

PINK SHIRT DAY 2020
KAIAKO/TEACHER TOOLKIT



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

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WELCOME



On [Pink Shirt Day](#), Friday 16 October 2020, Aotearoa will be transformed into a sea of māwhero/pink as we stand together to spread aroha and kindness, celebrate diversity and end bullying!

Pink Shirt Day is an opportunity for both you and tauira/students 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 tauira/students 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.

Bullying is a serious issue for tauira. Aotearoa has the [third-highest rate](#) of school bullying out of 36 OECD countries.

In Aotearoa, tauira who identify as lesbian, gay, bisexual, transgender, queer, intersex, asexual or other sexuality and gender diverse communities (LGBTQIA+) – also referred to as rainbow communities – experience higher rates of bullying.

Many studies show tauira who are bullied are more likely to experience mental health issues such as depression, anxiety and suicidal thoughts.

The following pages are filled with information, 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 filled with goodies like posters, compliment stickers and a stencil for tauira to create their very own Pink Shirt Day t-shirt!

Throughout the toolkit, we mention three key [E Tū Whānau](#) values: [aroha and kindness, kōrero awahi and mana manaaki](#). These values strongly align with the Pink Shirt Day kaupapa and we encourage 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.

BEFORE PINK SHIRT DAY

Creating a positive culture and environment, free from bullying, where diversity is celebrated, takes more than one day. Change takes time and it takes the commitment and energy of the whole kura or school whānau.

Here's a list of ideas to help you prep for Pink Shirt Day, celebrate on the day, and continue the movement throughout the year! Feel free to get creative and come up with your own activity ideas too!

Register for Pink Shirt Day 2020

[Register](#) for updates and you'll be the first to hear when our school event pack will be available to order. We will also let you know when the 2020 Pink Shirt Day campaign t-shirt has landed and how to get your hands on downloadable posters, bunting, cupcake toppers, a DIY t-shirt stencil and more.

Set up a Pink Shirt Day committee

To make Pink Shirt Day bigger, brighter and bolder in 2020 set up a committee early in the year. Get both taura/students and other kaiako/teachers on board to help plan and organise activities and promote the day far and wide.

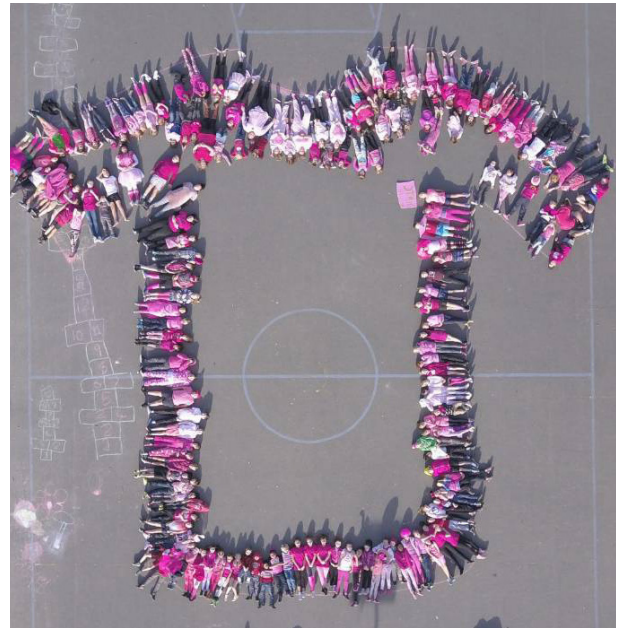


PHOTO CREDIT: JONATHAN SIMPSON

Curriculum activities

Although Pink Shirt Day is celebrated on Friday 16 October, the kaupapa and messages can be embedded all year round. One way to do this is to include material in the curriculum, especially in the lead up to Pink Shirt Day. Taura could do an assignment that explores the origins and messaging behind the day. This could be done through writing, spoken word, posters, videos, dance and drama. Some questions to consider may include:

- What are the origins of Pink Shirt Day? Why is it important?
- What would the world be like if everyone was the same? Why is a diverse world a good thing?
- What is your school policy around bullying? Would you consider changes to it?
- What does it mean to be an Upstander?
- How can schools and kura across Aotearoa create environments that are safe and inclusive for everyone?
- How can we show kindness to others and what are the physical/psychological effects of being kind?

Prepare for an increase in reporting

During campaigns like Pink Shirt Day there is often an increase in reporting of bullying, particularly cyberbullying. Advise the pastoral care team as well as other staff and ensure they know how to respond. Educate staff on the expected referral process and make sure they are aware of support services and helplines available.

Assembly or form class presentation

Start the kōrero about bullying prevention ahead of Pink Shirt Day by talking about it at an assembly or in your form class – or encourage your head students to do this instead! Use our [About Pink Shirt Day](#) and [About Bullying](#) fact sheets. Talk about the key [Pink Shirt Day values](#) of kōrero awhi, mana manaaki and aroha and kindness, as well as the importance of celebrating everyone's differences!

Print the Pink Shirt Day Taura/Student Toolkit

Pink Shirt Day is a great platform for engaging taura in bullying prevention and supporting taura-led initiatives and actions. Leave copies of the [Pink Shirt Day Taura/Student Toolkit](#) in your classroom for people to read.



PHOTO CREDIT: @KIWIFOWIFE



PHOTO CREDIT: STANHOPE ROAD SCHOOL

Get your pink resources early

Order your free school event pack from mid-August 2020 to help you bring Pink Shirt Day to life! It's full of goodies like posters in Te Reo Māori and English, compliment stickers, and a DIY t-shirt stencil so taura can create their own pink t-shirt. Keep an eye on our [resources page](#) for more details.

Set a fundraising goal!

People love a challenge! Set an ambitious fundraising goal and rally students and teachers to help you smash it! See page 11 for some fundraising inspiration.

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 on Pink Shirt Day and promote them to your wider kura or school community.

Encourage taura to make their own Pink Shirt Day poster!

Download and print our t-shirt [template](#) from the [resources page](#) on the Pink Shirt Day website. Ask taura to draw images and graphics on it which have a bullying prevention message. Display the finished posters around your classroom to help promote the day.

Celebrate any day!

Don't worry if your kura or school has something else happening on Friday 16 October! You can hold your Pink Shirt Day on any day that suits – visit the [resources page](#) on the Pink Shirt Day website to download a poster without a date.

ON PINK SHIRT DAY: IDEAS AND INSPIRATION



Run some fun activities on the day to help to bring the Pink Shirt Day kaupapa to life, spread kindness and aroha and prevent bullying. Please adapt these activities to suit your kura or school and be mindful to ensure activities don't exclude anyone.

FOR PRIMARY SCHOOLS

We've teamed up with the awesome people at [Sparklers](#) to bring you classroom activities designed to get your tamariki in the Pink Shirt Day spirit!

Click the images below to learn about each activity and more!



FOR INTERMEDIATE AND SECONDARY SCHOOLS

These ideas are perfect for older taura/students to get involved in. Remember you can get them to lead the activities too!

Compliment stickers

From mid-August 2020, order some of our new Pink Shirt Day [compliment stickers](#) and encourage taura to give them to friends or anyone who has done something kind for them recently. Remind them a small action like this can really make someone's day. You could also get taura to create their own compliment cards!

Random Acts of kindness

Encourage taura and kaiako to undertake random acts of kindness for the day, or the week leading up to Pink Shirt Day. Taura could reflect on how being kind and receiving kindness made them feel.

Use the pink resources you ordered

Hold a māwhero/pink mufti day, collect gold coin donations and turn your school into a sea of māwhero/pink! Visit our [resources page](#) on the Pink Shirt Day website to make sure you've got all the pink gear!

Create a Pink Shirt Day pledge

Ask taura to develop and design a Pink Shirt Day Upstander pledge using the three key [Pink Shirt Day values](#). Display it in your classroom all year round!

"That's so gay" is not okay!

Show taura Rainbow Youth's ["If it's not gay, it's not gay"](#) advert.

Start a discussion around why people might use this term, why it's hurtful and what other words would be appropriate in different situations e.g. that's upsetting, annoying or frustrating. Invite taura to create a video or poster to challenge the use of "that's so gay".

Posters can be submitted to the [InsideOUT poster competition](#).

Celebrate your rainbow kaiako and taura

Chalk or paint rainbow colours on the footpath or wear rainbow stickers/flags to show you are a safe and welcoming school for LGBTQIA+ taura, kaiako and whānau. Check out more ways to support LGBTQIA+ taura with this [guide](#) developed by the Ministry of Education.

Spread the aroha on social media

Show us what you're doing on the day by sharing videos, photos and selfies using [#pinkshirtdaynz](#) on Instagram, Twitter and Facebook. When it's ready to go, add our new [Facebook profile 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. The more people wearing pink, the better!

Give out Pink Shirt Day Awards

Recognise your Pink Shirt Day champions! Who embodies the Pink Shirt Day values? Is there someone who went the extra mile in their advocacy or fundraising efforts? We've created a certificate to make it super easy! Just download and print it from our [resources](#) page.



"Support and empower students to lead events on the day. Let them be creative and imaginative and magic things will happen!" Anna Marsick, Howick College

AFTER PINK SHIRT DAY

Ending bullying takes more than one day! Your role in preventing bullying doesn't end once Pink Shirt Day is over.

Encourage tauira/students to build up each other's mana, even after Pink Shirt Day has finished. The awhi/support they give other people can uplift their mana and help them feel good! By applying [mana manaaki](#), tauira will be contributing to a positive environment where everyone feels valued and respected!

Keep the kindness ball rolling at your kura or school with these actions you can do beyond the day.

Take issues of bullying seriously

If someone confides they are being bullied:

- Take it seriously and let them know you care and will help make it stop.
- Encourage them to talk with a parent, whānau member, school counsellor or call one of the helplines on our [Getting Help & Advice](#) fact sheet. (You can also display this in your classroom or common areas).

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 some personal development sessions for kaiako/teachers and tauira/students in rural areas. The workshops help schools to strengthen bullying prevention and rainbow inclusion initiatives. See if there's 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.

Start a Rainbow Diversity Group

Rainbow Diversity Groups are tauira-led groups or clubs that provide a safe and supportive environment for people 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 kura or school. Check out [InsideOUT](#) for a resource pack including great tips to give tauira on starting a group, what to do in a group, examples of other groups and lots more.

Is your school's anti-bullying policy visible?

It's important for your school to have an anti-bullying policy and for you and your tauira to understand it. Promote the policy in school newsletters and website.

Keep bullying prevention front of mind

Check out the book reviews on topics like anxiety, bullying and resiliency on our [Good Reads](#) page. They have been reviewed by teachers, school counsellors, librarians, health professionals, parents and rangatahi. Speak about the books in class and encourage tauira to read them.

Challenge co-curricular norms

Ensure language use and rules around events such as the school ball are inclusive of diverse genders and sexualities. Meet with coaches to discuss strategies to stamp out homophobic banter at team training sessions and in the stands.

Knowledge is power

Access tools such as the [Wellbeing@School](#) survey to gather data around how tauira feel about their experiences of bullying at your school. Over time, repeat the survey and compare the results to track progress.

HOW TO BE AN UPSTANDER

Bystander

Noun

1. a person who sees or knows a bullying incident is occurring to someone else.

Upstander

Noun

1. a person who uses words and actions that can help someone who is being bullied. There are a range of helpful actions you can take if you feel safe enough to do so.

You have the power to prevent bullying! Research shows more than half of bullying situations (57%) stop when taurira intervene.

93% of taurira in New Zealand (and 88% of students on average across OECD countries) agreed or strongly agreed it is a good thing to help students who cannot defend themselves (OECD, 2019).

FIVE UPSTANDER ACTIONS:



Awahi/support the person experiencing bullying

- Awahi the person being bullied, even if you just stand beside them and let them know you've got their back.
- Encourage them to ask a kaiako/teacher for help or go with them to get help.
- Give them our [Getting Help and Advice](#) fact sheet.
- Let them know they're not alone!



Distract

Interrupt the bullying in some way:

- 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.



Call it!

- If you feel safe to, let the person/people doing the bullying know what they're doing isn't okay.
- Use your words to show aroha and kindness to those involved.
- Don't stand by and watch. It can be hard to speak up in the moment but it can make a huge difference.



Leave and act

If you don't feel safe to step in while the bullying is happening:

- Move away from the situation.
- Later, let the person experiencing the bullying know you saw and ask what might help.
- You might want to have a quiet word with the person doing the bullying.



Get some other help

- Support the person being bullied to get help from others – whānau, kaiako/teachers, a trusted adult or a helpline and then act on their advice.

PINK SHIRT DAY KEY VALUES

Aroha and kindness, kōrero awhi and mana manaaki are three key values for Pink Shirt Day!

The values, developed by [E Tū Whānau](#), are part of who we are and what makes us strong. These values come from hui/meetings held around the country on what people feel contributes to a strong and thriving whānau!



Kōrero Awhi

[Kōrero awhi](#) is an important part of Pink Shirt Day! Kōrero awhi is about being able to communicate clearly, positively and with aroha to others. Kōrero awhi helps friends, rangatahi, kaiako/teachers, tauira/students and whānau relate and feel connected to each other!

Aroha and Kindness

[Aroha and kindness](#) is all about giving unconditionally and is what Pink Shirt Day is all about! Aroha can make your relationships with whānau, friends and communities stronger by letting each other know on a daily basis, through kōrero or actions, that they are loved and/or appreciated. Remember – expressing the values of aroha and kindness can have a positive effect on everyone around you!

Mana Manaaki

Māori understandings of [mana manaaki](#) include many things – with Pink Shirt Day, it means building up other people's mana! The awhi/support you give your mates, fellow tauira or whānau can uplift their mana and help them feel good! By applying mana manaaki, you'll be contributing to a positive school environment where everyone can feel valued and respected at all times.

FUNDRAISING FOR PINK SHIRT DAY

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!

Set a fundraising target and get planning!

People love smashing a fundraising target. So don't be afraid to aim high. It will also keep you focused and motivated. You can then plan your activities around that goal, keeping everyone updated on how close you are getting to the target as you go. Plan a range of activities and then be sure to celebrate when you hit your target!

Got the goods?

From mid-August you'll be able to order a school event pack from the [resources page](#) on the Pink Shirt Day website. 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 taura to bring a gold coin donation. Draw a giant t-shirt in chalk on the school asphalt and have them 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 fundraises will receive a Pink Shirt Day Certificate in the weeks following your donation.

Donate by bank transfer or online at 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.

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!

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!

Encourage your taura to join the Pink Shirt Day Squad here: www.pinkshirtdaysquad.org.nz



ABOUT BULLYING

What is bullying?

It isn't uncommon to hear someone say something insensitive or mean to someone else. Although these comments or actions are not okay, bullying has some specific features that make it much more serious and harmful.

- Bullying is deliberate – harming another person intentionally
- Bullying involves a misuse of power in a relationship
- Bullying is usually not a one-off – it is repeated, or has the potential to be repeated over time
- Bullying involves behaviour that can cause harm – it is not a normal part of growing up (Ministry of Education, n.d.).

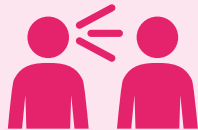
What does it look like?

Bullying can be:



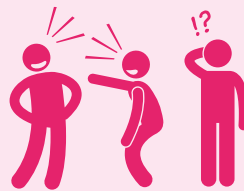
PHYSICAL

– hitting, tripping up



VERBAL

– insults, threats



SOCIAL

– spreading gossip or excluding people



CYBERBULLYING

– bullying online, via the internet, mobile phones and social media. It's a common form of bullying, especially amongst young people (Steiner-Fox, 2016).

Why do some people get bullied?

We know people are more likely to be bullied if they seem different from their peers in some way.

This might include being clever or popular, differences in race, sexuality, gender identity, ethnicity, religion, disabilities and abilities, weight or height.

That's why it's so important to celebrate diversity and embrace our differences – we aren't all the same and that's a great thing! (Bullying-Free NZ Week website, 2017).

Why do some people bully others?

Just as there are many reasons someone might experience bullying, there are also many reasons why someone might bully someone else.

- They feel unhappy
- They have been the target of bullying themselves
- They want to feel important or powerful
- They don't realise how their behaviour harms others
- They believe being different is a bad thing.

Labelling someone who bullies as a "bad person" isn't right or helpful. While the bullying behaviour isn't okay, someone who bullies others often needs our help and awhi/support too.

It's really important to remind people that it's okay to be different from others and it's not okay to bully people because they are not the same as you.

Is bullying harmful? Why prevent bullying?

- Many studies show that rangatahi who are bullied are more likely to experience mental health issues, such as depression, anxiety and suicidal thoughts.
- This can impact on their learning, relationships and ability to feel good about who they are.
- Bullying harms the person being bullied, the person doing the bullying and can also harm those who witness it (bystanders).
- Rangatahi who bully others, or are bullied (or both), are more likely to skip classes, drop out of school, and perform worse academically than schoolmates who have no conflict with their peers (OECD, 2017).
- In Australia, by the time each student cohort has completed its schooling years (generally this is 13 years), the people experiencing the bullying, the people doing the bullying, their families, schools and the community will have experienced an estimated \$525 million in costs associated with bullying (PwC).
- In Australia, after school completion, the consequences of bullying continue and are estimated to cost \$1.8 billion for each single cohort of students over a period of 20 years (PwC).
- By taking bullying seriously and celebrating the diversity of taura/students, all rangatahi can feel safe and supported, and flourish at your school!



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

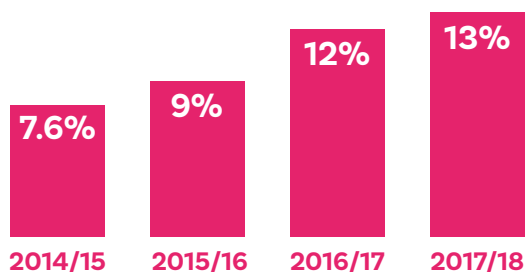


NZ

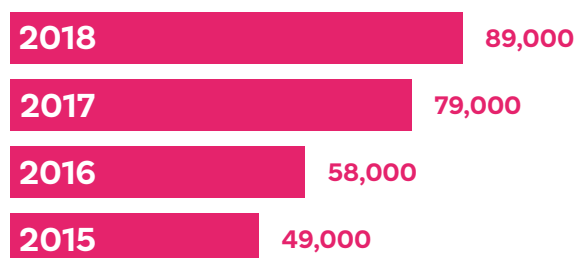
In NZ, 32% of students reported being bullied at least a few times a month, compared to 23% on average across OECD countries (OECD 2019).



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 (Ministry of Health, 2019).

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, Fleming, Bullen, Denny, Crengle, Dyson, Fortune, Lucassen, Peiris-John, Robinson, Rossen, Sheridan, Teevale, Utter, (2013)).

- 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, Clark, Moselen, Robinson, & The Adolescent Health Research Group, \(2014\)](#)) and ([Clark, Lucassen, Bullen, Denny, Fleming, Robinson, & Rossen, \(2014\)](#)).



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](#)).

GETTING HELP AND ADVICE



TALK TO SOMEONE

Youthline – 0800 37 66 33, free text 234 or email talk@youthline.co.nz for young people, and their parents, whānau and friends.

1737 – Need to talk? Free call or text 1737 any time for support from a trained counsellor.

Lifeline – 0800 543 354, (09) 522 2999 or free text '4357' (HELP).

What's Up – 0800 942 8787 (0800 WHATSUP), www.whatsup.co.nz for 5–18 year olds. Phone counselling is available Mon-Fri 12pm–11pm and Sat-Sun 3pm–11pm. Online chat is also available 7pm–10pm daily.

Kidslines – 0800 54 37 54 (0800 KIDSLINE) for children up to 14 years of age. Available 24/7. Between 4–9pm calls are answered by specially trained Year 12 & 13 students.

Samaritans – 0800 726 666 for confidential support to anyone who is lonely or in emotional distress 24 hours a day, 365 days a year.

Suicide Crisis Helpline – 0508 828 865 (0508 TAUTOKO) for people in distress, and people who are worried about someone else.

GET SUPPORT ONLINE

thelowdown.co.nz – visit the [website](http://www.thelowdown.co.nz) or free text 5626 support for young people experiencing depression or anxiety.

Netsafe – www.netsafe.org.nz for advice on how to stay safe online or call 0508 638 723.

FIND SUPPORT AROUND SEXUALITY OR GENDER IDENTITY

InsideOUT – hello@insideout.org.nz, www.facebook.com/insideoutkoaro/, Twitter: @insideoutkoaro, Instagram: @insideoutkoaro works to make Aotearoa a safer place for all young people of diverse genders, sexes and sexualities.

OUTLine NZ – 0800 688 5463 (0800 OUTLINE), www.outline.org.nz for lesbian, gay, bisexual, transgender and intersex people. Free phone counselling is available Monday to Friday, 9am–9pm, and weekends/holidays 6pm–9pm.

RainbowYOUTH – info@ry.org.nz, www.facebook.com/rainbowyouth, Twitter: @RainbowYOUTH, Instagram: rainbowyouth offers support for young queer and gender diverse people up to the ages of 28.

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