

Friendship Friday and Anti-Bullying Week 2023

Comms Pack



What is Anti-Bullying Week?

Anti-Bullying Week 2023 is coordinated in England and Wales by the Anti-Bullying Alliance. It will take place from 13 to 17 November 2023.

After consulting with children up and down the country, “**Make A Noise About Bullying**” was chosen by the Anti-Bullying Alliance as the theme for this year.

Too often, we're silent when we see bullying take place, silent about the hurt bullying causes, and silent when bullying is dismissed as ‘just banter’. This Anti-Bullying Week, let's come together to have discussions about what bullying means to us and what we can do to stop bullying, let's make a noise about bullying.



What is Friendship Friday?

Friendship Friday takes place on the Friday of Anti-Bullying Week each year and is an opportunity to celebrate friendship and promote positive relationships. This year, Friendship Friday takes place on the 17th November. It's a chance for everyone - in school, at home, in the community or online - to celebrate healthy friendships.

This year's theme for Friendship Friday is "Stand Up for Your Friends". With this theme, we aim to celebrate the essence of true friendship - the courage required to raise your voice to protect and support those we care about. It emphasises the power that comes from knowing you have a friend who will stand by you, no matter the circumstances. This Friendship Friday, we want to encourage everyone to reflect on what it truly means to be a friend who has someone's back and to recognise and appreciate those who stand by us in times of need.

With the theme "Stand Up for Your Friends", Friendship Friday aims to empower young people to be advocates and make a noise for their friends, to be the kind of friend who takes a stand when it matters most. It celebrates the courage and strength that comes from having a friend who will stand up for you, and encourages everyone to be that source of support for others. Together, we can create a world where everyone feels protected, valued, and uplifted by their friends.



How can I get involved?

For businesses and organisations

Kidscape helps thousands of children and their families each year to stand up to bullying. With your support, we can reach even more, offering hope and help when people need it most. There are lots of things you can do to help:

- Share posts pledging your support for Anti-Bullying Week and signposting to Kidscape (see the next page for some suggestions)
- Book a Kidscape bullying awareness and/or online safety workshop for Parent and Carer networks or Equality and Diversity networks in your organisation.
- Donate a percentage of sales to Kidscape during Anti-Bullying Week/ on Friendship Friday . Email fundraising@kidscape.org.uk for an exploratory conversation
- Hold a 'Friendship Friday' fundraiser. [See here](#) for some inspiration.



Suggested posts

Let's #MakeANoise against bullying during #AntiBullyingWeek! Together, we can make a difference. If your child needs support, don't hesitate to speak out and reach out to the incredible team at @Kidscape: kidscape.org.uk

We're proud to support #AntiBullyingWeek! National charity @Kidscape supports thousands of children and their families experiencing bullying every year. Join them in their mission and #MakeANoise about bullying: kidscape.org.uk

Bullying affects millions and can leave us feeling hopeless, but too often we stay silent about it. That's why we're supporting #AntiBullyingWeek, helping people to #MakeANoise about bullying. For anti-bullying hope and help for your child, visit @Kidscape's website: kidscape.org.uk

Don't forget to tag us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)!



Social media assets

Assets suitable for socials. You can save them from our [webpage](#).



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Free anti-bullying help for children and their families.

This Anti-Bullying Week, let's raise our voices and #MakeANoise about bullying.

MAKE A NOISE ABOUT BULLYING
#ANTIBULLYINGWEEK

Kidscape
Help With Bullying

Kidscape
Help With Bullying



Social media assets

Assets suitable for socials. You can save them from our [webpage](#).



How can I get involved?

For schools and youth groups

Anti-Bullying Week and Friendship Friday are great opportunities for you to raise awareness of bullying and help children celebrate positive friendships. To get involved, there are lots of things you can do:

- Share our social media posts to help us reach children and families (see the next page for some suggestions). Don't forget to tag us on [Twitter](#), [Facebook](#), [Instagram](#) and LinkedIn!
- Add a Friendship Friday Twibbon to your social media profiles on Friday 17th November
- Share Kidscape posts to help us reach children and families
- Access our Anti-Bullying Week and Friendship Friday resources, including the [Elmer the Elephant Friendship Pack](#) for early years, [activities for Key Stage 1-4](#), our [Guide to Friendship](#) for young people, and [top tips for schools](#), children and families.



Suggested posts

Bullying can happen anywhere. The important thing is to take action to stop it. For top tips for children, visit national anti-bullying charity @Kidscape: <https://www.kidscape.org.uk/> #AntiBullyingWeek

When your child is being bullied, it can feel impossible to know what to do. National anti-bullying charity @Kidscape offers hope and help to thousands of families. You can call their Parent Advice Line for free, non-judgemental advice and support: #AntiBullyingWeek #MakeANoise

Healthy friendships are vital to our health and happiness. Visit national anti-bullying charity @Kidscape for advice for children and parents on friendship: <https://www.kidscape.org.uk/advice/advice-for-parents-and-carers/> #AntiBullyingWeek #MakeANoise



How can I get involved?

For Kidscape's supporters

We couldn't do what we do without our amazing supporters! Thank you for helping us stand up to bullying and protect young lives. If you'd like to help during Anti-Bullying Week and Friendship Friday, there are lots of things you can do:

- Share our social media posts to help parents and carers (see the next page for some suggestions). Don't forget to tag us on [Twitter](#), [Facebook](#), [Instagram](#) and LinkedIn!
- [Send a Kidscape e-card](#) to show your friends you're thinking about them
- Add a Friendship Friday Twibbon to your social media profiles
- If you aren't already, consider becoming a [Kidscape 'Friend'](#), making a one-off or regular donation to our work
- Share Kidscape posts with your family and friends - especially on Friendship Friday!
- Hold a 'Friendship Friday' fundraiser. [See here](#) for some inspiration.



Suggested posts

Are you looking for anti-bullying help for your child? National charity @Kidscape offers free workshops for young people and their families to challenge bullying and protect young lives. Visit their website for help and support: <https://www.kidscape.org.uk/programmes/zap-workshops-for-children-impacted-by-bullying/> #AntiBullyingWeek

When your child is being bullied, it can feel impossible to know what to do. National anti-bullying charity @Kidscape offers hope and help to thousands of families. You can call their Parent Advice Line for free, non-judgemental advice and support: 07496 682785 #AntiBullyingWeek #MakeANoise

When your child is being bullied, it can feel impossible to know what to do. National anti-bullying charity @Kidscape has practical, free top tips for parents and carers on their website, so you can feel supported every step of the way #AntiBullyingWeek #MakeANoise



Suggested posts

A true friend is someone who lifts you up when you can't stand on your own. This #FriendshipFriday, let's celebrate those who have stood up for us. Share your gratitude, #StandUpForYourFriends. #AntiBullyingWeek

This #FriendshipFriday, let's celebrate the power of standing up for our friends! Share a story of a time when a friend had your back using #StandUpForYourFriends. Let's spread the love and support! #AntiBullyingWeek

True friends don't just stand by, they stand up! This #FriendshipFriday, let's celebrate those who advocate for their friends. Share a picture of that friend who is always there for you, and let's inspire a world of strong, supportive friendships! #AntiBullyingWeek



Social media assets

You can download the assets suitable for socials on our [webpage](#).

We'd love it if you used our Twibbon on your profile picture across social media. To accompany it, you could write:

#FriendshipFriday is all about celebrating friendships and promoting positive relationships. National anti-bullying charity @Kidscape has lots of advice for children on what makes for a healthy friendship:
<https://www.kidscape.org.uk/advice/advice-for-young-people/friendships-and-frenemies/>



Your normal profile picture goes here





KIDSCAPE

Help With Bullying



- Hallo!
(Hello)
- (Guten) Morgen
(Good Morning)
- (Gute) Nacht
(Goodnight)
- (Guten) Tag!
(Good Day)
- (Guten) Abend
(Good Evening)



MAKE A
NOISE
ABOUT
BULLYING
#ANTIBULLYINGWEEK

FRIENDSHIP FRIDAY
17 NOVEMBER 2023
#FRIENDSHIPFRIDAY

Thank you!