



On Pink Shirt Day, Aotearoa New Zealand unites against bullying. But Pink Shirt Day is more than just a day – it's a movement.

Practicing kindness and inclusion is powerful. It helps create a world where we can all feel safe and valued, and bullying can't thrive.

In Aotearoa, bullying happens in the workplace, online, at kura or school, and in the community. Sadly, those bullied are more likely to experience poor mental health, including depression, anxiety and suicidal thoughts.*

By choosing compassion and standing up for each other, we can reduce bullying and foster spaces where everyone feels they belong.

**For free tools and information, and to learn more about Pink Shirt Day visit pinkshirtday.org.nz*



BE A PROUD UPSTANDER!

Facing a bully isn't easy, but finding the courage to say something can make a huge difference.



Āwhinatia / Support the person. Encourage them to ask for help or go with them to find support.



Haukotia / Distract. Interrupt the bullying – help the person to leave the situation.



Karangahia / Call it! Let those doing the bullying know that it isn't okay (if you feel safe to do so).



Taihoa ake, ka haumarū / Leave and act. If you don't feel safe to step in at the time, that's okay. Later, ask the person being bullied what might help them. Have a quiet word with the person doing the bullying.



Tautokohia / Get other help. Support the person to get help.

For more support visit
pinkshirtday.org.nz/help

Learn more Upstander actions at
pinkshirtday.org.nz/upstander

*I ō mahi katoa, haere me te ngākau aroha.
In everything you do, go with a loving heart.*

THANK YOU

By supporting Pink Shirt Day, you're contributing to initiatives that reduce bullying and its harmful effects.

Your donation fuels the Mental Health Foundation's ability to reach more people and create lasting cultural change.

We do this by delivering free tools that support kura, schools, workplaces, and communities to create safe environments where bullying can't thrive.

This Pink Shirt Day, and every day, let's wear our commitment to kindness proudly and send a strong message that no one stands alone.

Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora –
Speak Up, Stand Together, Stop Bullying!



**SCAN TO DONATE
TO PINK SHIRT DAY**