



Anti-Bullying Alliance
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An Open Letter to Adults of the UK

Dear Adults of the UK,

We are writing this open letter to call on all adults to consider the example set to children and young people about how we treat each other. We write from the advisory group of the Anti-Bullying Alliance, a consortium of over 200 organisations and individuals united against bullying, based at national children's charity – the National Children's Bureau.

Whilst there are many examples of kindness and respect that we can share with young people to showcase how we should treat each other, far too often children see negative discord amongst adults that influences their behaviour.

This Anti-Bullying Week, which starts today and has the theme 'Reach Out', we have released findings that show almost a quarter of children have been frequently bullied, and both children who are being bullied and those bullying have much poorer wellbeing and experiences at school. In light of this research, we believe it imperative we consider the impact our words and actions have on the children and young people who are learning from us.

Whether it is during a Twitter spat, arguments in parliament, a relationship breakdown on the latest reality TV show, or a row on the street; children are too often watching, they are listening, and they are learning from us. As one young person so eloquently told us 'Sometimes it feels like adults want children to behave better than we see adults do'.

This matters because bullying affects millions of lives, and the impact can last a lifetime. But it doesn't have to be this way. If we challenge it, we can change it. And it starts by reaching out.

Whether it's in school, at home, in the community or online, let's reach out and show each other the support we need. From teachers to parents and influencers to politicians, we all have a responsibility to help each other reach out and stop bullying. Together, let's be the change we want to see.



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We should all reflect on our own behaviour, set positive examples to children, and create kinder communities. It takes courage, but it can change lives. So, this Anti-Bullying Week, let's come together and reach out to stop bullying.

Yours sincerely,

Claude Knights and the elected members of the Anti-Bullying Alliance Advisory Group
Chair of the Anti-Bullying Alliance
Anti-Bullying Alliance



Professor Lucy Betts - Professor in Social
Developmental Psychology at Nottingham
Trent University



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