

A large graphic of a string with two kites. One kite is large and triangular, colored red and blue. The other is smaller and multi-colored, also in red and blue. The string starts from a small blue stick figure holding it, which is integrated into the letter 'i' of the word 'kidscape'.

kidscape

preventing bullying,
protecting children

www.kidscape.org.uk

Registered charity 326864



*Charity of
the Year*

What Kidscape Does.....

- helpline for parents of bullied children
- training for professionals
- workshops for children and young people
- prevention work in schools
- influence government policies
- talk to the media
- books, leaflets and manuals
- ZAP



*Charity of
the Year*



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ZAP!

Kidscape's free
assertiveness training



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“Make Ellie Die”



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Kidscape Adult Survey

- 46% contemplated suicide
- 43% had no confidence



1000 Bullied Children

- 50% truant
- 50% thought of suicide
- 85% felt bad about themselves



What do we know about Bullying

- It pays to bully



- *“I am worthless”*



Broad Truths

- Do not isolate or blame victims

- Limits  are essential



ZAP stops bullying by 90%



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How ZAP helps

	Before ZAP	After ZAP
• Truanting because of bullying...	50%	5%
• Self-harming...	50%	5%
• Felt bad and unconfident...	85%	5%



But does ZAP *really* work?

- Were we asking the *right* questions?
- Could we *quantify* our work?
- Can we teach others to *replicate* it?



How CES helped Kidscape

- Improved output monitoring
- Better evidence of what we achieve
- Attract more funding
- Help more young people



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The bully runs off....



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What to avoid....



Shouting “No!!”





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