



Upstanders can play a key role in stopping bullying.

What is bullying?

Bullying is unreasonable, repeated behaviour that causes harm to an individual or group of people. It can take many forms.



What does bullying look like?

Physical – hitting, tripping.

Verbal – insults, threats.

Social – spreading gossip, excluding people.

Cyberbullying – online bullying via the internet, mobile phones and social media.

Microaggressions – casual jokes, misgendering, everyday disrespect.

Covert - withholding information in the workplace, or overloading workloads.

Why do some people get bullied?

Sadly, people can be bullied simply for being different from others.

That's why it's so important to celebrate diversity and embrace our differences. Everyone should feel safe to be themselves regardless of gender identity, sexual orientation, age, ability, religion, or cultural background.

We aren't all the same and that's a great thing!

Why do some people bully others?

There are many reasons why someone might bully others. They may:

- Feel unhappy.
- Have been the target of bullying themselves.
- Want to feel important or powerful.
- Not realise how their behaviour harms others.
- Think being different is a bad thing.



Why prevent bullying?

In Aotearoa, bullying happens in the workplace, at kura/school, online and in the community. Did you know that:

- One in five workers have experienced bullying in the past 12 months.
- Aotearoa has the third highest rate of school bullying out of 38 OECD countries.
- People who are bullied are more likely to experience poor mental health, including depression, anxiety, and suicidal thoughts.*



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If you see someone being bullied, be an Upstander. Using your words and actions to support someone who is being bullied can make a huge difference, and can help the bullying stop sooner.

1. Āwhinatia / Support the person



- Awahi the person being bullied. Let them know you've got their back and that they're not alone.
- Encourage them to ask a trusted person for help or go with them to get help.
- Share our help and advice page with them: pinkshirtday.org.nz/help.

2. Haukotia / Distract

Interrupt the bullying:

- 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.



3. Karangahia / Call it!

- If you feel safe to do so, let those doing the bullying know that it isn't right. It can be hard to speak up in the moment, but saying something like 'that's not okay' can make a big difference.



- Use your words to show aroha and kindness to those involved.

4. Taihoa ake, ka haumarū / Leave & act



If you don't feel safe to step in while the bullying is happening, that's okay. Instead:

- Move away from the situation.
- Later, talk to the person being bullied about what you saw and ask what might help them.
- Have a quiet word with the person doing the bullying.

5. Tautokohia / Get some other help

- Support the person being bullied to get help from others.
- Tell someone you trust what you have seen, and ask them to check in with the person who has been bullied.

Help could come from whānau, kaiako/teachers, kaimahi/colleagues, a trusted friend or a helpline.

* Find more tools and information to help you prevent bullying at pinkshirtday.org.nz



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