



**ipoweri national anti-bullying conference 2006
evaluation report**

Copyright Actionwork 2006

By Karen Richards

karen.richards@clevelandon.co.uk

It was the first time the annual event, which started in 2003, has been in the town and 700 people heard plays, songs and songs from young performers, youth groups, groups and other organisations.

Some came from as far afield as Korea, California and Europe.

There were also anti-bullying researchers and practitioners invited to delegates about their work as sportsmen and celebrities talking their experiences of bullying.

A drama group and dance crew from Worle School performed, as did a drama group from Wyvern School.

Westhaven School Year 9 pupils Griffiths, won the final of the I Power 1 national song-writing competition. Barcode on the Monday of the event, with his song Picked On.

And Broadoak School year nine Chantelle Williams won the Somerset slogan competition with the slogan 'Bullying Stops, which will

A 40ft-long anti-bullying petition made of fabric was paraded through the streets and the Grand Pier of Weston on Friday, backed by the town's MP, John Penrose, and North Somerset Council chairman Roz Willis.

The petition was organised by Weston organisation Actionwork and anti-bullying charity I Power 1, and was taken to 10 Downing Street on Monday.

Actionwork and a teenage management crew from I Power 1 have been campaigning for the past two years for the government to do more to tackle bullying.

After constantly writing to the Prime Minister but only getting replies saying he feels the government is doing enough, they then involved Mr Penrose.

The MP tabled an early-day motion to 'provide intensive anti-bullying training for all primary teachers as part of their teacher training for Young People 20th-21st November 2006'.

The International Anti-Bullying Festival was held at the Weston & Clevedon School on Friday, November 24, 2006.

Blair urged to tackle bullying

Brave K Damilola Taylor award

THE Sun

Friday, November 24, 2006

Beating the

Stars back anti-bullying project

DAMILOLA WRIT



GIFTS for XMAS
Plus BUCRID FLOWERS & BUCRID PLANTS
Orchids
24/27 MEADOW STREET
WESTON-SUPER-MARE
Tel: 01274 527026

Esther's train ordeal
Actionwork and a teenage management crew from I Power 1 have been campaigning for the past two years for the government to do more to tackle bullying.

Staged by I Power 1, Actionwork North Somerset Council, a giant petition, signed by all those attended due to be given to the Prime Minister by John Penrose at the event, will travel to 10 Downing Street. Asked what the only name remains the only name of young people who have experienced violence.

The Weston & Clevedon School has already received a letter from a victim of bullying. The letter, written by a young person, stated: "I am so sad that there should be nationwide anti-bullying happening. I've been bullied for years ago and it has had an effect on my mental health. It must be stopped."

It can be over-looked in the world of Hollywood. It is also a speaker who has been characterised as "aggressive".

TV STAR Esther's train ordeal

aggressive

NATIONAL BULLYING

How

Hurt

"I would cut my arm"

Hurt

DAMILOLA WRIT

After constantly writing to the Prime Minister but only getting replies saying he feels the government is doing enough, they then involved Mr Penrose.

After constantly writing to the Prime Minister but only getting replies saying he feels the government is doing enough, they then involved Mr Penrose.

ipoweri national anti-bullying conference for young people 2006

Produced by Actionwork in partnership with ipoweri and in association with North Somerset Council

Evaluation Report

Contents

Introduction	2
Conference details	3
What happens at a conference like this	3
Major sponsors and producers	4
Background to the ipoweri conference	5
The bystander	5
Anti-bullying training for teachers	6
Young people's consultation, participation and organisation	7
History of ipoweri	9
Evaluation summary	10
ipoweri conference outputs and outcomes	11
How Delegates will feedback to their schools or organisations	12
The best way to stop bullying	13
ipoweri tips on how to deal with bullying	14
ipoweri Damilola Taylor Young Achiever of the Year Award	16
ipoweri National Anti-Bullying music competition	16
What we gave away free at the conference	18
ipoweri Anti-Bullying poster competition	18
ipoweri Anti-Bullying auction	18
Difficulties	18
Media coverage	18
This years presenters and exhibitors	19
ipoweri conference staffing	20
Acknowledgements	20
Comments about the ipoweri conference	21

Introduction by Andy Hickson ipoweri Conference Director

This conference has been described as the largest, most uplifting, energised, and positive event for anti-bullying week in the country.

The 2006 ipoweri anti-bullying conference for young people brought together a diverse range of organisations and people to showcase anti-bullying programmes run all over the country and abroad. We also provided skills training and information on anti-bullying, tackled key issues including those of the bystander, cyberbullying, homophobic bullying, racist bullying, and sexual bullying, and we again petitioned parliament to provide anti-bullying training as a core part of teacher training.



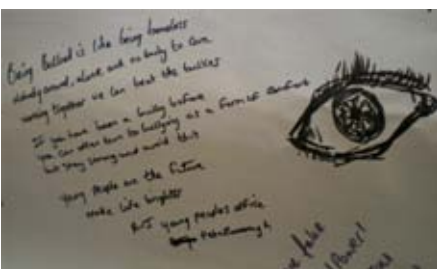
This year's conference was exciting and a challenge to organise, particularly as it was the first time we had taken the event out of London, the first time we held it over two days and the first time we made it an international event. Key partnerships in this year's event included working with Actionwork, the ipoweri young people, North Somerset Council and the Department for Education and Skills. I believe that this kind of partnership working, where ideas, skills and resources can be shared enables fantastic events such as this one to be realised.

It was fantastic to see so many young people from so many different places. Our furthest Delegate flew over especially from Korea. We also had young Delegates from Turkey, U.S.A., South Africa, Scotland, Wales, County Durham, Cornwall, London, The Midlands, North, South, East and West England. I was proud to be involved in an event that saw so many empowered young people showing what is best about young people. To see these young people giving away their ideas freely with each other was just tremendous. It is truly humbling to see hundreds of empowered young people standing up for their rights and supporting each other in such a positive way. The ipoweri conference was summed up for me when one young delegate, who had been severely bullied in the past, came up to me and said that this had been the best two days of his life.

ipoweri have taken the lead for several years now in organising major national anti-bullying events for young people by young people. I hope that these events will encourage other groups, local and national, including the Anti-Bullying Alliance, to hold anti-bullying conferences of their own for young people all over the country, remembering of course to give young people a chance to manage these events! There are hundreds of organisations and thousands of individuals who work towards combating and challenging bullying in this country. There is excellent work being done on a local level and a national level. Despite this good work many groups still find themselves facing difficulties in regards to delivery and evaluation of the work.

For example:

- a) there is still no clear agreed definition of bullying in the literature or anywhere else, meaning that what is bullying to one is not necessarily bullying to another
- b) some evaluation studies show schools having an increase in rates of bullying after certain interventions have been used



If anti-bullying organisations and workers themselves have difficulties in these areas, imagine how difficult it can be for some teachers, youth workers, parents and many young people to choose which intervention is best for them and how to evaluate, follow-up and monitor the work. There are no magic solutions, no quick fixes, no 'one-answer' to the problems and difficulties of bullying. It is insufficient for schools and other groups to have just one method of dealing with bullying. There needs to be a range of methods and interventions accessible for schools to use and effectively tackle the issue of bullying. This work must to be on going & followed-up regularly.



No one has the monopoly when it comes to tackling issues of bullying, everyone can play their part. I hope that this document in addition to giving the reader an overview of the 2006 ipoweri event also gives ideas for setting up their own anti-bullying group or activity. It is important to remember that anti-bullying work does not stop at the end of anti-bullying week, but carries on every day, of every week, of every month throughout the year. - Empower yourself: i power i. Andy Hickson January 2007

ipoweri national anti-bullying conference details

This was a two-day event where we launched National Anti-Bullying Week 2006. 20th-21st November 2006 at the Winter Gardens, Weston-super-Mare, Somerset, England UK. A fantastic uplifting and positive event with young people contributing from all over Britain and abroad about bullying, anti-bullying strategies, resources and showcasing best practice in dealing with and tackling bullying. This years programme included youth speakers, government representatives, anti-bullying practitioners, creative strategies, music, DJ's, dance, awards, films, workshop sessions, songs, exhibitions, international artists, special guests and celebrities.

What happens at a conference like this?

This was a young people's conference. Only the young people were delegates, all the adults who attended were either presenters, workers or observers. It was a two-day event, and included a special event in the evening of the first night. On the first day, after registration, the morning was taken up with a wide variety of presentations by young people, anti-bullying specialists and celebrities. In the afternoon there was a wide selection of workshops for delegates to freely participate in. In the evening we ran the ipoweri national anti-bullying music competition. On day two, in addition to a wide variety of anti-bullying presentations, we hosted a number of awards. People were free to roam the many spaces on offer that had additional activities. In addition to the main stage there was also a film room, an exhibition hall with over 30 anti-bullying and youth organisations. There was also a graffiti wall, a confidential discussion room, and a chill out room, in addition to the hall and gallery space.



Major sponsors and producers

Actionwork produced the UK's first national anti-bullying conference for young people in 2003, and has organised and produced it every year since then. Actionwork works in partnership with the ipoweri young people to organise this conference. In addition, each year, Actionwork brings on board fresh partners who work in association with ipoweri and Actionwork to bring you innovation and best working practice in dealing with bullying. In 2006 2 major sponsors included the Department for Education and Skills (DfES) and North Somerset Local Authority.

Actionwork

Actionwork produce the ipoweri national anti-bullying conference for young people. Actionwork specialises in tackling bullying, racism, and sexism through the power of multimedia and action. Arts fusion, ritual, celebration, dance, drama, and ipower, are used to create spaces for young people to explore the difficult issues that impact on their everyday lives.

We offer many programmes and events including

- Action methods
- Film production with young people
- Interactive workshops
- Issue based theatre-in-education
- Conference and festival organisation
- INSET training for teachers
- Residencies and summer schools

In the last 10 years we have reached over 250,000 young people covering topics of bullying, racism, sexism, homophobia and conflict resolution. Recent clients include the Anti-Bullying Alliance (ABA), British Council, Department for Education and Skills (DfES), Regional and Borough Councils, Kyoto University, Dawn Center Japan, University of London, Whitechapel Hospital, Belmarsh prison, Norwegian Institute of Dramatherapy, Exeter University, schools & youth centres across the UK. Actionwork comes to you. We travel the length and breadth of the country and to many destinations abroad.



Department for Education and Skills

The DfES have supported several Actionwork projects including anti-bullying films and the ipoweri conferences. The DfES do a lot of work tackling issues of bullying. Their website has a lot of resources to help teachers and parents deal with issues of bullying. In 2005 the DfES not only put in a substantial amount of funding towards the event, the head of the Behaviour and Attendance unit gave a presentation about the Governments initiatives to tackle bullying. Recently the DfES and Actionwork have been discussing programmes to deal with racism and bullying. The DfES are considering longer term financing of the ipoweri young people's anti-bullying conferences.

North Somerset Local Authority

North Somerset Council take bullying very seriously. In addition to working in association with Actionwork to produce the 2006 ipoweri conference, they have funded Actionwork to supply a wide range of anti-bullying training and initiatives around North Somerset. North Somerset Council have an anti-bullying strategy group, have helped developed anti-bullying guidelines for parents and work closely with neighbouring authorities in trying to get best practice and sharing of ideas in dealing with issues of bullying. North Somerset Council also have a Post 16 leadership group that work on tackling bullying.

Background to the ipoweri conference

Actionwork produced the first ever national anti-bullying conference for young people in London on 19th May 2003. This event was a huge success. The following year in 2004, we planned a second event, but due to the withdrawal of funding from a major bank we had to postpone until July 2005. Although this postponement caused considerable wasted resources, the I Power I Crew, Actionwork and the remaining partners pulled out all the stops to produce another fabulous conference in 2005. We produced this conference on a minimum budget and attracted interest from all over the country and abroad. This event



and its organisation have been labelled a 'model of good working practice'. Building on the previous successes the 2006 event has been the biggest yet. The 2006 ipoweri anti-bullying conference was not only the largest event for anti-bullying week; it has been the largest official anti-bullying gathering the country has ever seen. On day one we saw 750 people attend and on day two we had in excess of 780 people attending. In addition to this we had over 10,000 people watching it live on the internet.

The Bystander

2006 was the year of the bystander. Many people think that the people involved in bullying are the bullied and the bully. We forget that there is a third very important element here; the role of the bystander. The bystander in any bullying situation plays an important role in deciding whether or not the bullying is stopped, continues and how bad it can get. The bystander, ie the person or people who watch or witness the bullying is just as much involved as the bully and he bullied.

Why do so many bystanders not get involved? There are many answers to this question. Research undertaken by Actionwork suggests that many bystanders feel inadequate or afraid to help. They don't want to be dragged in to the conflict or they don't want to be labelled alongside the bullied. Often the

reason is that the bystander does not know what to do. We have all probably witnessed bullying at some point in our lives, and with most of us there have been times when we have taken no action.

Take a few minutes to think about a bullying incident you witnessed and did nothing about.



Now ask yourself the question 'why?'

Anti-bullying training for teachers

Teachers often find themselves in the position of the bystander. Research by Actionwork suggests that the majority of teachers feel that they have not had enough anti-bullying training. 98% of people attending the ipoweri anti-bullying conference said they felt anti-bullying training should be a core part of teacher training.



Actionwork and ipoweri have been putting pressure on the government to provide anti-bullying training to teachers



as a core part of teacher training for the last three years. At the 2005 ipoweri national anti-bullying conference, Delegates voted unanimously for the Government to provide anti-bullying training as a core part of teacher training. In response to our request the government wrote to us saying that they felt they were doing enough in this area. Actionwork and ipoweri, helped by MP John Penrose have put forward two Early Day Motions (EDM) to parliament asking again for anti-bullying training to be a core part of teacher training. These have been signed by over 100 cross party MP's. In the following months the ipoweri young people continued to lobby parliament but got no further replies. It was decided that at the 2006 ipoweri national

anti-bullying conference to again lobby parliament with the same message, but this time to make a bigger splash. The ipoweri young people created a 12 metre long fluorescent green petition which was signed by most of the conference Delegates, anti-bullying specialists, teachers and celebrities including Esther Rantzen and Gemma Bissix. The ipoweri young people delivered this to 10 Downing Street on the 27th November 2006. The Prime Minister has since written to us saying he shares our views that teachers should have training to prevent and tackle bullying but believes this to be difficult during the initial teacher training period. He believes this should be part of teacher's continued professional development. Several other groups and individuals have followed the lead of the ipoweri young people by also asking for more anti-bullying training for teachers including the Children's Commissioner for



England and some large anti-bullying charities.

To date Actionwork and ipoweri have the support of over 100 cross-party MP's and 1000's of teachers, students and other groups to continue putting pressure on the government to provide anti-bullying training to teachers as a core part of teacher training. Tony Blair, the Prime Minister, said he was very impressed with our hard work and commitment, but could still not sanction anti-bullying training as a core part of teacher training due to the limited training hours available for new teachers.

Young People's Consultation, Participation and Organisation

Many programmes have been developed around the world to lessen violence and bullying amongst young people and finding ways to help them deal with it or empower themselves to deal with it. The majority of these programmes are run or organised by adults for young people, often without consultation.

Young people tell us that they want to be able to judge their own empowerment on their own terms and within their own frame of reference.

They want to be able to share their experiences, to get adults to hear

their ideas, to be given information that makes sense to them and to find ways to take the initiative and be in control of a programme or programmes that are about or for them. MG Wyness (in an article called 'Childhood, agency and educational reform'. In *Childhood*. Vol. 6. PP 352-368, dated 1999) suggests that young people's views are deliberately not listened to on issues that affect them, the implication being that they do not have any significant or relevant views to be of any use.



The Government now recognises the importance of involving young people. This can be seen in the 'Every Child Matters' agenda, which aims to bring together all children's services. The government says in this respect that we need to "find out what works best for children and young people, to involve children and young people in this process, and listen especially to the views of children and young people themselves". In 2007 Local Authorities need to have organised their Children's Services to take this in to account. In respect of bullying it is now a law that all schools have an anti-bullying policy. The Children's Legal Centre in 2004 said that pupils should be involved in both the drafting of an anti-bullying policy and its monitoring.



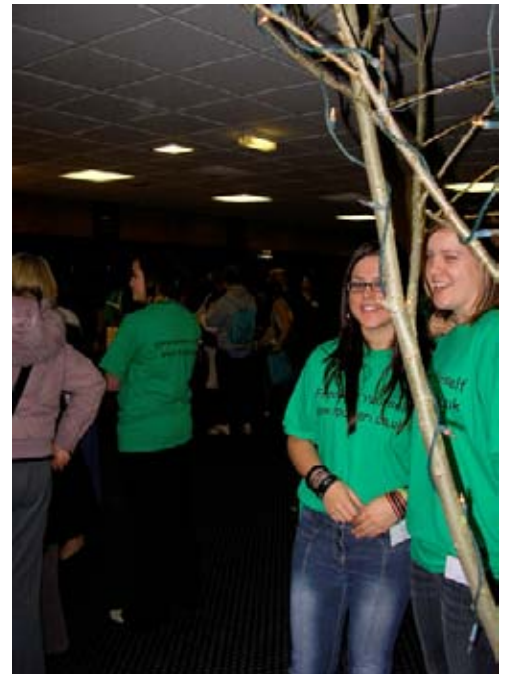
There are many organisations that involve young people as a core part of their anti-bullying work including Actionwork, ipoweri, Young Voice, Connexions, Youth Act, Project Wolf, the UK Observatory and Leicestershire, North Somerset People First, Durham, North Somerset Local Authorities, amongst many others. One thing that is now often stressed to adults who work with young people who are bullied, is that it is important to ask: "would you like me to help?" and if the answer is 'yes' then to ask: "what would you like me to do to help?", rather than telling the young person what the adult thinks is best for them.



Involving young people is not difficult, “you have got to have direct relevance to the young people involved and the young people must have full ownership of the project concerned” (Loic Flory Kent Youth County Council 2005). The young people involved cannot be ‘puppets’, if working with adults there needs to be a negotiated working relationship. A bad example of youth participation is Local Authority Youth Parliaments run in name only, enabling the Council just to use it to tick their boxes. Young people need real involvement on real issues that affect them.

Getting young people involved in anti-bullying initiatives is easy and important. For example one can make use of school councils, school parliaments, peer mentor groups, peer mediators, buddies, minibuds, student counsellors, student year group representatives, prefects and student anti-bullying groups. In addition it may be possible to use information gathering tactics such as bully boxes (aka comments box, concerns box and worry box), student newsletters, creative workshops, student websites, e-mail and text message systems, personal, social, health and education (PSHE) activities, anti-bullying telephone line and school media services such as an in-house radio station.

The ipoweri national anti-bullying conference is an event run by young people for young people, supported and guided by adults.



“The young people at the centre of organising the ipoweri conferences have real power, have control over their own budgets and say what they want in and what they don’t want in each event that they produce”. Zak Choudhury 2006.

History of 'ipoweri'

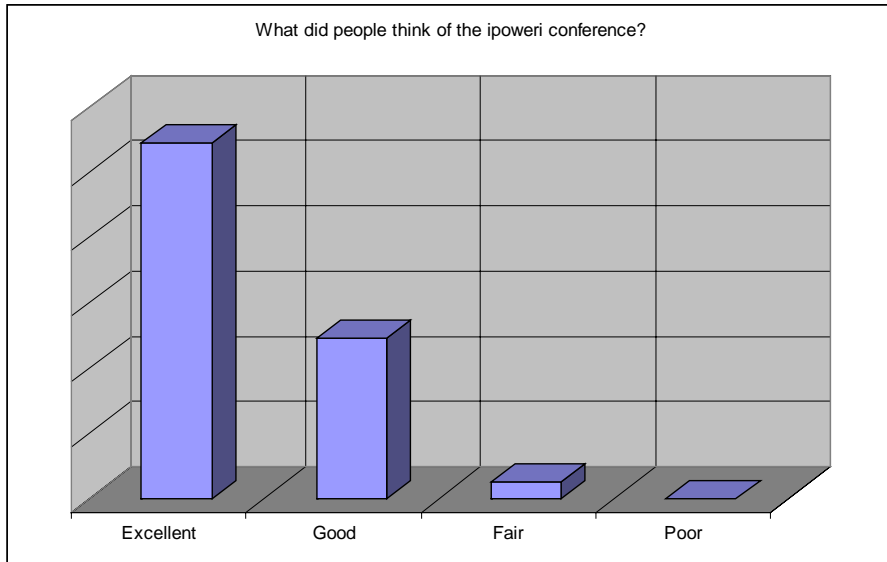
The term 'ipoweri' was coined in 2003 by members Actionwork and the Busta Bully Project as the name for Britain's first anti-bullying conference for young people. The words 'ipoweri' reflect the Rastafarian belief of 'i an i': "You are as important as me...each one teach one...we learn from each other". Since the first conference, which was organised by adults with the support of young people, we set up the 'ipoweri Crew'. The ipoweri Crew, made up of young people, have organised all the ipoweri national anti-bullying conferences since 2003 with the support of adults. In addition to organising anti-bullying events. The ipoweri Crew have worked on a government film tackling bullying and run anti-bullying workshops in schools across the country. They have also helped in a number of anti-bullying campaigns including the Million A Week Campaign, and the Anti-Bullying Massif Project. Members of the ipoweri Crew have also been taken on many training weekends, particularly learning workshops, facilitation and planning skills. They have run sessions for head teachers and interviewed young people at national government conferences on anti-bullying. The ipoweri Crew also presented at the launch of the Anti-Bullying Alliance, and have interviewed Government ministers including Ivan Lewis and celebrities such as Esther Rantzen, Benjamin Zephaniah and the So Solid Crew. The ipoweri Crew have all received the Diana Memorial Award for their work in dealing with bullying. In 2006 the ipoweri Crew helped organise the world's first international anti-bullying festival. The ipoweri young people have also been leaders in pressurising the government to provide anti-bullying training for teachers, as a core part of their teacher training. The ipoweri website can be found at www.ipoweri.co.uk

Just in to 2007 and the ipoweri crew are already organising international anti-bullying events in Japan.



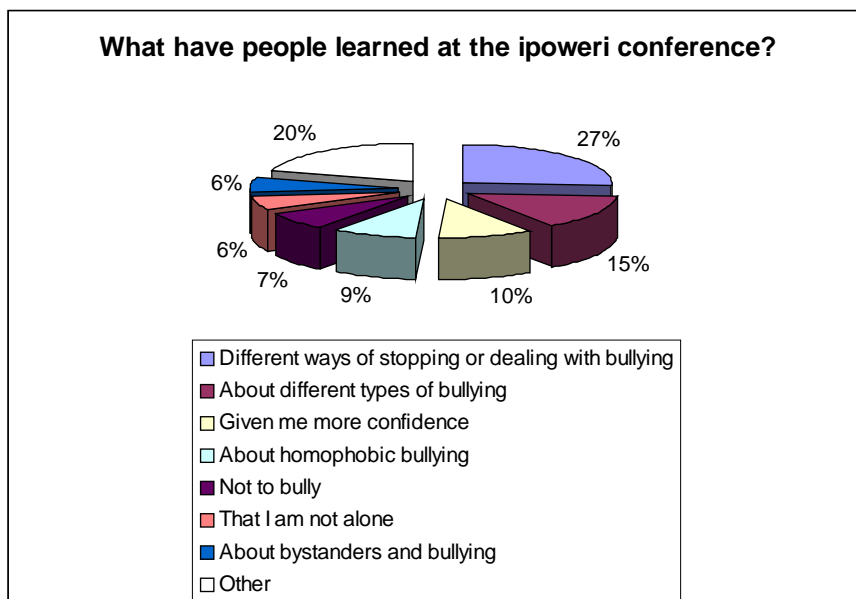
Evaluation Summary

760 people attended the ipoweri national anti-bullying conference for young people. Out of 385 people who were given evaluation sheets to fill-in, 163 did so. That is a 42% return (10% higher than last year). Many adults, presenters and exhibitors did not fill-in evaluation sheets as they felt it was only for the young people, and many delegates who left early did not fill-in sheets before they left the venue.



Out of the 42% that did fill-in evaluation sheets, 100% said they found the conference a positive experience. 99% of people found the conference useful with 53% saying they felt the conference very useful and 37% saying they felt the conference was outstandingly useful to them. 30% of people thought the Conference was good and 67% of people found the Conference to be an excellent experience.

Most people found the broad range of high quality activities to be the most successful feature of the conference. The majority of the young delegates tended to like the fact that they were able to roam freely around the spaces, whereas many adults found this to be disrupting. 99% of delegates felt they had learned new things at the conference.



Conference Outputs and Outcomes

This conference was attended by 760 people, made up of 385 young Delegates, 19 young volunteers, 76 young presenters, 60 exhibitors, 34 adult presenters/specialists, 9 celebrities, 120 teachers and youth workers, 30 Actionwork and ipoweri volunteers, and 27 other volunteers/workers. Over 10,000 people watched the ipoweri conference live over the internet. It is estimated that a further 120,000 people will receive information and ideas from this conference by delegates feed-backing to their schools and organisations. In addition delegates:

- signed a 12 metre long fluorescent green petition that was delivered to the Prime Minister at 10 Downing Street
- explored a wide range of strategies tackling bullying
- networked and shared ideas with people all over the world
- let policy makers and government officials know some of their ideas and concerns about bullying
- shared in the delivering of best practice in dealing with bullying
- gained skills in how to tackle and deal with bullying



How will people feedback about this event to their schools or organisations?

For the good work to continue, it is important that Delegates find ways to disseminate what they have gained and learned from attending the ipoweri conference.

25% of Delegates said they would feedback by talking to their friends and fellow students

20% of Delegates said they would feedback to their school through school assemblies

9% by creating and doing a presentation

8% through Student or youth service newsletter

7% with gestures and examples and the way they will now behave

6% through Student Councils

Other suggestions as to how people would feedback to their groups were:

- Talking to my teachers
- Talking to my staff
- Through informal presentations
- By helping with anti-bullying work
- Do a display board
- Start a campaign in my school
- Posting notices around the school
- Through letters
- By creating an action group
- Through meetings
- By designing a web site
- Setting up a support group
- By doing a survey
- Creating a massive school display
- Creating a workshop and running it in schools
- Creating a performance
- Using my photos
- Inviting professional presenters into my school
- By incorporating what I have learned in my work
- Giving out leaflets I collected
- By creating leaflets
- Set up a club where you can discuss your worries
- Creating a rap
- Giving a speech
- Creating a power point presentation
- Interview with the school newspaper
- Developing a campaign
- Writing a report
- Organising an event with the student union
- Through the peer listeners
- By using email
- Incorporating activities
- By doing a performative presentation
- By suggesting that my school does more to tackle bullying



What is the best way to stop bullying?

As we have previously discussed, bullying can mean different things to different people and therefore how we deal with bullying might also be different for everybody. It can then be argued that there can therefore be no one 'best way' to deal with bullying. Whether or not this is the case it is still important that we share our ideas with each other.

45% said that we should tell or talk about it to someone we trust

7% said to stand up for yourself

7% that everybody should work together as a team

6% suggested by making people aware of bullying

3% said by using peer mediation

Other suggestions for the best way to stop bullying included:

- By changing yourself
- Offering trust and support
- To speak out
- Through education
- To ask for help
- Be friendly
- Respect yourself
- Get bullies to feel stupid
- If you see something say something
- Every way will help
- Confront them
- More training
- Get teachers involved
- Learn why the bullies bully
- Listening to people
- Deal with it immediately
- Avoid it
- Ignore it
- Events like this one
- Work with the bullies to help them understand their insecurities
- Just say 'whatever' or 'yeah sure, you know everything, not'
- Through school anti-bullying workshops
- Building friendships right from the start of school
- To have places to discuss issues and people to talk to that you can trust
- Support the victim but also help the bully
- Be nice and don't treat people badly
- Depends on individual circumstances
- By helping the person who is getting bullied
- Stop turning a blind eye
- By showing the consequences of bullying

- By getting a lot of people involved
- Just walk away
- Talking to the bully
- By not keeping it inside
- Not being a passive bystander
- Don't hide from it
- Punish the bullies
- Helping the bullies
- Laugh back at the bully
- Don't provoke it
- Take action
- Stick up for people
- You will never stop it



ipoweri tips on how to deal with bullying

Bullying takes on many different forms and happens in all aspects of people's lives - at school, at home, at work, by past friends, by family/carers, and by strangers. Below are some suggestions on what you can do. It is not an exhaustive list and different situations will need different action. Choose what is right for you and your situation.

- TELL SOMEONE

This can seem a frightening task. Telling someone personal details about something that is upsetting you can be a difficult thing to do but it can be the first and most important step to bringing an end to the problem.

Remember you are not alone. You are not the first person and sadly won't be the last person who is or has ever been bullied. There are many people who can and want to help you and talking about your experience might stop it happening to someone else.

Whether you think the problem is small or big, people will want to help you.

Tell someone you trust and who you know will take it seriously. This can be anyone - a friend, a teacher, a parent, guardian or other relative.

If you choose a young person as the first person to tell about the bullying, you should think about then telling an adult who you like and trust and might be in a better position to give you advice and take positive action. If it makes it easier, you could take your friend with you to help you. They could tell the adult while you sit and listen.

If you find it difficult to tell someone for the first time face to face, you could write it down in a diary or letter and give it to the person to read. You could also try phoning them or phoning a helpline such as ChildLine (0800 1111) who will talk to you about your problem and help you feel comfortable about telling someone you know. The ipoweri contact sheet has a list of other useful telephone numbers and people to contact.

When you do tell someone, remember it is important that you tell them the truth and exact details. If you exaggerate, or the facts are not accurate, the bully can then accuse you of lying and the person you tell will not know which bits of your story you really need help with. Some people keep a diary of things that happen to them so they can remember the exact details when they do speak about it.

- STAY CALM

Being bullied can be very frightening. It is seeing people's fear that the bully often enjoys and can make them feel more powerful than they really are. Try not to show them how frightened and upset you are by keeping a relaxed body posture. Taking deep silent breaths can help relax your body and mind in stressful situations.

- KEEP EYE CONTACT WITHOUT STARING

If you keep eye contact with the bully you will look confident, even if you don't feel it inside.

- CALL FOR HELP

If you are in danger, or have just had enough, call someone over to help you.

- DI STRACT THE BULLY

This can be a difficult thing to do, but if you can think of an obscure comment, gesture or joke it can confuse the bully. The 'and' method can be a really good distracter. Every time the bully says something you don't like try just saying 'and' back to them.

- REASON WITH THE BULLY

Try using "I" statements to explain what you don't like them doing, how it makes you feel, and that you think it is wrong. Let them know that you won't stay quiet about it if it continues.

- DON'T BLAME YOURSELF

You have done nothing wrong. Bullying is a violation of your human rights and is not acceptable whatever form it takes – physical, verbal, written, electronic, or other.

' I was 13 years old and being badly bullied at school. I remember this one time, I left school and the bullies followed after me. There was a gang of about four of them. They were two years above me at school. They were walking quite close behind me and muttering threats under their breath about how they were going to beat me up. The quicker I walked, the quicker they followed. I started running, they ran after. It ended up with them chasing me down the road. They were taller than me so could run much quicker so I was getting really scared. I knew I wasn't going to make it home so I just pegged it up some path and pressed the bell outside the front door of a stranger's house. The bullies didn't come up the path. I just stood on the doorstep and looked one of them in the eye and said "They'll be out in a minute". The gang walked off. No-one answered the door - don't even think anyone was in. But it didn't matter coz the bullies had gone and if someone had been in they'd have been able to help me. Once the gang had gone, I phoned my mate who came and met me so we could walk home together.' By Andy Hickson, ipoweri national conference Director.



Damilola Taylor Young Achiever of the Year Award

The ipoweri Damilola Taylor Young Achiever of the Year Award was created for the first ipoweri Anti-Bullying Conference for Young People in May 2003. Supported by Richard Taylor and the Damilola Taylor Trust, this award is presented to young people who have overcome bullying and gone on to achieve positive things in their lives in the face of adversity.

It is the job of the ipoweri young people to decide the winners of the award. Each year we have a new pair of winners. In 2006 we again saw two winners; 15 year-old Katie Englefield, who overcame severe bullying from her classmates that was so bad she self-harmed. Katie has gone on to train and perform with a group of Majorettes and will take 11 GCSE's next year. 16 year-old Calum Griffiths is dyslexic and was violently bullied at school and overcame it through the school's peer mentoring scheme. Callum has since flourished academically and been awarded many prizes including one for English Literature. Katie and Callum both received large cash prizes, flowers and silver trophies.



The award was sponsored by Salt Express (aka Avon Salt) for the second year running.

Damilola Taylor's father Richard Taylor attended both days of the ipoweri conference and presented the trophies to the two young winners.

ipoweri national anti-bullying music competition

This competition was open to everyone in the country, and several regional heats were run around the country. The regions then sent their winner to the finals held at the ipoweri conference. On Monday evening, 20th November, the ipoweri national anti-bullying music competition was held at the Barcode Cafe in Weston-super-Mare. The Barcode is an excellent youth cafe. From 9 finalists, the winner was 15-year old Karl Griffiths. Karl won a large cash prize and some flowers. Karl performed his song live at the ipoweri conference. His soulful lyrics and his magical guitar playing transfixed the audience and won him many friends.

 <p>iPOWERi NATIONAL ANTI-BULLYING MUSIC COMPETITION FREE ENTRY TICKET 7.00p.m. - 9.30p.m. on the 20th November 2006 POWERED BY ACTIONWORK WITH NORTH SOMERSET AND WESTON-SUPER-MARE YOUTH COUNCIL. Ticket must be shown www.ipoweri.co.uk</p> <p><small>ipoweri National Anti-Bullying Competition Sponsored by Actionwork, CSDAT, North Somerset Council and WSM Youth Council.</small></p>	FREE ENTRY
	FREE DRINK
	FREE DRINK
	FREE PKT CHIPS

What did we give away free at the ipoweri anti-bullying conference?

- 1000 free lunches to all delegates and most adults
- Signed copy of Harry Potter book won by a young delegate who was chosen by the rest of the Conference floor
- CD mixer, dvd player, signed memorabilia, books and many electronic items were won by young delegates in the free raffle
- Over £1000 in cash prizes to ipoweri competition winners
- Free entry to the conference itself
- 1000's of free anti-bullying resources
- Anti-bullying training and information

ipoweri anti-bullying conference poster competition



The aim of this competition was to get local young people to design the poster used to advertise the event. There were four winners. Jacqui McDonald, George Cullard, Dani Stone, and Louise Doe. They were all presented with small cash prizes and some electronic prizes.

A copy of the poster can be downloaded from the ipoweri website.

ipoweri anti-bullying auction

To help fund this ipoweri event we held an anti-bullying auction. A second signed copy of Harry Potter, and a signed rugby shirt from Lawrence Dallaglio were amongst the items being auctioned. We raised over £700 from some very generous bidders.

Difficulties

This event was not without its difficulties. The main difficulty was in raising enough funds to put on the event, this process took over 6 months. We thought that we might have a difficulty holding the event outside of London, but this proved not to be the case. Indeed many people were more than happy not to go to London. All of the workshop spaces filled up and a few Delegates had to be squeezed in to already full sessions. The provision of additional spaces is an important concern for next year. On the morning of the first day 12 of our young volunteers did not turn up, this really put the pressure on the remaining staff and volunteers to get registration moving as smoothly as possible.

Media coverage

This years national ipoweri anti-bullying conference attracted a tremendous amount of television, radio and print media coverage including BBC national news, I TV national news, BBC News 24, BBC World Service, centre page spread in the Sun newspaper, Blue Peter, Newsround, BBC Radio Bristol, Somerset Radio, Star FM, Al Jazeera Television, Colourful Radio, Orchard FM, all the local papers in the South West and more around the country. Plus many other foreign networks covered the event.

This year's presenters and exhibitors at the ipoweri conference included:

Actionwork	Katherine Houlston
Andy Hickson	Katherine Vernez
Anne Crease	Lhamea Lall
Bath RFC	Madi Robinson
Bedminster Down Secondary School	Maggie Turner
Books Education	Massage in Schools Association
Bristol City Council	Net Intelligence
Budmouth College	Nicola Sanders
Can Gezgor	North Somerset Drug Action Team
Carol Trower	North Somerset Local Authority
Caroline Trimmingham	North Somerset Youth Offending Team
Charley Cook and Charlie Dix	Over the Rainbow
Childline	Pete Harvey
Childnet International	Peter Kehoe
Chris Hastings	Peter Rouncefield
Clevedon Youth Watch	Phil Worms
David De Bie	Prof. Serdar M. Degirmencioglu
David Hoffbrand	Project Wolf
Diana Award Team	Puppet Madness
Dr Lance Kwesi Lewis	Purple Turnips
Dr Sue Jennings	Pyramid
EACH Action	Q-Boy
eCircus	Richard Ballinger
ELEVATE Teen Dance Troupe	Richard Taylor
Esther Rantzen	Rob Osborne
Fern Smith	Robert Beattie
For Sure Theatre in Education	Roger Finney
Freddie Drakes-Thomas	Safety Net
Gemma Bissix from Hollyoaks	Sandford Primary School
George Robinson	Sarah Young
Georgina Pearson	Shereen Firdaus Binte Aziz
Glenn Dallas	Save the Children
Golden Eagles	Somerset Racial Inclusion Project
Hannah White	Somerset Rural Youth Project
Headbangers Theatre Company	Somerset Youth Volunteering Network
Healthy Schools	Sophie Lovett
Helen Walsh	Sophie Walsh and Space LGBT Youth Project
I Power I Crew	Steve Borthick
Jacqui McDondald	Stonewall
Johan Jensen	Weston 6th Form College and Worle School
John Penrose MP	Witness
Jonathan Charlesworth	Womankind
Jounier Taylor	Worle Boys Dance Company
Joy Willows	YI SS North Somerset Youth Service
Judith Moore	Youth Watch
Julia Collar	Youth2youth
Justin Parsons	Zak Chowdhury

ipoweri 2006 Conference staffing

Andy Hickson (Director)
Zak Choudhury (Director)
Penelope Lee (Promotions Manager)
Cath Davis (Production Manger)
Vashti Cassinelli (Development Manager)
Katherine Vernez (Volunteer Co-ordinator)
Dr Sue Jennings (Co-ordinator)
Sandy Ackerman (Group Co-ordinator)
Sue Walker (Photographer and Co-ordinator)
Glenn Dallas (Documentor)
Leah Richards (Documentor)
Sophie Hickson (Vision Mixer)
Dan Pryce (Camera Operator)
Liam Phillips (Camera Operator)
Steve Cayley (Technician)
Jane Jackson (Programme Co-ordinator)
Del Horle (Team Leader)
Louisa Pink (Section Manager)
Paul Arnold (Security)
Paul Wesley (Security)



Thanks You's

We must firstly thank everyone attending, including all the volunteers and contributors who have put in some great efforts. Special thanks go to Mr Richard Taylor for agreeing to put his son's name to the ipoweri Damilola Taylor Young Achiever of the Year Award. A huge thank-you also to Elliot Withers and Salt Express who provided the prizes for the



ipoweri Damilola Taylor Young Achiever of the Year Award. Thanks also go Sarah Willets, Charlotte Sowerbutts, Richard Laskier, Gareth Salvage, Sue Emerson, Jacqui Buckley, Elaine Harris, Jan Richards, Tracey Anderson, Esther Pickup-Keller, Teresa Bliss, Helen Cowie, Rebecca Hollingdale, Adrienne Katz, Rita Adair, Mel Goddard, Steve Cayley, Ron Walker, Ian Wight, Val McFarlane, Jan Smith, Marina Dunstone, Eddie Gates, Hilary Guckian, Jim McQuarrie, Children's Society, Queenswood Hotel, Frances Davis, Sammy and Rob from Grange Hill, Robbie Gill, Nadia Habul, Laura Savage, Heidi Logan, Fern Smith, Dianne Higgins, Charlotte Smith, Carolyn Cassinelli, Carole Chick, Chloe Gerhardt, Suzi Laver and all the volunteers and everyone who has helped us. Thank you very much. We could not have done it without you.

Funders and supporters

This ipoweri event was funded by the Department for Education and Skills, Actionwork, North Somerset Council, Persula Foundation, Save the Children, Salt Express, Gloucestershire Local Authority, Bristol City Council, Barcode, Healthy Schools, Staples of Weston, Currys of Weston, South West Grid for Learning and Devon Curriculum Services, Printing dot com.

For more information about Actionwork and ipoweri please see our website www.actionwork.com or ring 01934 815163. Actionwork is a member of the ABA, SIETAR and the iABC

Comments about the 2006 ipoweri conference

Andy, we had an amazing time. We would love to continue working with Actionwork. We loved you all so much. We had such an amazing experience. Thank you 1000 times!
Elevate Teenage Dance Troupe, California

I want to congratulate you on bringing so much fantastic energy, skill, talent and dedication together for the conference. It was an extraordinary event and we were so pleased to be involved. It has been invaluable.

Sandy Ackerman, University of Exeter



Thank you so much. Not only did our young people learn many things about bullying issues, they also had such good fun! We all found the experience to be insightful, fun and extremely emotional. Thank you for a fantastic experience.

Suzi Laver. Chichester Boys Club.

The conference was amazing, I have learned so much. Rachel Priest, Merrill College

It was fun, the food was wow. It was so imaginative

Richard Wood, Tower Hamlets College

This conference was excellent and was outstandingly useful to me. It was all brilliant! I have learned lots about bullying, that there are a lot of nice people about, and what a lot of great work is being done with young people. Everyone should have been here.

Karl Griffiths, Westhaven School.



The conference was amazing. It has helped me see bullying in a completely different way. I will use what I have learned to try and make a change in my school.
Nicolle Odes, Bedminster Down School.



The conference was great! The music, the workshops, everything! The staff were easy to talk to.
Joanna Perrett, Braunton School



I think the conference was great fun, educational and from the heart
Kate Topp, Walsall Youth and Community

It was brilliant, everyone was full of life, and the atmosphere was brilliant
Catherine Gill, Wakefield College

It was a fabulous conference
David De Bie, County Durham

This conference will inspire children of all ages to help prevent bullying and not only think about themselves but others too
Janet Thomas, Newport Youth Service



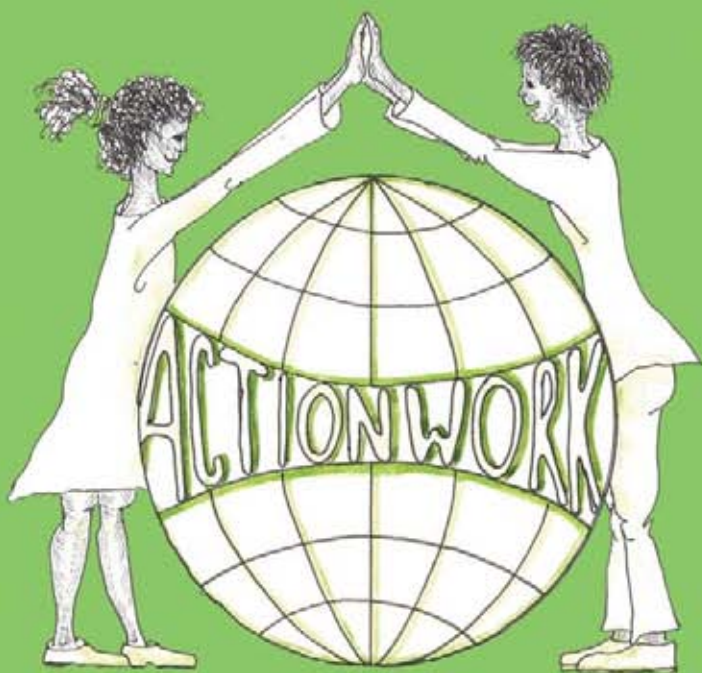
ipoweri national anti-bullying conference

for young people 2006

produced by Actionwork

in partnership with ipoweri

and in association with north somerset council



Contact Actionwork on
Tel: 01934 815163
info@actionwork.com
www.actionwork.com
PO Box 433
Weston-super-Mare
North Somerset
BS24 0NF
England UK

