



## CASE STUDY

<p><b>1. Title:</b> Anti-Cyberbullying Work as part of Anti-Bullying Week 2009</p>
<p><b>2. Area (Local Authority/School (if applicable) and Region):</b> Southwark LA</p>
<p><b>3. What was the issue?</b> [100 words max] Southwark's Anti-Bullying Toolkit, which all schools have, outlines the specific advice, policies and actions that schools are required to take – including responding to cyberbullying. Because of the national emphasis on Cyberbullying as part of anti-bullying week in November 2009 Southwark strengthened this existing policy and commitment by executing a 4 'pronged' anti-cyberbullying strategy which aimed to highlight the issues and positively equip learners, parents, teachers and the wider school community in responding to issues when they took place.</p> <p>The anti-cyberbullying work that Southwark Children's Services provided to schools during anti-bullying week was the result of a joint project with the ICT and PSHE teams, with support from an independent esafety expert. The project re-enforced Southwark's clear commitment to responding effectively and promptly to all types of bullying among young people.</p>
<p><b>4. What action was taken?</b> [100 words max] 1) An independent e-safety expert was commissioned to work in 20 schools (primary and secondary) across Southwark; 2) special workshops, 8 sessions for 240 children/young people and 24 staff were delivered showing students and staff creative software (cartoon strips, characters, etc.); 3) as part of Southwark's overall commitment to safeguarding and training staff, the ICT team organised 6 CPD training sessions for staff; and, 4) Southwark Children's Services have invested in organising, promoting and holding a high-profile Anti-cyberbullying Awards event in February 2010 to bring all winning schools together for a celebration of children's voices.</p> <p>In addition, a number of schools invited parents to attend special sessions as part of the week's activities (approximately 20 parents attended each of the sessions). The esafety trainer also ran 3 specific staff meetings for teachers which included advice on protecting children AND teachers from being the victims of cyberbullying (using the DCSF Safe to Learn Cyberbullying Guidance).</p>
<p><b>5. What impact has this had (so far)?</b> [100 words max] 1) 2,500 pupils were reached and staff supported, and cyberbullying guidance and education resources (films, leaflets, etc.) provided to the school leadership; 2) the subject matter for tutorials and exercises using the new creative software was anti-cyberbullying and promoted the competition; 3) the first two of the whole morning training sessions for staff has been completed with excellent feedback from teachers (the remaining sessions are being held every two months until June 2010); and 4) full details of the competition for all Southwark schools is available at <a href="http://fronter.com/southwark//main.phtml">http://fronter.com/southwark//main.phtml</a></p>
<p><b>6. How did the above action help to embed anti-bullying work in your area?</b> [75 words max] The impact of this work will be reviewed at Southwark's Annual Safeguarding conference where a special slot has been arranged to share the lessons from this work and promote Southwark's guidance and commitment to this issue. This includes the production of a special leaflet for schools on responding to incidents of cyberbullying, which will identify key support available to schools within Southwark. In addition, a number of schools indicated that they would want</p>

follow-up visits and would update policies and practices as a result of the face to face training.

**7. Additional information (OPTIONAL):**

Stephen Carrick-Davies, e-Safety Consultant

e: [stephen@carrick-davies.com](mailto:stephen@carrick-davies.com)

m: 0771 245 1859

w: [www.carrick-davies.com](http://www.carrick-davies.com)