

**DITCH THE
LABEL** YOUR WORLD, PREJUDICE FREE .

BULLYING

AND MENTAL HEALTH

**ABOUT
DITCH THE LABEL**

WHO ARE WE?

- UK anti-bullying charity
- Core audience 13-22
- Ran by gen-Y for gen-Y
- Huge emphasis on empowerment and equality
- Heavy youth orientated brand
- Work closely with schools and colleges across the UK
- Also work with Government, Police, NHS and other charities

WHAT WE DO

Offline
Interventions

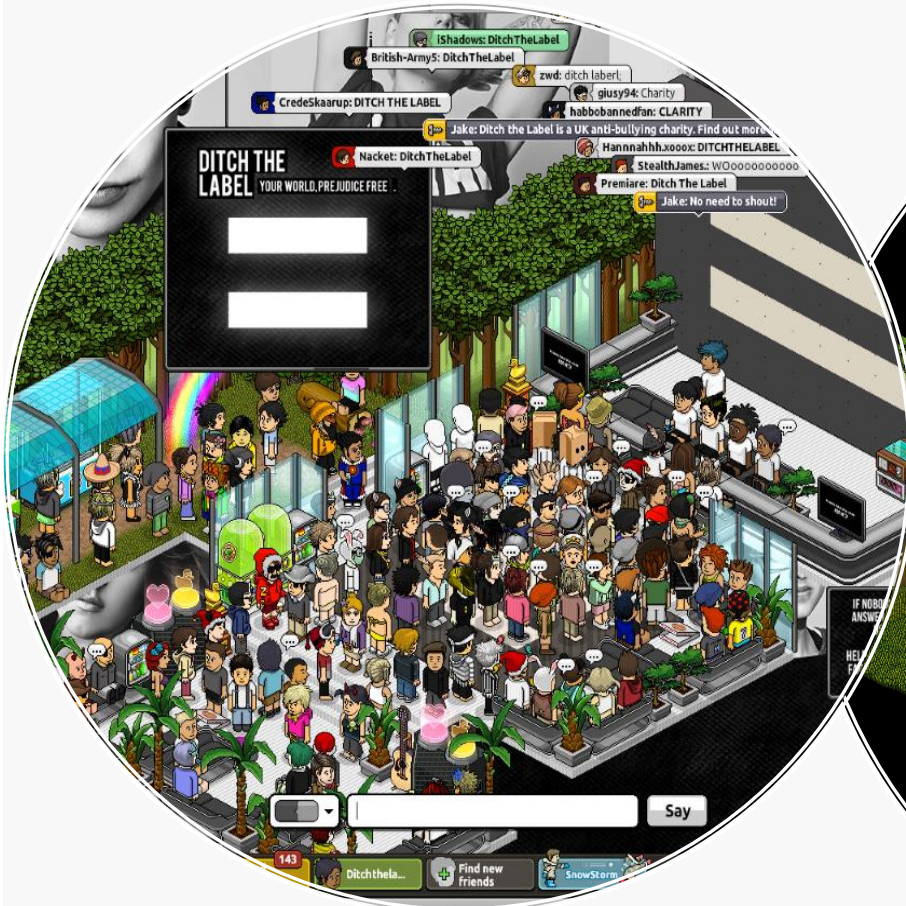
Habbo

Digital
Interventions

Education
and
Awareness

Research

HABBO



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EDUCATION AND AWARENESS



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**THINGS YOUNG PEOPLE
TELL US**

QUANTITATIVE DATA SOURCES

- Annual Cyber Bullying Survey 2013, Ditch the Label – 10,008 respondents
- Annual Bullying Survey 2014, Ditch the Label – 3,600 respondents
- The Wireless Report 2014, Ditch the Label – 2,732 respondents

- All freely available at DitchtheLabel.org

TAKE HOME STATISTICS

- **As a result of bullying...**
 - **30% have self harmed**
 - **30% had suicidal thoughts**
 - **12% developed anti-social behaviours**
 - **10 had a failed suicide attempt**
 - **10% abused drugs and/or alcohol**
 - **5% engaged in risky unprotected sex**



5

TRENDS

THE LANDSCAPE CONTINUES TO CHANGE

- Cyber bullying is NOT a separate issue to bullying, it is a platform extension
- Up to 7 in 10 young people have experienced cyber bullying
- Emotional distress is significant due to 360° targeting and online audience size
- Cyber bullying is often experienced within ‘safe places’ allowing bullies to infiltrate home environments
- Anonymity of the internet poses significant risks
- Young people are using social media and gaming for escapism, internet trolls often troll to escape, regain control or offload emotion
- Our research shows that the majority of bullying is offline, with indirect and exclusion being the most frequent – suggesting that perpetrators are aware of their actions

A LACK OF SUPPORT

- 45% of young people don't tell anyone that they are being bullied and 48% have never reported abuse received on their smartphone. Accounting for social bias, we predict that up to 1 in 2 young people don't report it.
- Variety of reasons, many don't believe their situation is serious enough, others have previous experience and were disappointed with the outcome. Generally young people have little faith in support mechanisms.
- Huge need for innovation. Young people feel disempowered and easily slip into victim mentality.
- Gaps in knowledge of social media amongst older generations, young people know this.

**93% TURNED
TO A FAMILY
MEMBER**
AVERAGE
SATISFACTION: 6.6/10

**90% TURNED
TO A TEACHER**
AVERAGE
SATISFACTION: 4.6/10

**87% TURNED
TO A FRIEND**
AVERAGE
SATISFACTION: 5.7/10

**57% TURNED
TO A
COUNSELLOR**
AVERAGE
SATISFACTION: 5.1/10

**50% TURNED
TO A HEALTH
PROFESSIONAL**
AVERAGE
SATISFACTION: 4.5/10

**49% TURNED
TO SOCIAL
MEDIA**
AVERAGE
SATISFACTION: 4/10

**49% SPOKE
TO THE POLICE**
AVERAGE
SATISFACTION: 4.7/10

**47% CALLED
A HELPLINE**
AVERAGE
SATISFACTION: 4.7/10

In order of satisfaction: family member (6.6/10), friend (5.7/10), counsellor (5.1/10), Police (4.7/10), helpline (4.7/10), teacher (4.6/10), health professional (4.5/10) and social media (4/10)

VICTIM MENTALITY AND INTERNALISATION

- Traditionally interventions have been disempowering to those experiencing bullying. Frequently advised to “ignore” or “tell a teacher” – there is no internal resolve.
- Young people very quickly slip into victim mentality which can be difficult to shift; there is an argument of negativity breeding negativity.

We wonder why young people blame themselves for being bullied...

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Oregon teen hangs himself in schoolyard 'because he was bullied for being gay'

By DAILY MAIL REPORTER
PUBLISHED: 08:30, 29 January 2013 | UPDATED: 18:07, 26 January 2013

An Oregon teen was taken off life support after he attempted to commit suicide by hanging himself from playground equipment at an elementary school.

Justin Bell, 15, was driven to take his own life because he was bullied for being homosexual, according to his family.

Officials at Bell's school, La Grande High School, said they were investigating the incident.



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Teenager who was bullied for being 'fat and ugly' has last laugh as she reaches final in modelling contest

By DAILY MAIL REPORTER
UPDATED: 14:50, 15 April 2010

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DON'T MISS

Exciting day ahead: Cheryl Fernandez-Versini makes return to Instagram with a new selfie... as fans

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26 June 2014 Last updated at 01:27

Disabled children 'more likely to be bullied'

By Katherine Sellgren
BBC News education reporter



Disabled children were found to be at a higher risk of being bullied

Primary school pupils in England with special educational needs are twice as likely as other children to endure persistent bullying, research suggests.

The study found 12% of seven-year-olds with special needs felt bullied at the time, compared with 6% of non-disabled peers.

It says these children have the "double disadvantage" of disability and of bullying during critical life periods.

The research was carried out by London University's Institute of Education.

'Higher risks'

The IIE researchers analysed data relating to bullying from two national cohort studies

- the Millennium Cohort Study, which is tracking the lives of 19,000 UK children born between 2000 and 2001
- Niel Stepp, formally known as the Longitudinal Study of Young People in England, which tracks 16,000 people born in England in 1969 and 1990

They found there was "substantially higher risks of being bullied 'all the time' for disabled children compared to non-disabled children".

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Kid bullied to leave school because he wasn't 'black enough'

Wood Singh, Staff Writer
Published: 10:45 am, Tuesday, January 21, 2012



Twelve-year-old Ryan Rodriguez is silhouetted against a hazy sky outside his Ansonia home Tuesday, Jan. 17, 2012. Rodriguez was bullied in a New Haven magnet school because of his race and has since changed schools. Photo: Ansonia Herald/Day this photo.



ANSONIA — The student stabbed Ryan in the back with a mechanical pencil and walked away. There was no explanation, no words exchanged at all. But Ryan knew why it happened. Scared to tell the teacher, all Ryan could do was to go to the bathroom to wash off the blood.



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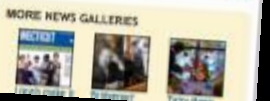


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**A young person isn't bullied because they are gay and black
A young person is bullied because somebody is homo-hating and racist**

NORMALISED BEHAVIOURS

- Within our society, bullying is often seen as a normalised process of ‘growing up’ or ‘just part of school’. The word bullying has become an over-dramatised catchment word with very little power.
- Sexting now seen as normalised with 37% sending naked photos, 1 in 4 having it shared and 63% of young people believing it’s a normal thing to do in a relationship.
- “Cyber bullying” is no different and has become one of those throw away, overused terms for young people. It is normalised and the serious cases we see in the press often encourage young people to downplay their own experiences.

PERPETRATOR VILLAINISATION

- Bullying is a learnt behaviour and has become normalised. Perpetrators are villainised with their emotional needs overlooked.
- We have all been conditioned to see perpetrators as the bad people in society, even the perpetrators are conditioned to see themselves in this way. This can have long-term, negative consequences.
- As a society, we need to understand the complex emotional and psychological needs of perpetrators and encourage them to seek support.
- Far more resource efficient strategy of dealing with bullying.
- The majority of young people do not feel compassionately towards the needs of a perpetrator.

INTERVENTIONS

6 TAKE-HOME TIPS

- Regular, updated & pro-active training to all stakeholders surrounding cyber bullying
- Innovation of support systems, engage with young people in digital environments that are authentic
- Paradigm shift from victim mentality to empowerment
- Change the way you see and talk about bullying, it is attitudinal and not situational
- Don't underestimate the emotional and psychological needs of perpetrators
- Consider different ways of mental health manifestation - up to 1 in 2 will be physically silent

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ANY QUESTIONS?