

PINK SHIRT DAY 2024
RANGATAHI TOOLKIT



Kōrero MAI
KŌRERO ATŪ
MAURI TŪ, MAURI ORA
SPEAK UP, STAND TOGETHER, STOP BULLYING



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***He aha te mea nui o te ao.
He tāngata, he tāngata, he tāngata.
What is the most important thing in the world?
It is people, it is people, it is people.***



Pink Shirt Day is led by the Mental Health Foundation with support from InsideOUT, the Peace Foundation, New Zealand Post Primary Teachers' Association (PPTA), Te Ao Kapa (Te Kaha O Te Rangatahi Trust), the Human Rights Commission, the Cook Islands Development Agency of New Zealand (CIDANZ), and The Ministry of Education.

KIA ORA E HOA!



On Pink Shirt Day, Friday 17 May 2024, Aotearoa will be transformed into a sea of māwhero/pink as we stand together to spread aroha, celebrate diversity and end bullying!

Want to make your school or kura tuarua a kinder, safer place for you and other rangatahi?

We'd love you to join us on Pink Shirt Day to celebrate the diverse, wonderful people around you and take meaningful steps to prevent bullying.

Pink Shirt Day is an opportunity for you and other rangatahi to Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!

This toolkit includes information, ideas and inspiration to help you bring Pink Shirt Day to life in your kura tuarua or school. Order your free [school event pack](#) that includes posters in Te Reo Māori and English, compliment stickers and other resources to help spread Pink Shirt Day's values to your school community.

If you choose to [fundraise for Pink Shirt Day](#), arohanui! Your support will help reduce bullying in Aotearoa by enabling the Mental Health Foundation to raise awareness about bullying prevention, fund workshops, and supply thousands of free resources that promote inclusive workplaces, schools, and communities.

We are so thrilled to have you onboard this Pink Shirt Day, your dedication to the kaupapa helps to make Aotearoa a kinder, more inclusive place for all New Zealanders.

The Pink Shirt Day team



WHY IT'S IMPORTANT TO CELEBRATE PINK SHIRT DAY



The Pink Shirt Day story

Celebrated annually around the globe, Pink Shirt Day began in Canada in 2007 when two students took a stand against homophobic bullying after a student was harassed for wearing pink.

In Aotearoa, Pink Shirt Day has been run by the Mental Health Foundation since 2012. We work to reduce the impact of bullying behaviour and the harm it causes through campaigns, programmes, and resources that:

- Increase confidence and self-esteem for tamariki.
- Build rainbow-inclusive and supportive schools, workplaces and communities.
- Encourage people to be Upstanders, helping them to understand, recognise and respond to bullying behaviour.
- Promote positive and respectful relationships in workplaces, schools, and communities
- Strengthen resilience and mental wellbeing for all New Zealanders.

Each year in Aotearoa, thousands of schools, workplaces, and organisations show their support and Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!



So why should you be part of the action?

Bullying is pretty bad in Aotearoa - we have the third-highest rate of school bullying out of 36 OECD countries.

Pink Shirt Day is a fantastic way to bring schools and communities together to send the message that bullying is not okay. It's the first step to helping create an environment where everyone feels respected and safe to express themselves at school.

“Students are writing kindness cards, taking photos in a photo booth they are creating, doing a gold coin collection and of course wearing pink! The staff can buy pink cupcakes with the proceeds being donated, it’s going to be FUN on Pink Shirt Day!” – Willow Park School

Lucy and the Anti-Bullying Advocates

It was in her final year at Timaru’s Mountainview High School that Lucy first became involved in Pink Shirt Day – empowering others to speak up when they see or experience bullying.



“While I knew of Pink Shirt Day, I didn’t see a whole lot happening in my own school or community, and then it hit me – why wasn’t I doing anything about it and what was preventing me from standing up for those who couldn’t stand up for themselves?”

Lucy created a group called the Anti-Bullying Advocates and championed Pink Shirt Day as “more than just a day, but a way of life.”

The group made a series of “Upstander” videos they played at school assemblies and continued to post content on their Instagram page during lockdown, inviting other students to contact them privately for advice or support.

“I love the motto that Pink Shirt Day has about speaking up because in our Kiwi culture we hear a lot of people saying, ‘she’ll be right’. But it’s important to break that attitude because it’s not always okay and silence won’t change society.”



Some people are more likely to be targeted

While all young people are potential targets of bullying, some groups can experience higher rates.

Homophobic, biphobic and/or transphobic bullying all refer to bullying based on a person's sexual orientation or gender identity. In Aotearoa, rangatahi who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, takatāpui or other sexuality and gender diverse communities – also referred to as the rainbow community – experience higher rates of bullying.

Online or cyberbullying

Online or cyberbullying is when digital technology is used in a way that intends to harm another person or group. Online bullying can take many forms including:

- Name calling.
- Repeated unwanted messages.
- Spreading rumours or lies.
- Excluding people.
- Fake accounts used to harass people.
- Embarrassing pictures, videos, websites or fake profiles.



Check out our [resource](#) for what to do if an image of you is being shared without your permission.

Bullying experienced by the rainbow community

Tauira who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual, or other sexuality and gender diverse communities, experience higher rates of bullying.

Identify's 2022 [community and advocacy report](#), which surveyed rainbow youth in Aotearoa, found that:

- More than half felt their school was not supportive of their rainbow identity.
- Over a third said they had experienced bullying at least once in the past 12 months. The proportion of trans and non-binary students who had been bullied was significantly larger than cisgender students who had been.
- One in six felt unsafe or very unsafe at their school as a rainbow person with the most common places they felt this way being classrooms, bathrooms or changing areas, corridors and stairwells, at a school event or function, and getting to and from school.

Check out InsideOUT's '[Ending rainbow-focused bullying and discrimination](#)' resource.

For advice on how to combat bullying, see page 11, visit our website for more [information and fact sheets](#), or visit [Netsafe](#) for tips on dealing with online bullying.

High school students launch nationwide campaign for gender neutral bathrooms in schools

A group of students at Auckland's Albany Senior High successfully campaigned their school's leadership team to introduce gender neutral bathrooms.

"Our original goal was just getting gender neutral bathrooms at our school. So we started doing research, and as we dug deeper on the internet, we discovered how much of an issue the lack of gender neutral bathrooms is nationwide. So we decided to switch up our plan and try to focus on a country-wide scale."

For Asher, who identifies as non-binary, not having gender neutral bathrooms at school has had a massive impact on their physical and mental health.

Fortunately, due to their Impact Project kaupapa, Asher and students like them are able to use gender neutral bathrooms at Albany Senior High, sending a strong message of inclusivity to the entire school population.

"It meant I could start taking care of myself again and being comfortable with something as basic as going to the bathroom," says Asher.



"And it's also good to help younger, not necessarily quite as open or out trans and gender diverse kids. It shows that our school and our community values them and sees them and cares about their issues, and it helps us create a safe space."



GET READY TO CELEBRATE PINK SHIRT DAY

By celebrating Pink Shirt Day, you're helping create a safe, inclusive, and accepting school environment where everyone feels a sense of belonging.

Here are some ideas to help you get started with your Pink Shirt Day celebrations.

Sign up for Pink Shirt Day 2024 today

[Sign up](#) for updates about all the tips and tools you need to get ready for the big day.

Get some backup!

Have a kōrero with a kaiako/teacher, support staff or other rangatahi about how you want to celebrate Pink Shirt Day at your school. They can awhi/support you to make it happen!

Spread the workload by setting up a committee. If your school has a rainbow group, see if they're keen to be involved or just gather like-minded students to help organise activities and promote the day. InsideOUT has some great [resources](#) to help you. Check out page 9 of this toolkit for how to set up a rainbow group in your school.

Order or download your Pink Shirt Day resources

Order your free [school event pack](#) that includes posters in Te Reo Māori and English, compliment stickers and other resources to help promote the kaupapa. You can also download the resources online.

Choose your Pink Shirt Day activities

Check out our fun activities on page 7 to start planning how you'll take part on the big day.

Start the kōrero

Open the kōrero about bullying ahead of Pink Shirt Day by talking about what it stands for at assembly or in your form class. Visit our [website](#) to get more information about Pink Shirt Day, and [bullying prevention](#), or download our [About Bullying fact sheet](#). Talk about the importance of celebrating everyone's differences.

Learn and share how to be an Upstander

Learn how to be an [Upstander](#), so you know what to do if you see bullying happening.

Plan your fundraiser

We'd love your kura tuarua or school to hold a Pink Shirt Day fundraising event. Your donations support the important kaupapa. See page 8 for fundraising inspiration!

Buy your Pink Shirt Day t-shirt

We know you'll love this year's new tee from Cotton On! Buy a t-shirt to show your support, and promote them to your kura tuarua or school. 100% of net proceeds from t-shirt sales go to the Mental Health Foundation so we can raise awareness about bullying prevention, fund education workshops, and supply thousands of free resources that promote inclusive workplaces, schools, and communities. Available [online](#) and in selected stores from late April.

Spread the word

Share information about Pink Shirt Day and your fundraising event with your kura tuarua or school whānau through newsletters and social media pages. Visit [here](#) for messages to share and don't forget to put up your Pink Shirt Day posters.

Did you know?

Taking a stand against bullying goes beyond Pink Shirt Day. By committing to being an Upstander, you're becoming part of the solution to stop bullying in Aotearoa. Donating to Pink Shirt Day helps us extend this work year-round. It means we can deliver resources, activities, and workshops that support schools, workplaces, and communities to create safe environments where diversity is celebrated and bullying can't thrive.

THE BIG DAY

The pinkest day of the year is here, how are you going to celebrate?

Here are some ideas your Pink Shirt Day team could use or get creative and come up with your own activities! Just be mindful not to exclude anyone.

Compliment stickers

Make sure you've ordered our [school event pack](#), which includes compliment stickers. Hand stickers out to people who've done something kind. Create your own compliment cards to give away – a small action like this can really brighten someone's day. Or print our tear-off [compliment poster](#) for another way for taurira to share compliments with each other.

Kindness wall

Select a wall (e.g. in a shared hallway) where people can leave positive messages to spread kindness or hope. Draw an outline of a shape (like a t-shirt or a heart) and leave some post-it notes and pens.

Random acts of kindness

It's cool to be kind! Carry out random acts of kindness for the day or the week leading up to Pink Shirt Day.

Turn your school māwhero/pink!

Display your resources from your free [school event pack](#)! We have pink bunting, cupcake toppers and plenty of other bits for you to download and print, too.

Celebrate your rainbow friends, whānau and kaiako/teachers

Chalk or paint rainbow colours on the footpath or wear rainbow stickers/flags to show you are a safe and welcoming place for rainbow people.

Learn the official PSD waiata and dance

Pink Shirt Day is all about celebrating our differences and feeling free to express who we are. Check out the official waiata [Iarere Aio](#) and learn the dance from our [TikTok page](#) with your friends and whānau! *Whakanuia tō auahatanga!*

Create a Pink Shirt Day pledge

Work with your student council/leadership team to develop and design a Pink Shirt Day Upstander pledge. Display it in common areas and classrooms!



PHOTO CREDIT: OTAGO BOYS' HIGH SCHOOL

Wear pink on game day

Encourage your school's sports teams to wear pink socks, arm bands or t-shirts and share the message on the game day closest to Pink Shirt Day. The more people wearing māwhero, the better!

Learn how to rebuild confidence after bullying

Bullying can really take a toll on someone's confidence and self-esteem. Netsafe has a resource available to help recover from experiencing something hurtful online. Check it out [here](#).

We want to see how you're taking part in Pink Shirt Day! Show us and others what you're doing by sharing photos and videos on social media. Tag us [@pinkshirtdaynz](#) and use the hashtag [#pinkshirtdaynz](#).

HELP US TO MAKE PINK SHIRT DAY MORE POWERFUL – HOLD A FUNDRAISER!

The Mental Health Foundation is working to create a kinder, more inclusive Aotearoa, where everyone feels safe and valued, and unafraid to be themselves.

By fundraising for Pink Shirt Day, you will be helping the Mental Health Foundation:

- Develop a new wellbeing initiative specifically for high schools that will uplift the wellbeing of all students and staff and reduce bullying.
- Continue to build a movement of Upstanders – people who use words and actions to help someone who is being bullied.
- Provide kura/schools with free educational resources that teach tamariki/children and kaiako/teachers about the impact of bullying and how to create a culture of kindness.
- Provide workplaces with free suites of resources to help them build positive environments and prevent bullying all year round.
- Fund InsideOUT to run rainbow-inclusive workshops in schools around Aotearoa.

Got the goods?

Print your own posters, bunting, cupcake toppers, and more from our [resources](#) page.

Māwhero/pink non-uniform day

Work with teachers to pick a day that you can transform your school into a sea of māwhero (it doesn't need to be on Pink Shirt Day). Encourage staff and rangatahi to wear something pink in exchange for a donation.

Have a bake sale

Hold a lunchtime bake sale full of pink treats and donate the proceeds to Pink Shirt Day. Don't forget to use our [cupcake toppers and bunting](#)!

Organise a fashion show or t-shirt art exhibition

Encourage students to add their own flair or sparkle to their pink t-shirts (or add plenty of pink pizzazz to another tee). You could charge a donation to enter, or for other students to vote for their favourite t-shirt on display. See if the art classes or creative technology classes want to be involved.

Promote the official Pink Shirt Day t-shirt

Encourage rangatahi and staff to purchase the official Pink Shirt Day t-shirt and tote bag from Cotton On! 100% of net proceeds from sales go to the Mental Health Foundation. Tees are available online and in selected stores from late April.

Donate and receive a Pink Shirt Day certificate

As a big THANK YOU for fundraising to support the Pink Shirt Day kaupapa, your school will receive a Pink Shirt Day supporter's certificate.



By fundraising for Pink Shirt Day, you'll be helping to make Aotearoa a kinder, more inclusive place, where diversity is celebrated and rangatahi feel safe, valued, and unafraid to be themselves.

KEEP UP THE MAHI



Preventing bullying takes more than one day!

While Pink Shirt Day is celebrated once a year, its kaupapa and messages can carry on all year round. Find out how you can be an Upstander [here](#). You can keep the kindness ball rolling at your school with these actions:

Start a rainbow group (or join one!)

Rainbow groups are student-led groups or clubs that offer a safe and supportive environment for rangatahi of diverse sexualities and genders as well as those with variations of sex characteristics (intersex), and their allies. These groups are one way to take an active role in preventing bullying at your school!

Visit InsideOUT and [download or order](#) “Starting and Strengthening Rainbow Diversity Groups” for tips! Have a kōrero with a kaiako/teacher about starting a group too.

Celebrate Schools Pride Week!

Sign your school up to take part in InsideOUT’s [Schools’ Pride Week \(17-21 June\)](#) and join a celebratory week of events that support rainbow rangatahi to have a sense of belonging in their schools and communities.

Book reviews

Check out our [book reviews](#) on topics like anxiety, bullying, feeling different, and resiliency. Ask your school or community librarian if these books are available, and for them to be displayed in the library during Pink Shirt Day, and beyond.

Encourage your school to be inclusive

[InsideOUT](#) offers rainbow workshops and resources for schools across Aotearoa. Visit their website to find more information!

Review School Policies and Processes

Work with your school’s senior management team/appropriate staff to review school policies and processes to make sure your school is a safe environment for all students.

Check out InsideOUT’s [resources](#), including ‘[Creating Rainbow Inclusive School Policies and Processes](#)’, ‘[Making Schools Safer for Trans and Gender Diverse Youth](#)’ and ‘[Legal Rights at School for Rainbow Young People](#)’.



Did you know

Thanks to Pink Shirt Day donations, we’ve funded InsideOUT to run “Creating Rainbow Inclusive Schools” workshops throughout Aotearoa. Since 2019, InsideOUT’s delivered more than 100 workshops that help create more inclusive schools across the motu. 88.2% of workshop attendees said they felt confident to carry on conversations or work to educate themselves and their communities about bullying, specifically towards rainbow people.



HOW TO BE AN UPSTANDER

Bystander

Noun

1. a person who sees or knows a bullying incident is occurring to someone else.

Upstander

Noun

1. a person who uses words and actions that can help someone who is being bullied.

Every one of us has the power to prevent bullying!

Research shows that:

- More than half of bullying situations (57%) stop when rangatahi intervene.
- 93% of rangatahi in New Zealand (and 88% of students on average across OECD countries) agreed or strongly agreed it is a good thing to help students who cannot defend themselves (OECD, 2019).

“Students who had learned what to do when witnessing or experiencing bullying were more likely than those who had not learned what to do, to say that they were confident to use bullying response strategies. Furthermore, students who were confident were also more likely to apply what they had learned when they experienced or witnessed bullying.” ERO Report 2019

There are many helpful actions an individual can take if they feel safe enough to do so. Check out page 11 for more information on getting help and advice.

For tips on how to be an Upstander, and to safely call out bullying when you see it, visit pinkshirtday.org.nz/upstander.

FIVE UPSTANDER ACTIONS:



Awahi/support the person experiencing bullying

- Stand beside them and let them know you’ve got their back.
- Encourage them to ask a kaiako/teacher for help or go with them to get help.
- Let them know they’re not alone!



Distract

Interrupt the bullying in some way:

- Ask the person experiencing bullying if they want to go for a walk or do something else.
- Help them to leave the situation they’re in.



Call it!

- If you feel safe to, let the person/people doing the bullying know what they’re doing isn’t okay.
- Use your words to show aroha and kindness to those involved.
- Don’t stand by and watch. It can be hard to speak up in the moment, but it can make a huge difference.



Leave and act

If you don’t feel safe to step in while the bullying is happening:

- Move away from the situation.
- Later, let the person experiencing the bullying know you saw and ask what might help.
- You might want to have a quiet word with the person doing the bullying.



Get some other help

- Support the person being bullied to get help from others (whānau, kaiako, a trusted adult or a helpline) and then act on their advice.



HELP AND ADVICE

Thank you for joining with rangatahi around the country to
Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!

Below are some helplines and websites that can offer support and advice.
You can also visit www.mentalhealth.org.nz for more information.

TALK TO SOMEONE

Youthline – 0800 37 66 33, free text 234, webchat at youthline.co.nz or email talk@youthline.co.nz – for young people and their parents, whānau and friends.

1737 – Need to talk? Free call or text 1737 any time for support from a trained counsellor.

Lifeline – 0800 543 354 or free text ‘4357’ (HELP).

What’s Up – 0800 942 8787 (0800 WHATSUP), chat online at www.whatsup.co.nz or email whatsup@barnardos.org.nz - for 5–19 year olds. Phone counselling is available Mon-Sun 11am–11pm. Online chat is available Mon-Sun 11am–10:30pm.

Samaritans – 0800 726 666 - for confidential support to anyone who is lonely or in emotional distress 24 hours a day, 365 days a year.

Suicide Crisis Helpline – 0508 828 865 (0508 TAUTOKO) - for people in distress, and people who are worried about someone else.

GET SUPPORT ONLINE

thelowdown.co.nz – visit the [website](http://www.thelowdown.co.nz) or free text 5626 – support for young people experiencing depression or anxiety.

Netsafe – www.netsafe.org.nz, text ‘Netsafe’ to 4282 or call 0508 638 723 (0508 NETSAFE) for advice on how to stay safe online.

FIND SUPPORT AROUND SEXUALITY OR GENDER IDENTITY

InsideOUT – email: hello@insideout.org.nz / www.facebook.com/insideoutkoaro / Twitter: [@insideoutkoaro](https://twitter.com/insideoutkoaro) / Instagram: [@insideoutkoaro](https://www.instagram.com/insideoutkoaro) – works to make Aotearoa a safer place for all young people of diverse genders, sexes and sexualities.

OUTLine NZ – 0800 688 5463 (0800 OUTLINE) – for lesbian, gay, bisexual, transgender and intersex people. Free phone counselling is available every evening, 6pm–9pm.

RainbowYOUTH – email info@ry.org.nz, www.facebook.com/rainbowyouth / Twitter: [@RainbowYOUTH](https://twitter.com/RainbowYOUTH) / Instagram: [@rainbowyouth](https://www.instagram.com/rainbowyouth) offers support for young queer and gender diverse people up to the ages of 28.

Pink Shirt Day is creating a long-lasting impact and changing Kiwi lives for the better. An independent Ipsos survey on last year’s campaign found that the majority of New Zealanders (80%) are aware of Pink Shirt Day. Amongst those who were aware of Pink Shirt Day, 73% said they would do something to stop bullying when they witness it or do something to increase kindness and inclusion as a result of the campaign.

INFORMATION FOR TEACHERS/SCHOOL SUPPORT STAFF



This toolkit's Pink Shirt Day activities are designed to be student-led. However, to help keep the kaupapa going it's a good idea to have a teacher or school support staff involved. Check out our [teachers' toolkit](#) – designed for primary school teachers, it also includes relevant information to keep all rangatahi safe.

OTHER WAYS YOUR SCHOOL CAN SUPPORT RANGATAHI

Challenge co-curricular norms

Ensure language use and rules around events such as the school ball are inclusive of diverse genders and sexualities. Meet with teachers and coaches to discuss strategies to stamp out homophobic banter at team training sessions and in the stands.

Knowledge is power

Access tools such as the [Wellbeing@School](#) survey to gather data around how rangatahi feel about their experiences of bullying at your school. Over time, repeat the survey and compare the results to track progress.

Getting Help and Advice

Visit pinkshirtday.org.nz/help for more information about who you can talk to for help, advice, and further support. Display this information on noticeboards, in classrooms, and in communal areas. Check out more ways to support rainbow rangatahi with [this guide](#) developed by the Ministry of Education.

Make your school's anti-bullying policy visible

It's important for your school to have an antibullying policy and for students to understand it. How easy is it to find your school's policy?

InsideOUT's resources

[InsideOUT](#) is a charity that works to give rainbow young people in Aotearoa New Zealand a sense of safety and belonging in their schools and communities. It provides resources, information, workshops, consulting and support for individuals, schools, workplaces and community organisations. Check out InsideOUT's latest [resources](#), including 'Ending Rainbow-Focused Bullying and Discrimination', 'Creating Rainbow-Inclusive School Policies and Procedures', as well as [video resources](#) sharing the voices of rainbow tamariki.

InsideOUT School Coordinators are based throughout Aotearoa and help schools to create safe, inclusive environments for rainbow rangatahi.

Visit their [website](#) to find your local contact.

Online Bullying

For more information and resources to help keep your rangatahi safe in an online environment, visit [Netsafe](#).



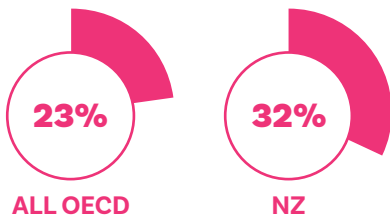
APPENDIX

Bullying is a serious issue for rangatahi in Aotearoa. Did you know:

THIRD HIGHEST



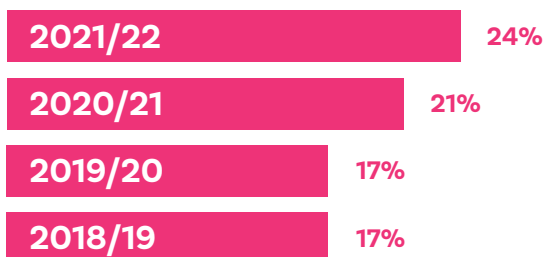
Aotearoa has the third-highest rate of school bullying out of 36 OECD countries.



In NZ, 32% of students reported being bullied at least a few times a month, compared to 23% on average across OECD countries (OECD 2019).

4x

High school students who had been bullied weekly or more often were four times more likely to experience significant depressive symptoms than students who had been bullied infrequently or not at all (Clark, Robinson, Crengle, Grant, Galbreath, & Sykora, (2009)).



The percentage of 15 to 24 year olds struggling with mental health issues like mood or anxiety disorders has been steadily increasing (Ministry of Health, 2022).

Rainbow young people are resilient, have higher rates of volunteering and community engagement and are an important part of our community. Despite this, LGBTI young people are particularly vulnerable to experiencing homophobic, biphobic and transphobic bullying. (Clark et al., 2009)

The effects of homophobic and biphobic bullying at school can be lifelong, and can include lower educational attainment, lower income and lower wellbeing. (Henrickson, 2008)



Over one in five transgender students (23%) said that they had been bullied at school weekly or more often in the past year, compared to 5% of cis gender students (Fenaughty, Sutcliffe, Fleming, Ker, Lucassen, Greaves, & Clark, 2021).

7.3%

7.3% of same/both-sex attracted participants said that they had been bullied at school weekly or more often in the past year (Fenaughty, Clark, Choo, Lucassen, Greaves, Sutcliffe, Ball, Ker, & Fleming, 2021).



At least one in ten same/both-sex attracted participants reported being bullied because of their sexuality or gender identity, compared to 0.6% of cisheterosexual participants (Fenaughty et al., 2021).