on what to do when bullying occurs.</td>
<td>Bullying Prevention Team</td>
<td>Term 3</td>
<td>We have a streamlined approach to working with those that initiate bullying behaviours, those that are targets of bullying behaviour and those that witness bullying behaviour.</td>
</tr>
<tr>
<td>Community Partnerships</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Raise awareness of our successes with our bullying prevention and response activity and initiatives. Displays to ensure our messages are clearly articulated.</td>
<td>Bullying Prevention Team</td>
<td>Terms 1-4</td>
<td>Staff are in regular contact with parents and whānau and parents feel confident that issues will be dealt with appropriately when they do occur.</td>
</tr>
</tbody>
</table>
19. Informing parents and caregivers

Parents and caregivers expect schools to provide information about bullying. This section offers some ideas that schools can use in developing this information.

19.1. The best approach is to adapt what other schools have done to fit your school community. You could provide information on:

- the definition of bullying (see page 11), including cyberbullying (see page 13)
- the types of bullying behaviour (see page 12)
- the prevalence of bullying (see page 16)
- the roles that students can take in bullying behaviour (initiators, targets and bystanders – see page 20), especially the powerful influence of bystanders in encouraging and discouraging bullying behaviour
- the impacts of bullying (see page 15)
- the signs that a child may be a target of bullying behaviour (for example, getting in trouble at school for fighting, being defiant, confrontational or aggressive, or describing others as “stupid” or “deserving” of bad things that happen to them)
- what parents and caregivers should do if they suspect that their child is being bullied or bullying others, or is a victim of cyberbullying
- the school’s bullying prevention and response strategy (such as providing a safe physical and emotional learning environment, having a formal bullying prevention policy that integrates issues relating to digital technology, having procedures for dealing with bullying behaviour, providing points of contact and support for students affected by bullying, and informing and supporting parents and caregivers)
- the school’s response to reports of bullying. For example, according to the Office of the Children’s Commissioner, parents and students reporting bullying behaviour should expect:
  - to be heard and responded to sensitively and not to be dismissed out of hand
  - to be told that the report will be investigated and that there will be a response
  - to receive feedback on the situation and to have the incident responded to in an appropriate way
  - to be protected from negative consequences of their reporting
  - that the school will intervene and support initiators, targets and bystanders that are involved in bullying behaviour
  - the help available from external agencies (see links).

19.2. Information for parents and caregivers on how to act if they suspect that a child is a target of bullying could include:

- staying calm
- working out how to deal with the situation together
- reassuring the child that they have done the right thing in talking about it, that the bullying is not their fault, and that the parents / caregivers will work with the school to make things better
- agreeing on a plan of support for the child
- regularly checking with the child to see how they are doing.

“... telling a child to ‘harden up’ does not help. ‘Stand up for yourself, hit back, laugh it off, ignore it.’ These pieces of advice are usually not helpful. If your child has been bullied and they have suffered in silence it is common for them to feel ashamed and weak and they will not want to worry you. They may not even want you to help. Any suggestions that you make for them to do things they can’t do will only increase their sense of failure and shame.”

Edgewater College: Bullying: What it is and what we can do about it – A Parents’ Guide
19.3. Information for parents and caregivers on how to act if they suspect that a child is bullying others could include:

- talking to the child to get the full story and their point of view
- being clear about what is and is not acceptable behaviour at school and at home
- explaining how bullying affects the targets, the bystanders and the school environment
- discussing better ways to handle situations where the child may act aggressively
- regularly checking with the child to see how they are doing
- recognising and praising appropriate behaviour
- talking to the school and the child’s teacher about how they can help.

19.4. Information for parents and caregivers on how to act if they suspect that a child is a victim of cyberbullying could include:

- asking questions about how digital technology is being used
- taking an active approach to discussing digital issues with their child
- not to use access to technology as a sanction in response to cyberbullying / being cyberbullied
- saving all bullying messages and images for use in reporting the bullying to the school or the police
- contacting the police if the cyberbullying involves physical threats or could put the child in danger
- lodging a complaint with the mobile phone or social networking site provider
- contacting NetSafe.

Links

- King’s College Parents Guide for Developing Responsible Teenagers
  www.epageflip.net/i/253804
- Ministry of Education
  http://parents.education.govt.nz/
- NetSafe
  Email: queries@netsafe.org.nz
  www.cyberbullying.org.nz
- Office of the Children’s Commissioner
  www.occ.org.nz/childrens-rights-and-advice
- New Zealand Police
  Contact your local police station and ask for the School Community Officer
- YouthLaw
  www.youthlaw.co.nz
- Wellington Community Law Centre
  www.wclc.org.nz

“One thing that is hard to accept is that punishing those who bully rarely makes things better. The hardest thing for you may be to listen.”

Edgewater College: Bullying: What it is and what we can do about it – A Parents’ Guide
20. An effective complaints process

This section outlines the need to have an effective complaints process in place.

20.1. Managing complaints appropriately, fairly and consistently, is an important part of school operations. Schools need to have a process in place to manage all complaints, including those about bullying. This process should be well publicised and include steps for acknowledging, investigating and following up on complaints. Confidentiality is an important consideration when responding to complaints.

20.2. Organisations such as the Office of the Ombudsman, the Human Rights Commission, the Education Review Office and the New Zealand School Trustees Association provide information for Boards of Trustees about good practice for managing complaints. The Human Rights Commission offers an Enquiries and Complaints Service (including disputes resolution), which is based on mediation (see links).

20.3. If school bullying occurs on one of the grounds of unlawful discrimination in the Human Rights Act 1993 (eg, race, sexual orientation, or disability) a complaint of unlawful discrimination may be progressed through the Human Rights Commission. A complaint might also be progressed if it is alleged a school responded inadequately to a bullying complaint based on one of the grounds of unlawful discrimination in the Human Rights Act 1993.

Steps for acknowledging, investigating and following up on complaints

Managing complaints appropriately, using fair and consistent practice is an important part of school operations. Complaints may escalate rapidly if they are not managed in a timely and appropriate manner.

It is good practice to ensure that your school has a clearly articulated complaints procedure and that it is followed.

It is important that parents, students, teachers, school staff and board members know how to access the school complaints procedure easily.

Adapted from: Good practice guidelines for principals and boards of trustees for managing behaviour that may or may not lead to stand-downs, suspensions, exclusions or and expulsions (Ministry of Education).

Parents, family, whānau and community

› Parents, family and whānau should know how to make a complaint to their school if they are unhappy about how a bullying incident has been responded to. They should also know about other avenues available if they are unable to resolve the issue through the school.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Do we have a complaints process in place? Is it being followed consistently?
› Are copies available on our website / in our enrolment pack / at our office?
› Are all our staff and parents familiar with how to access the process?
Links

› New Zealand School Trustees Association (NZSTA) – conflict and complaints guide.

› Office of the Ombudsman – Good complaints handling by school boards of trustees.

› Human Rights Commission – enquiries and complaints guide.
   http://www.hrc.co.nz/enquiries-and-complaints/how-make-complaint/

› Human Rights Commission Infoline – enquiries and complaints.
   0800 496 877 or Infoline@hrc.co.nz

› Education Review Office – review documentation for schools.

› Ministry of Education – good practice advice for managing behaviour that may or may not lead to stand-downs, suspensions, exclusions and expulsions.
21. Bullying that occurs outside school

This section discusses the relevance of where bullying takes place to how schools respond to bullying incidents that are reported.

21.1. Bullying often occurs off school premises, after school hours or online and out of the direct view of parents and teachers. However, students may report these bullying incidents to teachers and staff such as counsellors, Social Workers in Schools or the school special education needs coordinator (SENCo). Bullying may affect a student’s wellbeing regardless of where the bullying occurs. These effects may show up in absenteeism or other behaviour in school.

21.2. Bullying behaviour that occurs outside school may well continue in school and vice versa. Positive student behaviours that are characteristic of safe and inclusive schools are likely to also lead to more positive behaviour in the community.

21.3. The very notion of behaviour that occurs ‘outside school’ is becoming irrelevant due to the ubiquity of technology. Increasingly, young people’s behaviour is a blend of online and offline experiences. The ability to determine with certainty where and when an event happened is being challenged on a daily basis. Schools are getting to the point where asking ‘where and when did this behaviour occur?’ is becoming less relevant than asking ‘what effect is this bullying behaviour having on the student/s concerned and will we respond?’

21.4. There are no hard and fast rules about the extent of schools’ responsibility for bullying that occurs off school premises. However, where bullying outside school is reported to school staff, it should be investigated and acted on. Schools that respond to bullying no matter where it occurs will respond to all bullying behaviour reported by students.

Parents, family, whānau and community

› Bullying incidents need to be managed and responded to wherever they occur. If bullying is affecting a student negatively, family, whānau and schools need to be informed so the bullying can be effectively addressed.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

› Are we well informed about cyberbullying and how it relates to offline bullying?
› Are we familiar with the advice on how to manage digital technologies when they are involved in incidents such as bullying that impact on safety and the learning environment?

Links

› Ministry of Education – Responsibilities to students outside school. www.educationalleaders.govt.nz/Problem-solving/ Education-and-the-law/Students/Responsibilities-to-students-outside-school
22. Legal considerations

This section sets out some of the legal considerations that schools need to take into account around bullying.

22.1. Legislation and guidelines that schools and Boards of Trustees need to be aware of in relation to bullying include:

- Children, Young Persons and their Families Act 1989
- Crimes Act 1961
- Education Act 1989
- Employment Relations Act 2000
- Films, Videos and Publications Classifications Act 1993
- Health and Safety in Employment Act 1992
- Human Rights Act 1993
- National Administration Guidelines
- National Education Goals
- Privacy Act 1993
- Secondary Teachers’ And Area School Teachers’ Collective Agreements
- State Sector Act 1988
- Victims’ Rights Act 2002

Explanation of the implications of many of these Acts for secondary schools is provided in the New Zealand Post Primary Teachers’ Association (PPTA) School Anti-violence Toolkit (see links).

22.2. Proposed new laws concerning the harmful use of digital technology have been announced, which are likely to impact on how schools manage such incidents. We will provide more information on the implications for schools, as this information becomes available.

22.3. Boards of Trustees may wish to seek legal advice when responding to bullying incidents. This advice will depend on the specific circumstances involved. School Boards of Trustees can contact the New Zealand School Trustees Association (NZSTA) for advice on any legal matters. NZSTA Helpdesk advisors can be contacted at: 0800 782 435.

Bullying in schools and the law
(Kazmierow and Walsh, 2004)

The standards which assist education providers in eliminating bullying are extensive, and practical steps to diminish bullying are well documented. To minimise the risk of expensive litigation and to meet legal and ethical obligations, the challenge is for schools to commit to school wide policies, and to ‘walk the talk’ in a consistent and steadfast way.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

- Do we know where to seek legal advice if needed?
- Do we have effective policies and processes in place and are we implementing these consistently?
- Have we integrated ideas related to the role of digital technology in all policies and processes?

Links

- Ministry of Education – Surrender and retention of property and searches.
- New Zealand Post Primary Teachers’ Association (PPTA) School Anti-violence Toolkit.
- New Zealand School Trustees Association (NZSTA) helpdesk.
  www.nzsta.org.nz/services/helpdesk
SECTION 4:
Responding to bullying behaviour
23. Responding to different levels of bullying behaviour

This section provides some practical tools for assessing bullying incidents and responding appropriately to incidents of differing severity.

23.1. Bullying incidents vary widely in their severity, impact on the target, and frequency. Most bullying behaviour is hidden from adults’ view, and as such all allegations need to be taken seriously and investigated thoroughly. This means getting an understanding of exactly what happened, considering it in relation to the definition of bullying and then implementing the school’s bullying policies and processes. The approach or disposition that a school or teacher brings to responding to bullying behaviour is critical – policies and processes alone are not enough.

23.2. Most mild incidents of bullying behaviour can be responded to effectively by students (i.e., targets and bystanders) themselves, or with minimal support from teachers. However, more serious instances of bullying behaviour will require a proportionately greater response.

All instances of bullying need to be taken seriously and responded to appropriately

Some bullying may reach the level of serious assault or child abuse. Schools should not investigate such incidents themselves and must refer these to New Zealand Police and / or Child, Youth and Family for follow-up (see quick reference guide).

24. Tools for assessing and responding to bullying incidents

24.1. The following pages contain two tools – a bullying assessment matrix and a quick reference guide – which have been developed to support schools’ decision-making processes when bullying happens. Based on their knowledge of each student and situation, schools can use the tools to help assess the seriousness (moderate, major or severe) of a particular incident and develop an appropriate response. Depending on their resilience and capability, some students could be involved in making this assessment.

24.2. Note that the tools should be adapted to take account of the circumstances of the individuals concerned and of the incident. They are not a substitute for professional judgement, experience and advice or schools’ policies and processes.

24.3. The bullying assessment matrix (see over page) can be used before going to the quick reference guide. It enables a school to assess a bullying incident’s severity, impact and frequency and use this information to allocate a ‘rating’ to underpin the school’s response.

24.4. The quick reference guide (see page 60) provides guidance for schools on responding to bullying incidents according to whether they are mild, moderate, major or severe. It can also be downloaded at www.education.govt.nz/bullyingprevention.

24.5. We welcome feedback on these templates, to bullying.prevention@minedu.govt.nz.

“Our big message to staff is: know your limits. Use your professional judgement and refer the issue to the appropriate person or people.”

– Mt Albert Grammar School
## Bullying Assessment Matrix

The bullying assessment matrix is intended to help guide a school’s response to a bullying incident and to be used prior to referring to the quick reference guide. It is intended as a supporting resource and does not replace decisions based on professional judgment and experience or schools’ current policies and processes.

Most incidents of bullying behaviour can be appropriately responded to by students themselves, or by classroom or duty teachers. This bullying assessment matrix is intended only for incidents where a higher level of response is appropriate.

### Incident Details

*Brief description of what happened:*

<table>
<thead>
<tr>
<th>Date:</th>
<th>Assessment completed by:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Important Considerations

- Your initial assessment may change (e.g. **ORANGE** to **RED**) as new information comes to light.
- You may decide to assess an incident as **RED** for reasons other than those stated here. Please note these below if this is the case.
- Student vulnerability may be influenced by factors such as mental health, disability, or lack of a social support group.

### Comments

*(record any other mitigating or aggravating factors that have contributed to your assessment here)*
Bullying Assessment Matrix

Instructions

Circle a number (1-3) for severity, impact and frequency. Add ratings to obtain a total score. Give the incident a red, orange or yellow rating as follows:

- total score of 8-9, rate incident **RED**
- total score of 6-7, rate incident **ORANGE**
- total score 3-5, rate incident **YELLOW**

If any domain (severity, impact, or frequency) has been scored a ‘3’ rate the incident as **RED**.

<table>
<thead>
<tr>
<th>Factors which may DECREASE impact:</th>
</tr>
</thead>
<tbody>
<tr>
<td>target is resilient and able to manage situation with minimal support</td>
</tr>
<tr>
<td>incident is unlikely to recur or be replicated via digital technology</td>
</tr>
<tr>
<td>initiator willing to cease behaviour</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Severity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. moderate</td>
</tr>
<tr>
<td>eg, physical threats or harm, intimidation, social exclusions (no sexual element)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. moderate</td>
</tr>
<tr>
<td>target likely to cope well and require minimal / short-term support</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. moderate</td>
</tr>
<tr>
<td>has never or rarely occurred before and is very unlikely to recur or be digitally replicated</td>
</tr>
</tbody>
</table>

**Assessment Total:**

Are any of the domains scored a ‘3’? **YES / NO**

(if yes, code the incident **RED**)

**Rating** (please circle)

| YELLOW | ORANGE | RED |
| moderate | major | severe |
24.6. Sample bullying incident assessments

**MODERATE (YELLOW):**

A student (the initiator) makes inappropriate and derogatory remarks to another student (target) based on his / her ethnicity. A group of students is watching (bystanders). One or two similar incidents involving the same students have occurred over the past few weeks and the target student has received a few negative text messages. The target student is confident and assertive. He / she has told the initiator that his / her behaviour is disrespectful and inappropriate and has reported all the incidents to his / her class teacher.

**Assessment rating:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Impact</th>
<th>Severity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>1</td>
<td>4</td>
</tr>
</tbody>
</table>

**Moderate:** Action – implement school bullying policy.

**MAJOR (ORANGE):**

A student (the initiator) makes inappropriate and derogatory remarks to another student (target) based on his / her ethnicity. A group of students is watching (bystanders). One or two similar incidents involving the same students have occurred over the past few weeks and the target student has received a few negative text messages. The target student is a migrant and is new to the community and to the school. He / she has not yet developed a strong peer network and is quite isolated. The remarks are particularly hurtful and intimidating and the student is feeling threatened and unsafe at school.

**Assessment rating:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Impact</th>
<th>Severity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>3</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

**Major:** Action – implement school bullying policy and consider whether external support is needed.

**SEVERE (RED):**

A student (the initiator) makes inappropriate remarks to another student (target) based on his / her ethnicity and pushes him / her to the ground while continuing to threaten and verbally abuse him / her. There is a group of students watching (bystanders). Several similar incidents involving the same students have occurred over the past few weeks and the target student has received text messages. As a result of the fear of further bullying, the student’s (target) school attendance has dropped and he / she feels very unsafe when at school.

**Assessment rating:**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Impact</th>
<th>Severity</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2</td>
<td>2</td>
<td>7</td>
</tr>
</tbody>
</table>

**Severe:** Action – implement school bullying policy and engage external support.

*Note: These examples are intended only as a guide. The individual circumstances of bullying incidents will vary. Incidents that appear similar may differ in their impact and seriousness. Social / relational bullying can result in just as much emotional and psychological harm to the target as physical bullying.*
“The assessment matrix is very useful. It makes you step back and go, ‘Wait a minute, this is serious’. Almost like a moral compass.”

Banks Avenue School

“The quick reference guide grabbed us. It’s now sitting in the back of every teacher’s PB4L folder.”

“The quick reference guide was particularly useful when some parents insisted that bullying was occurring. We used the chart to show them, ‘This is where it fits and this is what we’ll do’.”

Oxford Crescent School
# Responding to Bullying Incidents

## Quick Reference Guide

<table>
<thead>
<tr>
<th>Rating</th>
<th>What the bullying behaviour looks like ...</th>
<th>Response/action needed</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Severe</strong></td>
<td>Severe bullying incidents (RED) are likely to:</td>
<td>reassure students that they have done the right thing by reporting the incident</td>
</tr>
</tbody>
</table>
| School should seek external advice and support | - involve physical or psychological harm requiring medical and / or mental health attention  
- involve serious sexual threats or any inappropriate sexualised behaviour  
- be part of a series of bullying incidents  
- be very likely to recur and / or be replicated through digital technology | activate your school bullying policy and processes for responding to incidents |
|                | The target is likely to be: | engage your Board of Trustees and parents and whānau early |
|                | - particularly vulnerable and / or likely to require intensive, on-going school-based or specialist support | refer incident to the Police – call 111 or your local Police station for advice |
|                | The initiator is likely to be: | contact Child, Youth and Family if you have concerns about possible neglect or abuse |
|                | - vulnerable and require intensive follow-up | contact NetSafe if you require urgent advice or support around cyberbullying |
|                | **Note:** there may be other aggravating factors that have led to the incident being rated RED | identify a media spokesperson and activate your school’s media protocol |
|                | Major bullying incidents (ORANGE) are likely to: | **DO NOT** investigate or interview students before seeking advice from the Police or Child, Youth and Family |
| School may need to seek advice or support | - involve physical threats or harm, and / or intimidation  
- involve some inappropriate sexual statements or threats  
- have occurred previously and be likely to recur or be replicated through digital technology | |
|                | The target is likely to: | |
|                | - have the resilience to cope with a period of additional school-based support in place | |
|                | **Note:** there may be other aggravating or mitigating factors that have led to the incident being assessed as ORANGE | |
| **Moderate**   | Moderate bullying incidents rated (YELLOW) are likely to: | reassure students that they have done the right thing by reporting the incident |
| School can manage response internally | - involve minor physical threats or harm, intimidation, or social exclusion  
- have no inappropriate sexual element  
- have never or rarely occurred before  
- be very unlikely to recur or be digitally replicated | activate your school’s bullying policy and processes for responding to incidents |
|                | The target is likely to be: | engage your Board of Trustees and parents and whānau early |
|                | - resilient and able to cope well with minimal / short-term school-based support | contact other agencies for advice if you are uncertain whether or not they should be involved |
| **Mild**       | Mild bullying incidents rated (GREEN) are likely to: | follow your school’s media protocol, identify a media spokesperson and engage with media as required |
| Student can respond appropriately | - involve mild physical threats or harm, intimidation, or social exclusion  
- have no inappropriate sexual element  
- have never or rarely occurred before  
- be very unlikely to recur or be digitally replicated | contact your school health guidance service if you have concerns about a student who is particularly troubled by bullying, eg, for a mental health assessment |
|                | The target is likely to be: | |
|                | - resilient and able to cope well with peer support | |

**Note:** Most incidents of bullying behaviour can be appropriately responded to by students themselves, or by classroom or duty teachers. This quick reference guide is intended to be used with the Bullying Assessment Matrix – mainly for incidents that require a higher level of response. It focuses on actions schools may need to take over and above attending to the immediate needs of students and implementing their relevant policies and processes to respond to bullying incidents and ensure targets of bullying are adequately supported.
### Key Ministry of Education (MOE) contacts

**Associate Deputy Secretary**  
Sector Enablement and Support  

**Jill Bond**  
**DID:** 463 2639  
**Call:** 027 4950 282  
**Email:** jill.bond@minedu.govt.nz  

**Traumatic incident team:** 0800 848 326 (24 hrs)

### Other key agency contacts

**NZ Police**  
Call 111 or your local police station:  

(Insert number of your local police station. Info at: www.police.govt.nz/stations)  

**Child, Youth and Family**  
Line for schools (Ed Assist) 0508 332 774  
edassist@cyf.govt.nz  

Or general line: 0508 326 459  

NZ Police will refer to CYF under the joint Child Protection Policy if a statutory social work response is needed.  

**NetSafe**  
0508 638 723 (office hours)  
queries@netsafe.org.nz

### Director of Education:

Area:  

**Director of Education:**  

**Phone:**  

(insert your region and name and number of your Director of Education.  
Info at: www.education.govt.nz/ministry-of-education/contact-us/regional-  
ministry-contacts)  

**Traumatic incident team:** 0800 848 326 (24 hrs)

### Other key contacts in our community:

1. **Organisation / service:**  
   **Names:**  
   **Phone:**  

2. **Organisation / service:**  
   **Names:**  
   **Phone:**  

3. **Organisation / service:**  
   **Names:**  
   **Phone:**  

4. **Organisation / service:**  
   **Names:**  
   **Phone:**

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### Bullying Prevention and Response Review Cycle

- **Plan**  
- **Implement**  
- **Review**  
- **Bullying policy and processes**  
- **Bullying incident**
25. Involving other agencies and organisations

This section describes the role of external agencies in supporting schools to respond to bullying incidents.

25.1. In some instances of bullying, schools may need to seek input from agencies such as Child, Youth and Family (CYF), New Zealand Police, or NetSafe. The New Zealand School Trustees Association (NZSTA) has a memorandum of understanding with CYF called Breaking the Cycle (see links).

25.2. New Zealand Police uses a Prevention First strategy and employs school community officers who facilitate prevention-based interventions and services in collaboration with whole school communities.

25.3. If schools are unsure whether a bullying incident requires further investigation by these agencies they should seek advice from their school community officer (New Zealand Police), or call the CYF Ed Assist line for schools on 0508 332 774 (or email edassist@cyf.govt).

25.4. In case of emergency, schools should call 111 for advice. All staff should be aware of the school’s processes for severe bullying incidents and when it is appropriate to liaise with or make a referral to CYF or New Zealand Police.

25.5. There are two key considerations involved when deciding whether to involve CYF. The first is to consider the impact on the child. The second is to consider the parents’ ability to provide support. Schools should notify CYF if they believe a child or young person may be:
   - unsafe or in danger of harm
   - suffering from ill-treatment, abuse or neglect.

   Signs to look for in children and young people include:
   - regular unexplained absences or a lack of engagement in school
   - poor social skills (eg, being withdrawn, bullying or being bullied or relationship difficulties)
   - behaviour that is affecting their learning and / or the learning of others
   - uncharacteristic changes in their achievement or behaviour.

   Possible indications that families and whānau may need support are when:
   - parents seem stressed or not coping
   - there are signs of drug or alcohol problems
   - there is family violence
   - there are mental health issues that are affecting the care of children
   - families and whānau who are isolated and without any support networks.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

- Do we have good links with our school community officer and is he / she aware of our policies and processes around bullying?
“We will get the best traction when we involve the community and parents.”

Pangiora High School

“Week help outside the school from professionals like Rainbow Youth to make sure that your plan to help support LGBTIQ youth is actually a good one.”

Transgender young person, Wellington

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Links

26. Stand-downs, suspensions, exclusions and expulsions

This section discusses the role of formal disciplinary procedures in responding to bullying behaviour.

26.1. Students who experience stand-downs, suspensions, exclusions and expulsion from school are more likely to experience negative longer-term educational and health outcomes.

26.2. Therefore it is important to use these options carefully and to balance the safety of those who are the targets of bullying behaviour with the need to support all young people to develop the skills needed to have healthy social relationships.

26.3. It is also critical to respect the educational and health (including mental health) outcomes of both the targets and initiators of bullying behaviour when considering imposing stand-downs, suspensions, exclusion and expulsions.

26.4. In cases where stand-downs and exclusion processes need to be used they should always be part of a more comprehensive response. Detailed information on stand-downs, suspensions, exclusions and expulsions is available from the Ministry of Education website (see links).

Parents, family, whānau and community

- Parents, family and whānau need to be part of developing a range of supports for their child if their child is initiating bullying behaviour.

Questions for Boards of Trustees, principals, senior leadership teams and teachers:

- Do we have processes in place to ensure initiators of bullying behaviour also receive the support they need?
- Where do we use disciplinary procedures are these part of a more comprehensive response?
- If digital technology is involved in bullying, has it been managed in accordance with the guidance provided in Digital Technology: Safe and responsible use in schools?

“We make sure that the kids we know are bullying know that we know they’re bullying.”

Banks Avenue School

Links

27. Interacting with the media

This section provides advice on interacting with the media following a bullying incident.

27.1. There may be significant media interest following a serious bullying incident. It is essential that schools anticipate this and have guidelines in place for liaising with the media.

A principal on interacting with the media

“I’m a principal of a school... so I’m accountable to my community. Being accountable is being available ... to consult and to listen. And the media in a sense reflect the wider community. It’s a matter of actually working alongside them.”

“When you are dealing with the media, you say: ‘Yes, we can work with you, but here’s how we would like to do it’. You give them, but you also tell them there has to be ... a boundary around it. The staff knew that I was the only one speaking to the media, and they deferred all media comment to me.’

New Zealand Education Gazette 25 February, 2013

Quick Media Guide

It is recommended that:

› schools appoint one media spokesperson to front the media, usually the principal or chair of Board of Trustees (and a back-up person)
› if asked for an interview, schools ask what the key questions will be, who else is being interviewed, who the reporter or interviewer will be, is it live or pre-recorded and what the deadline is
› schools do not feel under pressure to respond on the spot. Take time to prepare and be confident of your messages – rehearse what you will say
› schools develop and agree up to 5 key messages that sum up your story, what happened and what is being done about it
› schools establish a process for when the media contact the school. For example, when a call is received it is referred to the principal who contacts the chair of the Board of Trustees before responding to the caller
› schools ensure the school community (staff, students, parents and whānau) are kept as informed as the media – and remember anything you tell them is in the public arena and can quickly reach media
› schools consider accessing media training for principals and / or chairs of Boards of Trustees.

The appointed media spokesperson should:

› always be truthful
› repeat the key messages when speaking to the media
› if they do not know, say so
› if information cannot be shared, say why not
› make sure the privacy of students is maintained.

The appointed media spokesperson can specify that they will only respond to questions by email.
Questions for Boards of Trustees, principals, senior leadership teams and teachers:
› Do we have clear media guidelines in place for our school?
› Have we considered the feasibility of having at least one person who has received media training?
› Have we identified who our media spokesperson would be?

Questions for principals and staff:
› Does everyone know and understand our school’s media guidelines?
› Do staff know what to do if approached by the media?
› Have we considered the privacy of those involved?

Questions following an incident:
› Has our school community (staff, parents, students) been briefed?
› Does everyone know who to refer media enquiries to?

Links
› New Zealand School Trustees Association – helpdesk. 0800 782435 www.nzsta.org.nz/services/helpdesk
› Ministry of Education – Managing emergencies and traumatic incidents – the guide (see p.23 and pp.31-33 for media-related tools and resources). www.education.govt.nz/school/student-support/emergencies/
28. Cyberbullying incidents

This section focuses on responding to incidents of cyberbullying.

28.1. In general, schools’ bullying policy and procedures should apply equally to cyberbullying. Policies and procedures should integrate specific consideration of cyberbullying and set out clear prevention and response strategies (eg, promoting digital citizenship and responding to cyberbullying that is having an impact on students). Bullying prevention programmes often include specific strategies for preventing and responding to cyberbullying given its particular characteristics.

28.2. However, evidence shows that online and offline bullying or harassing behaviours are closely linked. Increasingly, young people move seamlessly between online and offline environments, blending information and communications from different sources and media. Schools are being challenged to understand and manage new types of behaviour. For example, the relationship between online and physical bullying behaviour.

28.3. From a prevention perspective, teachers can promote good digital citizenship by:

- promoting safe and responsible use of technology in the classroom
- integrating concepts of safe and responsible use of digital technology with the school based curriculum
- developing ‘class contracts’ with students that include appropriate behaviour online and on cell phones, including outside of school time
- teaching students how to avoid making themselves vulnerable online, for example, by not posting inappropriate photos of themselves
- engaging students, parents, families and whānau in how digital technology is used at the school
- ensuring all students understand their school’s ICT Use Agreements
- making sure parents and whānau are informed about cyberbullying and engaged in their children’s use of digital technology.

28.4. Fostering a positive culture of digital technology use, where challenges are understood to exist, should reduce undesirable outcomes. The Online Safety Advisory Group\(^8\) produced its guidance document on digital technology use in schools to help Boards of Trustees, principals and teachers to act confidently and in the best interests of students with regard to digital technology. It is a companion to the Surrender and Retention of Property and Searches Guidelines for Schools. These guidelines were updated in light of new legislation which came into force in January 2014. Under this legislation, teachers are able to request that students surrender an item (including an electronic item such as a text, photo or phone) if they believe that item is likely to:

- endanger the physical or mental safety of others
- detrimentally affect the learning environment.

28.5. If schools wish to have online material removed they can take the following steps in the first instance:

- identify the person responsible and ask them to take down the material
- request a provider (eg, Facebook) to remove the page using their ‘reporting’ options
- seek advice from NetSafe.

28.6. NetSafe provides content and services to support schools to manage incidents. Plan to contact NetSafe early in an incident for specialist advice.

NetSafe
Phone: 0508 NETSAFE (638 723) toll free from anywhere in New Zealand
Email: queries@netsafe.org.nz

Online crime reporting
The ORB offers all New Zealanders a simple and secure way to report their concerns about online incidents at www.theorb.org.nz

\(^8\) The Bullying Prevention Advisory Group has formed an Online Safety Advisory Group sub-group to specifically consider issues relating to bullying and digital technology.
29. Cyberbullying – frequently asked questions

We are continuing to develop advice for schools on a range of issues about cyberbullying. Subject matter expertise is being provided by NetSafe.

Preventing cyberbullying

Parents, whānau and students

Q1. How can parents and whānau help keep their children safe on the internet?

Children and young people will inevitably face challenges on the internet. Another way to think about safety is for parents, families and whānau to consider how they can support their young people to manage challenges, minimise harm to themselves and others, and ensure they are successful and confident internet users. It is vital for young people to know that they can talk to someone they trust if they are being bullied and / or are feeling unsafe. It could be a parent, carer, teacher or another adult.

Parents and whānau can support their children by helping them be responsible digital citizens. For example, being supportive of others and not posting comments that they would not be prepared to say face-to-face. Depending on the age of their child, parents and whānau can reduce the challenges their children face online by teaching them never to share personal information or passwords with anyone, talking to them about their online life, and monitoring their internet usage. Parents can also have discussions with their children about the different strategies they could use in the event they experienced online or texting activities that upset them or made them uncomfortable.

If a child or young person tells an adult they are being bullied and / or feel unsafe, it is important that the adult discusses how the young person could handle the situation, give advice and support the young person to keep themselves safe. Children and young people often fear their mobile phone or computer will be taken off them if they tell adults about challenges online. This can be a reason why young people are often reluctant to report cyberbullying. See NetSafe’s dedicated cyberbullying website at: www.cyberbullying.org.nz

Q2. How can students protect themselves from cyberbullying?

Students will inevitably face challenges on the internet. Students can take steps to reduce their exposure to risk and minimise harm, while maximising the fun and opportunity that the internet provides. Students should be supported to develop strategies to build resilience and be knowledgeable users of the internet. Knowing when and how to react to challenges on the internet will reduce the number and seriousness of any incidents that do occur. Students often have developed their own coping strategies and will deal with most things without needing additional support or guidance.

Parents, families and whānau can support students by encouraging them to activate the privacy settings on social networking sites and by only letting people they know and trust view their profile. If a student is concerned or upset about online content about them or another student, they should send the person one private message or talk to them face-to-face and let them know that they consider the content is not okay. If this strategy does not work, students should then be encouraged to use other strategies such as telling a trusted adult, using the safety options provided or approaching the provider company.

Schools

Q3. What is the best way to create a safety culture in a schools including around cyberbullying?

Strategies to reduce all types of bullying are most effective when they are part of a whole-school focus on creating a positive climate that is inclusive and supports students’ learning. Whole-school interventions establish positive social values that are important to the school community.
Enhancing mutual respect, promoting understanding rights and responsibilities, and fostering a school culture of inclusion that values diversity, are crucial aspects of safe schools. Schools can use a self-review process available through Wellbeing@School, to create a safe and caring climate that deters bullying. Support for whole-school approaches can be provided by a New Zealand Police school community officer.

Q 4. Are policies available for schools to use?
Schools need to develop policies in association with staff, students, parents and whānau, and their community. They need to be specific to the needs of their school and feature cyberbullying policies that can be incorporated into a school’s overall bullying policy. For more information refer to the NetSafe Kit for Schools available at: www.netsafe.org.nz/the-kit/

Q 5. How can a school block a website?
How do we manage permissions effectively?
No software will be 100 percent effective in preventing access to material available on the internet. Blocking websites is just one option. There will always be system weaknesses that users try to exploit. Students will always find ways to access websites while at school, eg, through their mobile phone. Blocking websites can drive the use of the website underground. Another approach is to help students understand and be aware of how to deal with unwanted or inappropriate websites.

Programmes are available to block certain websites and these can be loaded onto your school’s computers. Filters are also available from the following Ministry of Education site to filter content (eg, access to certain websites), as well as emails and spam: www.education.govt.nz/school/running-a-school/technology-in-schools/safe-and-secure-internet/

Schools could also consider recommending blocking software to the school parent community in newsletters and help parents purchase specific software.

Q 6. Where can we find anti-cyberbullying and internet safety programmes?
See NetSafe’s website for a variety of programmes for different ages, available at: www.netsafe.org.nz

Q 7. What is a reasonable amount of time for schools to spend on cyberbullying education?
The amount of time spent will depend on the needs of the school and students and the capabilities of staff and students. Digital citizenship and technology capability can be built into all areas of the curriculum and a range of whole-school activities. Everyone in the school should be responsible for digital citizenship. NetSafe has a Learn, Guide, Protect website that schools can use to create a culture of responsible, safe use of digital technologies. Go to: www.mygp.org.nz. Also refer to a NetSafe document on digital citizenship in schools: www.netsafe.org.nz/Doc_Library/Digital_Citizenship_in_New_Zealand_Schools_Overview.pdf

Q 8. How can we stop students from wasting time on social networking sites?
Social networking plays an important role in the lives of young people. Students should be encouraged to use social networking sites responsibly and schools should have policies about the use of mobile devices during class time or at school.

Q 9. How can schools cooperate to deal with inter-school bullying?
Principal’s can use their existing networks to work with other schools and agree on appropriate responses to bullying, including cyberbullying.

Q 10. Can a principal inform parents of websites that students should avoid?
It is up to individual schools to determine if this is appropriate. Principals may wish to inform parents, using the school newsletter, if the school is having issues arising from a particular website. However, this may encourage students to visit these websites more often.
Responding to cyberbullying

Parents, whānau and students

Q11. What should a parent do if they discover their child is being cyberbullied?

Online and offline bullying or harassing behaviours are closely linked, with international research showing that those who are bullied offline are 15 times more likely to experience online bullying. Parents should inform their child’s school if they become aware their child is being cyberbullied, as their child could be being bullied at school as well.

If parents discover their child is being bullied, they should take their child’s concerns seriously and reassure them that it’s not their fault. Children and young people often fear that their mobile phone or computer will be taken off them, which can be a reason why they do not report cyberbullying. It is important that parents work with their child to develop appropriate strategies that support the young person. One strategy is to report internet cyberbullying to the website where the bullying took place. Usually there is a ‘report abuse’ button or ‘safety’ link, as well as a ‘block sender / user’ link. If bullying occurs through text messages, contact the phone company and ask them to take action. Parents should talk to their child’s school if it appears that the bullying comes from another student at their child’s school or if it is affecting their child at school.

Q12. What blocking strategies can be made available to the bullied student?

Children and young people will inevitably face challenges on the internet and will resolve the majority of them by themselves. Teaching students coping strategies and digital citizenship is the best way to minimise exposure to challenges online.

Students can usually report abuse directly to the website concerned or to their mobile phone company. Many social networking sites such as Facebook have a ‘block’ or ‘report’ function where a student can enter the user names of people bothering them or people they want to avoid. Mobile phone companies can also block the number of a person who is sending abusive or threatening messages or phone calls.

Alternatively, students can shut down their own social media page. Young people can find advice and guidance on NetSafe’s webpage: www.cyberbullying.org.nz/youngpeople/

Q13. Where can immediate help / advice be sought about cyberbullying?

NetSafe is an organisation that promotes cybersafety and champions digital citizenship by educating advising and supporting individuals, organisations and industry on a range of issues. NetSafe has a toll-free number for queries and advice. Call 0508 NETSAFE (638 723). This number is not manned around the clock, but someone from NetSafe will call back as soon as possible if a call is made after hours. NetSafe also has an email address for queries. Email NetSafe at: queries@netsafe.org.nz

Q14. What support exists to help students who are being bullied through their mobile phone?

Inappropriate or abusive text messages should be reported to the student’s phone company. Phone companies have an agreement to liaise with each other and take action where appropriate. They can block calls or disable an account (that the texts or calls are originating from). Young people can find advice and guidance on NetSafe’s website. Go to: www.cyberbullying.org.nz/youngpeople/

Q15. How do I recover / take down inappropriate pictures of my children?

Sharing inappropriate pictures online is the least common form of cyberbullying. Parents and whānau can minimise harm from sharing inappropriate pictures by advising their children against posting or sharing any images they do not want distributed further, including email, pxt and text.

The Orb website has been developed to offer a simple and secure way to report concerns about online incidents. Visit the website: www.theorb.org.nz. Reports made to this website will be directed to the organisation best able to investigate or advise on various types of online incidents, including objectionable material and privacy breaches.
Schools

Q 16. What resources are available to support teachers’ learning and development relating to changes in technology and the online environment?

Due to the ever changing nature of the online environment and advances in technology PPTA’s Digital Communication guidance strongly advises ongoing professional learning for teachers. Teachers can find further information here: http://ppta.org.nz/resources/publication-list/624-onlinesafety-for-teachers

Information and resources about teachers’ use of social media for staff meetings and workshops are available at: www.teachersandsocialmedia.co.nz

Q 17. What can schools do in response to students being bullied on Facebook? What jurisdiction do they have?

Schools can support the affected student to help them build coping strategies and resilience to prevent the bullying reoccurring. This applies to bullying occurring through any social media. Schools may also choose to approach the owner of the bullying material (for example, the owner of the Facebook page) and ask them to remove it. Schools can seek advice from NetSafe on 0508 NETSAFE.

Q 18. What can a school do if a student sends an inappropriate photo of themself to another student who then circulates it amongst his / her friends?

Schools should ensure the student is supported and deal with an issue such as this through their behaviour / bullying policy. Schools can also call NetSafe for advice on 0508 NETSAFE. Students should be discouraged from sharing inappropriate images of themselves, and should be warned of the dangers if they choose to do so.

It can be easy to post a photo of someone and not realise that the other person may feel uncomfortable about it. This behaviour does happen and often is not intended to cause harm. This highlights the need to teach students about being responsible digital citizens.

Q 19. What is the process for closing down sites that contain offensive material? How can the offensive material be removed?

The best and most effective response to the discovery of offensive material on a website is to ask the person who put it there to remove it. Many websites are based overseas, so it is not generally possible or reasonable to get them shut down.

Cyberbullying and abuse can be reported to the website where the bullying took place – usually there is a ‘report abuse’ button or ‘safety’ link. If a social networking page, for example a Facebook page, is offensive or abusive and the page owner refuses to remove it after being approached, this can be reported to the website and the page may be taken down by the website owner if it breaches the terms and conditions of the site.

Q 20. Can a school apply disciplinary consequences for comments / images about other students or staff, posted online?

Schools’ bullying and behaviour policies should determine the steps schools take to discipline a student who is cyberbullying. School policies should declare an intention to deal with cyberbullying by making it clear that the school will take steps to respond to cyberbullying behaviour.

Q 21. Where do schools’ responsibilities for cyberbullying and bullying that occurs out of school hours / off school premises begin and end?

Schools that take a whole-school approach to bullying which encompasses the school community will respond to all reports of bullying behaviour, whether it takes place in or out of school.

Q 22. What is the legal risk of a school taking action or not taking action to respond to bullying they know about?

Schools are required to provide a safe physical and emotional environment for students. Schools should respond to reports of bullying, including cyberbullying by following their bullying policies and procedures. Schools should keep parents informed if their child is bullying or has been bullied.
Q 23. What role does New Zealand Police have and when should schools refer cyberbullying to New Zealand Police?

New Zealand Police provides both a prevention service (through a school community officer) and a response service for schools. Cyberbullying may be related to a range of criminal and/or civil offences.

If a school or parent believes an offence may have been committed, they should contact their local police station and provide the police with as much evidence as possible. They should save offending text messages and take screen shots of any abuse online or call 111 depending on the seriousness of the incident.

Q24. What role are telecommunication companies playing in helping to create a solution to cyberbullying?

Many of the telecommunications companies, including Spark, Vodafone and 2 Degrees, have created cyberbullying resources. These can all be found online.

Links

› NetSafe – queries and advice. Phone: 0508 NetSafe (638 723) and email: queries@netsafe.org.nz
› NetSafe resources for schools – At a Distance video and guide for teachers and principals. [www.cyberbullying.org.nz/teachers/](http://www.cyberbullying.org.nz/teachers/)
› Teachers’ Council social media website. [www.teachersandsocialmedia.co.nz](http://www.teachersandsocialmedia.co.nz)
1. Resources and information

**Information for Boards of Trustees, principals, senior leadership teams and teachers**

- **Ministry of Education**
  - Bullying prevention information. [www.education.govt.nz/bullyingprevention](http://www.education.govt.nz/bullyingprevention)
  - Information and resources on a range of topics for Boards of Trustees. [www.minedu.govt.nz/Boards.aspx](http://www.minedu.govt.nz/Boards.aspx)
  - Preventing and responding to a student at risk of suicide or self harm. [www.education.govt.nz/school/student-support/emergencies/](http://www.education.govt.nz/school/student-support/emergencies/)

- **Education Review Office**

- **NetSafe**
  - At a Distance cyberbullying video and Let’s Fight it Together video. [www.cyberbullying.org.nz](http://www.cyberbullying.org.nz)
  - Information and advice on cyberbullying for teachers. Phone: 0508 638 723 Email: queries@netsafe.org.nz [www.cyberbullying.org.nz/teachers/](http://www.cyberbullying.org.nz/teachers/)

- **Online Safety Advisory Group**

- **Ministry of Social Development**
  - Reporting abuse and neglect – the CYF If you are worried page. [www.cyf.govt.nz/keeping-kids-safe/if-you-are-worried/](http://www.cyf.govt.nz/keeping-kids-safe/if-you-are-worried/)

- **New Zealand Council for Educational Research**
  - What bullying is and is not (research brief), [www.wellbeingatschool.org.nz/sites/default/files/W@S-What-bullying-is-research-brief.pdf](http://www.wellbeingatschool.org.nz/sites/default/files/W@S-What-bullying-is-research-brief.pdf)
  - Addressing conflicts in ways that build social competence (research brief), [www.wellbeingatschool.org.nz/sites/default/files/W@S-Addressing-conflicts-building-competence-research-brief.pdf](http://www.wellbeingatschool.org.nz/sites/default/files/W@S-Addressing-conflicts-building-competence-research-brief.pdf)
New Zealand School Trustees Association

- Information on the Breaking the Cycle memorandum of understanding with CYF (Chapter 5).
- Links to Kia Kaha material (note Stop Bullying 0800 number is no longer active).

Wellington Community Law Centre

- Schools and the right to discipline – Chapter 9: Bullying in schools.

Post Primary Teachers’ Association (PPTA)

- School Anti-violence Toolkit – legal requirements, anti-violence policy guidelines.
- PPTA Rainbow Taskforce for Safe Schools.
- PPTA: Change Management.
- PPTA ’s Digital communication guidance strongly advises ongoing professional learning for teachers.

Teachers’ Council

- The Teachers Council website resources for teachers on using social media.
  www.teachersandsocialmedia.co.nz

Office of the Ombudsman

- Information about complaints process for Boards of Trustees.

Information for parents and whānau

Ministry of Education

- Information and resources on a range of topics for parents.
  http://parents.education.govt.nz/

NetSafe

- Information and advice on cyberbullying for parents.
  Phone: 0508 638 723
  Email: queries@netsafe.org.nz
  www.cyberbullying.org.nz/parents/

New Zealand Police

- Information for parents and whānau about the Kia Kaha programme.

United Nations


Stop Bullying: United States

- Cross-sector government agencies’ information and advice on what bullying is, what cyberbullying is, who is at risk, and how you can prevent and respond to bullying.
  www.stopbullying.gov/what-you-can-do/parents/index.html

Information for students

Ministry of Education

- Resource on bullying written by students for students.
  www.minedu.govt.nz/~/media/MinEdu/Files/Parents/Teens/StepUpSecondaryWebFINAL.pdf

NetSafe

- Information and advice on cyberbullying for young people.
  Phone: 0508 638 723
  Email: queries@netsafe.org.nz
  www.cyberbullying.org.nz/youngpeople/

Youthline

- Information, support and telephone counselling for young people.
  0800 376 633 or free text 234
  www.youthline.co.nz/info-zone/bullying
  www.youthline.co.nz

YouthLaw

- Information on bullying (note No Bully 0800 line referred to has been discontinued).
  YouthLaw information line 0800 UTHLAW
  www.youthlaw.co.nz/information/school/bullying/
Appendix

Carroll-Lind, Counter-Bullying Kia Information, Carroll-Lind, School KiVa NetSafe Effective School Wellbeing@School

Programmes, strategies and tools

Positive Behavioural Interventions and Supports (PBIS)
- Known in New Zealand as PB4L: School-Wide an evidence-based prevention approach. www.pbis.org

NetSafe

New Zealand Council for Educational Research / Ministry of Education
- Wellbeing@School: self-review tools to support schools for creating a safe and caring school climate that deters bullying. www.wellbeingatschool.org.nz/about-ws-tools

New Zealand Police
- Kia Kaha: Building a Safe, Happy Classroom for Years 0-3; A Bully-free Zone for Years 4-5; Safer Communities Together for Years 7-8; and Our Place for Years 9-13. www.police.govt.nz/kia-kaha

KiVa
- KiVa – evidence-based anti bullying program developed in the University of Turku, Finland. www.kivaprogram.net

Crisis Prevention Institute
- CPI is an international training organisation committed to best practices and safe behaviour management methods that focus on prevention (nonviolent crisis intervention). www.crisisprevention.com/Resources/Article-Library/Nonviolent-Crisis-Intervention-Training-Articles/10-Ways-to-Help-Reduce-Bullying-in-Schools

Key New Zealand publications

Ministry of Education
- Effective Pedagogy in Social Sciences / Tikanga a-īwi. www.educationcounts.govt.nz/publications/series/2515/32879/35263
- Counter-Bullying Pedagogies. www.educationcounts.govt.nz/topics/bes/spotlight-on/spotlight-on-counter-bullying-pedagogies

Education Review Office

New Zealand Council for Educational Research (NZCER)

Human Rights Commission

Office of the Children’s Commissioner

Adolescent Health Research Group (Auckland University)
Some further reading


2. Contacts

For specific information and advice:

**New Zealand School Trustees Association**

**Child, Youth and Family (Ministry of Social Development)**
- CYF Line for schools (Ed Assist) Phone: 0508 332 774

**Ministry of Education**
- Contact details for regional and district offices. www.education.govt.nz/ministry-of-education/contact-us
- Traumatic incident team 0800 848 326. www.education.govt.nz/ministry-of-education/contact-us

**New Zealand Police**
- Contact your local police station and ask for the School Community Officer. www.police.govt.nz/district/phonebook.html In emergencies, dial 111 or your local police station.

**Human Rights Commission**
- Provides advice and links to organisations with specific responsibilities for dealing with complaints about bullying at school. http://www.hrc.co.nz/enquiries-and-complaints/how-make-complaint/ Infoline (enquiries and complaints): 0800 496877

**Office of the Children's Commissioner**
- Advice to people who are concerned about a child or young person's rights. www.occ.org.nz/childrens-rights-and-advice/

**Ministry of Health**
- For mental health concerns, in the first instance, contact the student’s primary health organisation i.e., the student’s General Practitioner. The Child and Adolescent Mental Health Service (CAMHS) can be contacted through local DHBs. CAMHS is a community mental health and addiction service for children and adolescents between the ages of 0-19 years and their families. www.health.govt.nz/new-zealand-health-system/key-health-sector-organisations-and-people/district-health-boards/district-health-board-websites

**NetSafe**
- Information and advice on cybersafety and digital citizenship. Phone: 0508 638 723. Email: queries@netsafe.org.nz www.cyberbullying.org.nz