

KiVa anti-bullying videos transcript:

Mrs Jones:

I'm sure that many of you are aware of our school vision, Growing Happy Caring Hearts and Minds, and we endeavour as a school to make sure all children feel happy and safe during their time at our lovely school. We have always done our best to respond to reports of bullying quickly and deal with incidents effectively. Even so, we're always keen to improve our practice and therefore we are really excited to tell you more about an exciting anti-bullying project we're going to be involved in this year. I'd like to hand over to Mr. Scudder our RSHE lead to tell you a little bit more.

Mr Scudder:

Hello, parents of Withycombe Raleigh and welcome to the KiVa Anti Bullying programme. Thank you Mrs. Jones. My name is Mr Scudder and I teach year 4 but I'm also here to launch the KiVa Anti bullying programme to you.

It is a very special program we're part of a pilot study that's going on in England. There're only 40 schools in England that are part of this special programme, another 40 are not getting the training that we are having, but then a study is being rolled out across the whole country, so we're going to start to share this presentation with you.

Now, of course, we would much rather do this with you all in person, so I apologise and I really wish that we could do that. These times it needs to be done this way. So what is the KiVa programme? I'll talk to you about that. How it's structured and the universal actions, the indicated actions, and I'll talk to you about the effectiveness of the programme. (I apologise for speaking very quickly it is going to have to be pretty quick here because I need to try to get a lot of information in short period of time).

So it's an anti-bullying programme. KiVa the word actually does mean anti bullying in Finnish as it goes and it's an evidence-based programme that was developed at the university of Turku in Finland and is now rolled out nationwide in Finland and in other countries as well. There's actually been a pilot study done in Wales as well but we're the first done in England.

It's goals are to prevent new cases of bullying from emerging, to tackle bullying cases effectively and to minimise the negative effects caused by incidents of bullying in school. It's not a momentary project and of course we have a whole history of trying our best to tackle bullying in school and what we're hoping to this project as we hope to learn how we can tackle bullying even more effectively and carry that on in the future. Whether or not we decide to buy into the programme next year. Or is carry on with to practise in the future so it's not a long-term project. What is bullying? It's extremely important at that we all have a mutual definition of what bullying is and two parts of this won't be brand new, another part, maybe something you haven't maybe thought up before, but we'll see. So, two parts of it. It's got to be targeted okay. Bullying is harmful behaviour towards one particular child. Bullying also is something that is always a repeated behaviour. If it's one incident, it's not bullying, but if the thing that is perhaps something we haven't spent too much time on, but in the past, is it's an imbalance of power - the target of a defenceless or relatively defenceless person.

So, bullying is not when we have a conflict between two children. It's not an argument, it's not a fight. Instead, it's a manifestation of a repressive relationship and abuse of power and strength that could be in different ways and it could be physical strength, it could be groups of people, or it could be an emotional power to that. So there's an element of subjectivity and some element of interpretation with it.

Forms of bullying. Most bullying is verbal, ok, that's the most incidents in our school and nationwide. But indirect bullying can also occur where your child or person is excluded or mean stories are spread about him or her. That's quite common. Physical bullying is less common, but it does happen. Pushing, hitting, kicking, that sort of thing. And something that's happened more recently in our school I'd say is but also nationwide is cyber bullying, where it's text messages or it's social media and that's the form, but we're not so much interested in the form of bullying and that it takes, but rather that we define the actions as being deliberate and systematic. And a bullied child is bullied often in many different ways.

So, the programme, the way it's structured is two basic things. There is the universal actions and the indicated actions. The coordination of the programme is part of the universal actions. There're lessons I'll talk to you about, communication with parents, which hopefully this finds all of you. If you have someone that you know has not seen the video then please, get some popcorn, sit down, enjoy or share it with them, and make sure that they do watch. It's really important to us that you do see this, and then there's posters, there's even bibs that we're going to be putting and wearing for all this. The playground staff, and all the mealtime assistants will be wearing these and I'm going to put mine on now, which is the KiVa bib there and it's got the KiVa logo on the back as well.

In the second vein is to do with the indicated actions - those tackling the acute cases of bullying and I'll described to you how the KiVa team becomes involved.

Now, universal actions for all students. Most children don't accept bullying. Many, however, end up following the bully or keeping quiet, and only a few end up supporting the bullied student. Bullying-related group norms often dictate that being friends with the bullied student is not allowed, I'm not supposed to accept him or her, and we're going to be talking to the children and the lessons about their roles in this. And developing their understanding bullied students status in the group continues to worsen overtime. So what we want to try to do is create culture of zero tolerance as a culture where we tried to stop bullying altogether.

The lessons that happen are going to happen throughout years three and four and five and six - key stage two, and they're going to be 10 double lessons per year group. So twenty lessons effectively in each of those year groups, and the lessons, the goals for them, is to try to get some children to understand their role in a group. So if you think about, there's a bully, there's a victim, there might be those who are helping the bully - sort of helpers. There might be those who might stand and just watch silently, maybe laughing, maybe going to tell a teacher, maybe not going to tell the teacher. There might be defenders. There will be thinking about empathy for the bullied student. And learning ways to support the bullied student and taking responsibility, not allowing the bullying to occur.

Here is the structure for the lessons in year 3/4. Feel free to pause this if you want to have greater looking at it. Some of these, first lesson may have already been taught in this first week of school, and here's more details about - this is really good resource actually, if you want to have a look at the programme itself. Now parents, so you are vital to this and it's extremely important that we take any bullying situation seriously that we cooperate with the school, inform the school about the bullying case and trust us to handle the matter. Discussing the bullying with your child if he or she is or isn't being bullied, and then why? Again, we're going to be talking to the whole school about what bullying is and what we're going to do as well. If you have older children to join in with those conversations. Very important. But to not join in with the bullying behaviour. Extremely important if you can help us out with that.

Now we're going to talk about the indicated actions when we take up specific cases. This is the KiVa team. First, I'll talk to you about because the KiVa team is myself, Mrs Wheeler, Mrs. Jones, Mr. Smith. and Mrs Hartley who works with me in year four, and we're going to be tackling the specific cases as they come up. So, let's say there is a case, if bullying is suspected, any adult in school fills in a form where we screen and that screening process gives us a chance to decide whether or not the three criteria for bullying that I described before will have been met. If they have been met then it'll be passed onto the KiVa team. The KiVa team will then discuss with the bullied student, and the children who have engaged in the bullying behaviour. OK, the discussions will happen, maybe with some witnesses as well. The class teacher will talk to us as well. Will have follow up discussions. With the bullied student and the children who committed the bullying behaviour, yeah, so this is a structure of how it is basically going to work and where parents will come into it is once the case has been identified as a bullying case, we're going to speak to the children and we're going to give the child who's done the bullying behaviour a chance to change their behaviour, and then parents will be contacted to inform them that that has been the case. In some cases, parents will be invited to come in to help that child change the behaviour, but it's not automatic and children are given that chance.

OK, the effectiveness of the programme. Now again, there's a lot of information out there and I don't want to drown you in it, but it started 2007. It was then rolled out nationwide in over 1000 schools and the surveys have done have shown a positive and absolutely verifiable degree of proof that this does actually work to reduce cases of bullying. So in over 1000 schools from 2009 to 2015, we have 49% decrease in cases of that students have believed others, and a 28% decrease in students that have been bullied and that is about who's reporting and how their reporting it there. But you need to know it's evidenced based and it's extremely important to us that you help us with this because I need you to help, and we need you to help - your children need you to help - to buy into that.

Now, we look forward to rolling this out. Hopefully we'll all look very flash in our bibs, but we look forward to your support as well.

If you have any questions please don't hesitate. You can call in the school and ask questions if you want to. We'll share a leaflet that goes along with this and we look forward to your cooperation in the future.

OK, I hope that made some sense to you. And again please keep communicating with us to help us stop bullying at Withycombe Raleigh Primary School,
Thank you very much, bye.