



Anti-Bullying Week 2025: Power for Good

10-14 November 2025

Power for Good: building kindness
and confidence together



Every November, schools and colleges across the UK come together for Anti-Bullying Week.

This year's theme '*Power for Good*' invites students to recognise the power they each hold - to speak up, to support one another and to create positive change when they see bullying, both online and in person.

Exploring the theme in your school or college

This toolkit brings together practical resources and ideas to help you explore the theme in your setting and strengthen a sense of belonging and respect across your community all year round.

You can use this toolkit to:

-  help students understand what bullying looks like and how to respond safely
-  nurture empathy and confidence among students, empowering them to stand up for themselves and others
-  promote a culture of kindness and inclusion across your setting.





Primary resources

Help pupils explore what it means to be a good friend, recognise unkind behaviour and learn how to make positive choices.



[Anti-Bullying Week | Anti-Bullying Alliance](#)

The official primary school pack for Anti-Bullying Week, which includes classroom activities and teacher guidance.



[Anti-bullying week resources - primary | Bullies out](#)

A series of classroom activities that help young people explore how to use their power for good by supporting others and standing up against bullying.



[Why do people bully? | BBC](#)

A short, child-voiced animation for 7–11-year-olds exploring the reasons someone might bully.



[Let's talk about healthy relationships | Anna Freud](#)

A four-lesson series to help pupils aged 10 to 11 explore healthy friendships, emotional wellbeing and conflict resolution.



[Connect with Respect \(SEND\) | Childnet](#)

A story-based resource for pupils aged 7 to 11 with special educational needs and disabilities (SEND) exploring how to respond safely to unkind messages.

Activity idea

Invite pupils to lead an assembly on what kindness and inclusion mean to them. It's a powerful way to give them ownership and help their voices be heard.



Secondary and FE resources



Explore themes of power, respect and empathy to help students build confidence, stand up for others and use their voices for good.



[Anti-Bullying Week | Anti-Bullying Alliance](#)

The official secondary school pack for Anti-Bullying Week, which includes classroom activities and teacher guidance.



[Anti-bullying week resources - secondary | Bullies out](#)

Classroom activities that help young people explore how to use their power for good by supporting others and standing up against bullying.



[Trolling and cyber-bullying video | BBC](#)

Short film exploring the consequences of online bullying, using a real-life case study.



[Talk Relationships: healthy relationships | NSPCC & PSHE Association](#)

A PSHE lesson for students aged 12 to 14 about healthy and unhealthy relationships.



[Bullying and cyberbullying | Department of Health and Social Care](#)

A KS3 and KS4 lesson that explores the meaning and impact of bullying and cyberbullying and supports students to find appropriate help and advice.

Activity idea

Invite students to lead the way. Work with them to plan a kindness campaign that celebrates inclusion and encourages everyone to use their voice for good.



Resources for staff

Explore ways to embed kindness and inclusion across your school or college community.



[Example of an anti-bullying statement | NSPCC](#)

An anti-bullying policy statement template.



[Bullying prevention tool | Anti-Bullying Alliance](#)

A toolkit to help develop a bullying prevention strategy.



[Bullying and harassment at work | Education Support](#)

A guide to help school staff recognise bullying and harassment at work and know how to respond.



[Reporting and recording bullying guide | Anti-Bullying Alliance](#)

A guide on reporting and recording bullying in education settings.



[Bullying and cyberbullying | Mentally Healthy Schools](#)

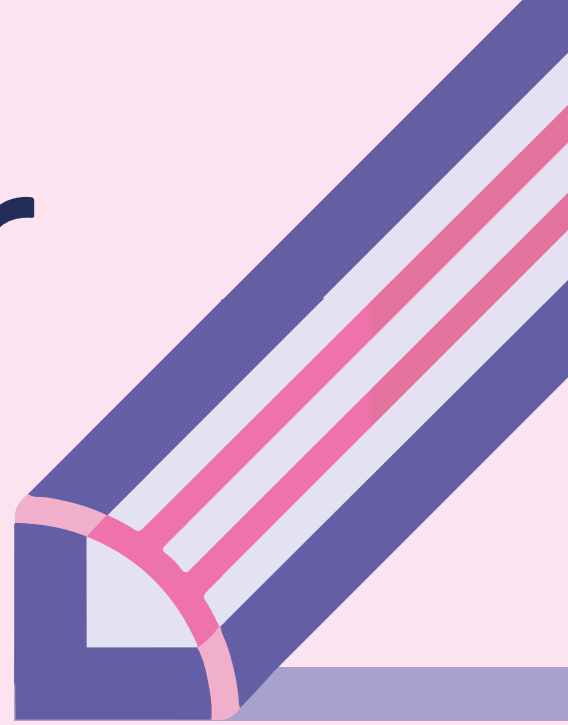
Guidance on understanding, preventing and responding to bullying and cyberbullying in schools and colleges.

Activity idea

Use Anti-Bullying Week as a chance to reflect on belonging across your staff team. Invite colleagues to share what helps them feel valued and respected and agree one small action to help everyone feel more connected.



Power for Good in practice



Kindness and inclusion sit at the heart of a mentally healthy school or college community.

It can be helpful to pause and reflect on how your setting is using its '*Power for Good*':

- ◆ Is your anti-bullying policy up to date, visible and understood by everyone?
- ◆ Do students know how to support one another and respond safely if they witness bullying?
- ◆ Is student voice helping to shape your approach to kindness and belonging?
- ◆ Are acts of kindness and positive behaviour recognised and celebrated?
- ◆ Do staff have opportunities to build confidence in tackling bullying and promoting inclusion through training or reflection?
- ◆ Are families and the wider school or college community part of your approach to promoting respect and inclusion?

Every act of kindness, every voice that speaks up and every small change adds up to a culture where everyone feels they belong.



Anna Freud
Mentally Healthy Schools