

PINK SHIRT DAY 2020  
TAUIRA/STUDENT TOOLKIT



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

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# WELCOME



Kia ora!

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

[Pink Shirt Day](#) is one way for you to sprinkle a little aroha, celebrate the diverse, wonderful people around you and take meaningful steps to prevent bullying.

On **Friday 16 October 2020** we invite you to transform your school into a sea of māwhero/pink to *Kōrero Mai, Kōrero Atu, Mauri Tū, Mauri Ora – Speak Up, Stand Together, Stop Bullying!*

By celebrating Pink Shirt Day and raising money to support the kaupapa, you and your school will be part of a powerful movement to spread aroha and kindness and end bullying. Every dollar raised will help us to provide free Pink Shirt Day activities, resources, merchandise and workshops to help make schools safe and inclusive for everyone.

The following pages are filled with ideas and inspiration to help you bring Pink Shirt Day to life in your kura or school. From mid-August 2020 you can order a free school event pack, use our DIY stencil to create your own pink t-shirt, learn how to be an [Upstander](#), join our [Pink Shirt Day Squad](#) and much more!

Pink Shirt Day is underpinned by three [key E Tū Whānau values](#): aroha and kindness, kōrero awhi and mana manaaki. These values align with the Pink Shirt Day kaupapa, and we'd love for you to share them far and wide!



*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, Te Kaha O Te Rangatahi Trust, Village Collective, Cook Islands Development Agency New Zealand (CIDANZ), New Zealand Post Primary Teachers' Association (PPTA), the Human Rights Commission, Auckland District Health Board Peer Sexuality Support Programme (PSSP), the Peace Foundation, Youthline and Bullying-Free NZ Week.

# THE TEA ON PINK SHIRT DAY

## The PSD story...

Pink Shirt Day began in Canada in 2007 when two students, David Shepherd and Travis Price, took a stand against homophobic bullying after a new Year 10 student was harassed and threatened for wearing pink. David and Travis bought dozens of pink shirts and distributed them to their classmates to wear the next day. The word got out online and hundreds of students showed up in pink, some from head-to-toe, to stand together against bullying!

The grassroots movement captured hearts across the world and the campaign went global! It has been celebrated here in Aotearoa since 2009 and gets bigger and better every year.

## So why should you be part of the action?



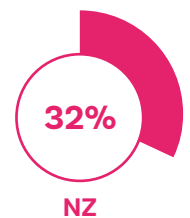
7 in 10 teens in NZ have experienced at least one type of unwanted digital communication in the past year (Pacheco & Melhuish, 2018).



19% of NZ teens experienced an unwanted digital communication that had a negative impact on their daily activities (Pacheco & Melhuish, 2018).



ALL OECD

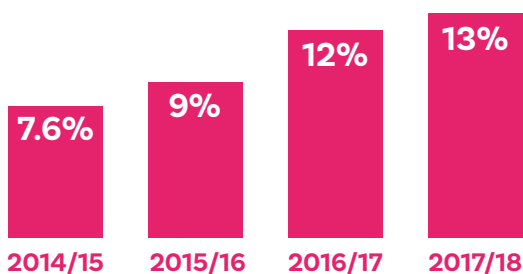


NZ

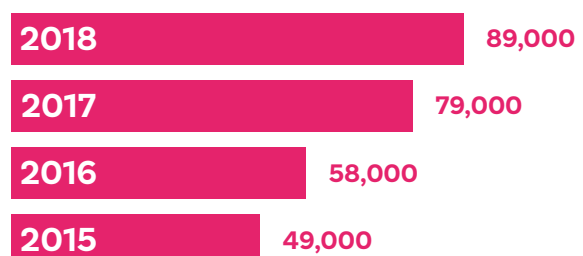
In NZ, 32% of students reported being bullied at least a few times a month, compared to 23% on average across OECD countries (OECD 2019).



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 number of 15 to 24 year olds struggling with mental health issues has been steadily increasing (Ministry of Health, 2019).



The number of young people experiencing anxiety or depression has steadily increased in the past years (Clark, Robinson, Crengle, Grant, Galbreath, & Sykora, (2009)).

## 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 transphobic bullying

These terms refer to bullying based on a person's sexual orientation or gender identity. Young people who identify as LGBTQIA+, or are perceived to be part of the rainbow community, experience higher rates of bullying than students who do not. However, it is important to note that not all of these students will experience homophobic, biphobic or transphobic bullying.

**LGBTI 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 Youth'12 national health and wellbeing survey of New Zealand secondary school students found:



Nearly one in five students who are same/both sex attracted, or are transgender or unsure of their gender identity, reported being bullied weekly at school, compared to 6% of their peers (Lucassen et al., 2014) and (Clark et al., 2014).



50% of transgender students had been hit or physically harmed on purpose in the last 12 months (Clark et al., 2014).



Four out of ten same/both-sex attracted students had been hit or physically harmed on purpose in the last 12 months (Lucassen et al., 2014).



Discrimination and social exclusion on the basis of sexuality or gender identity has been directly linked to an increased risk of depression, anxiety and suicidal thoughts for LGBTQIA+ young people (Adams, Dickinson & Asiasiga, 2012).



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).

# GET READY!

Here's some ideas to help you get this thing going!



## Register for Pink Shirt Day 2020

[Register](#) for updates and you'll be the first to hear all the exciting Pink Shirt Day updates (like when the Pink Shirt Day t-shirt lands!).



## Get some backup!

Have a kōrero/conversation with a kaiako/teacher you trust, a guidance counsellor, health nurse or another taura/student about how you want to celebrate Pink Shirt Day so they can awahi/support you to make it happen! You might like to consider setting up a Pink Shirt Day committee to help organise activities and promote the day.



## Get your pink resources early

To avoid missing out, order your free resources, like the school event pack full of posters, a DIY t-shirt stencil, compliment stickers and more! They'll be available to order from our [resources page](#) in August 2020. You'll also be able to download bunting, cupcake toppers and other resources.



## Spread the word!

Open up the kōrero about bullying ahead of Pink Shirt Day by talking about what it stands for at an assembly or in your form class. Use our [About Pink Shirt Day](#) and [About Bullying](#) fact sheets. Talk about the importance of celebrating everyone's differences.



## Learn how to be an Upstander

A bystander is someone who sees or knows about bullying that is happening to someone else. A supportive bystander – an Upstander – will use words and/or actions that can help the person being bullied. [Learn about our Five Upstander Actions](#) so you know what to do if you see bullying happening within or outside of your kura or school.



## Set a fundraising target

Everyone loves a challenge! Don't be afraid to set an ambitious Pink Shirt Day fundraising target. You'll be surprised how this energises people and gives your fundraising activities an extra edge.



## Buy your Pink Shirt Day t-shirt

We're partnering with [Cotton On](#) again to sell the Pink Shirt Day t-shirt in selected stores and online in 2020! Buy a t-shirt to show your support this Pink Shirt Day! Wear it on your school's mufti day if they're having one.



## Make your own Pink Shirt Day poster!

Create your own Pink Shirt Day poster by downloading our [t-shirt template](#) from the resources section of the Pink Shirt Day website. Include the English and te reo Māori slogans and use the new Pink Shirt Day logo stencil too (available in your free school event pack).

PHOTO CREDIT: @THELEOSTYLE



PHOTO CREDIT: @DAWNKKEEZ



PHOTO CREDIT: @KIMLIFOWIFE





# THE BIG DAY

The brightest day of the year is here, how are you going to celebrate?  
We've put together some activity ideas for you and other taura/students to run.  
These activities will spread aroha and kindness and help to prevent bullying.

Not feeling it? Feel free to get creative and come up with your own.  
Just be mindful not to do anything that could exclude anyone.

## Compliment stickers

From mid-August 2020, [order](#) some of the new Pink Shirt Day compliment stickers to give out to your friends or anyone who has done something kind for you recently. You could even create your own compliment cards to give away. A small action like this can really brighten someone's day.



## 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.

**When people show each other aroha and kindness, it can have a flow-on effect!**

## Turn your school māwhero/pink!

Hold a pink school mufti day, collect gold coin donations and turn your school into a sea of māwhero/pink! Visit the [resources page](#) on the Pink Shirt Day website and order your free school event pack filled with exciting goodies.

## Celebrate your rainbow friends, whānau and kaiako

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

## Share the aroha on social media

Show us and others what you're doing on the day by sharing videos, photos and selfies using [#pinkshirtdaynz](#) on Instagram and [Facebook](#). Add our new Facebook frame (launching in October 2020) to your profile photo.



## Wear pink on game day

Get your school's sports teams or your local sports club involved. Ask them to wear pink socks, arm bands or t-shirts and take the message to the field on the game day closest to Pink Shirt Day. The more people wearing māwhero, the better!

# KEEP UP THE MAHI

**Preventing bullying takes more than one day!  
Keep the kindness ball rolling at your school with these actions:**

## Start a Rainbow Diversity Group (or join one!)

Rainbow Diversity Groups are taura/student-led groups or clubs that provide a safe and supportive environment for taura of diverse sexualities, sexes, genders and their allies (they're sometimes known as Queer Straight Alliances or Gay Straight Alliances). These groups are one way to take an active role in preventing bullying at your school! Ask a Kaiako/teacher to check out [InsideOUT](#) for a resource pack including great tips for starting a group and what to do in a group!

## Make your school's anti-bullying policy visible

It's important for your school to have an anti-bullying policy and for you to know about it and understand it. How easy is it to find your school's policy? If you can't find it, ask about it and remind your kaiako to help promote it.

## Read all about it!

Check out the book reviews on topics like anxiety, bullying, feeling different and resiliency on our [Good Reads](#) page. They have been reviewed by teachers, school counsellors, librarians, health professionals, parents and young people. Ask your kaiako if one or more of the reviewed books can be spoken about in class.



## Help your school to be inclusive and supportive of trans and gender diverse people

InsideOUT are running free Pink Shirt Day Rainbow Inclusive School workshops as well as personal development sessions for taura and kaiako in rural areas. The workshops help schools to strengthen bullying prevention and rainbow inclusion initiatives. See if there is a workshop in your local area by clicking [here](#)!

Check out [InsideOUT's guidebook](#) for creating safe and inclusive school environments for trans and gender diverse rangatahi. From bullying to bathrooms, the [Making Schools Safer for Trans and Gender Diverse Students](#) resource covers all aspects your school may need to think about.

## Display the Getting Help and Advice fact sheet

Awhi/support others to get further advice about bullying by displaying our [Getting Help and Advice](#) fact sheet on notice boards, your classroom and in common areas.



# POWER UP PINK SHIRT DAY – GET FUNDRAISING!

Every year Pink Shirt Day grows bigger, brighter and bolder than ever before thanks to kura and schools across Aotearoa who fundraise to support and grow the movement. Every dollar raised makes a difference and helps us make our schools kinder and safer for rangatahi.

Here's some ideas to help you put the fun in fundraising!

## Got the goods?

From mid-August you'll be able to order a school event pack from our [resources page](#)! Filled with all things pink including stickers, posters and a DIY t-shirt stencil. You'll also be able to print your own posters, bunting, cupcake toppers and more.

## Māwhero mufti day

Transform your school into a sea of māwhero/ pink and collect a gold coin donation. The money raised will enable us to provide workshops and programmes to help make our schools safe and inclusive for everyone.

## Have a bake sale

Hold a lunchtime bake sale full of pink treats and donate the proceeds to Pink Shirt Day.

## Gold coin trail

Ask students to bring a gold coin donation. Draw a giant t-shirt in chalk on the school asphalt and have students fill the t-shirt with their coins.

## Make your donation

A big THANK YOU for fundraising to support the Pink Shirt Day kaupapa! Every school that donates will receive a Pink Shirt Day certificate.

Donate by bank transfer or online at [pinkshirtday.org.nz/donate](https://pinkshirtday.org.nz/donate).

Here are our banking details.

**Bank:** BNZ

**Name of account:** Mental Health Foundation

**Account number:** 02-0100-0752592-097

**Reference:** School Name

**Code:** PSDsch



# JOIN OUR NEW PINK SHIRT DAY SQUAD!

## Make a difference for your school – and others!

The Pink Shirt Day Squad is an opportunity for high school students/taura to become part of a collective of Pink Shirt Day heroes who want to make a difference in their own way, within their own schools.

Squad members will be supported to champion activities and fundraising in the lead up to, and on Pink Shirt Day, all with the ultimate goal to create a kinder, safer Aotearoa that is inclusive of everyone!

Inspired by the outpouring of leadership and passion shown by taura who champion Pink Shirt Day each year, the Pink Shirt Day Squad has been created to be led by taura, for taura!

For more information and to join the Pink Shirt Day Squad, head to: [www.pinkshirtdaysquad.org.nz](http://www.pinkshirtdaysquad.org.nz)







**PINK  
SHIRT  
DAY**

## DIG DEEPER

**Want more info?  
Check out our fact sheets!**

[About Pink Shirt Day](#)

[About Bullying](#)

[Key Pink Shirt Day Values](#)

[Getting Help and Advice](#)

[Reference List](#)