

Final evaluation of Kidscape's
Extended Primary Bullying Intervention
Training Programme
Executive Summary



M & E Consulting
June 2016

Executive Summary

Kidscape is the UK's longest established anti-bullying charity. In 2013, Kidscape was successful in securing funding from the Department for Education (DfE) to deliver its Bullying Intervention Training (BIT) programme in primary schools across nine London boroughs. Subsequently, Kidscape received further funding from the DfE to extend the programme to schools in other London boroughs and to run masterclasses for professionals and a workshop for pupils from schools that had previously completed the programme.

M & E Consulting was commissioned to support the development of the programme's monitoring systems and to externally evaluate the programme. This summary presents the key findings from the final evaluation of the Extended BIT programme and is based on monitoring data collected by Kidscape as well as evaluation activities carried out by M & E Consulting.

The BIT Programme

The BIT programme used a cascade model to train school professionals to deliver a series of anti-bullying lessons to children in their schools. By doing this, the programme aimed to:

- enable children to develop knowledge, skills and strategies to prevent bullying
- enable primary school professionals to recognise bullying and potential bullying behaviour and to deliver effective preventative and remedial strategies
- embed anti-bullying work within school communities.

In addition, it sought to enable primary schools to improve their approach to anti-bullying and to give parents and carers a better understanding of bullying.

Key findings

Programme design

- Kidscape made use of feedback from the evaluation of the earlier BIT programme to develop and improve the programme. Building on the success of the previous programme, it was able to further refine its model, ensuring that it was meeting the needs of the professionals and children involved in the programme.
- Professionals felt the training they received was useful in extending their knowledge of bullying and of strategies that they could teach to children in their schools.

- They also found the resources were of high-quality and helpful in supporting their lessons with children.
- Children valued the interactive nature of the lessons which helped them understand and take on board key messages.
- Providing additional support to schools was important in embedding the anti-bullying work as it allowed schools to develop their Anti-bullying policies and practice and offer further training for professionals, children and their parents and carers.
- However, many professionals and children would have liked there to have been more anti-bullying lessons.
- Some professionals also suggested that the anti-bullying lessons could be shorter but delivered over a longer period of time.
- Others would have liked additional resources they could use with younger children.

Delivery of the programme

The total number of beneficiaries was far greater than the original DfE targets:

- 54 schools registered for the programme and all but one completed the programme (*DfE target: 48*).
- A total of 103 professionals were trained to deliver anti-bullying lessons in their schools (*DfE target: 96*).
- Over 3,600 children took part in the anti-bullying lessons (*DfE target: 1,440*).
- 106 children from the schools involved in the previous programme attended a Pupil Workshop focusing on the role of the bystander (*DfE target: 144*).
- 136 professionals attended masterclasses run by Kidscape on helping children cope with the transition to secondary school and on e-safety/cyber bullying (*DfE target: 108*).
- In addition, nearly 400 parents and carers attended workshops delivered by Kidscape in schools.

Outcomes for children

The programme made a real difference to the children who took part. Their feedback showed that the lessons had given them a better understanding of bullying and that they felt more able to prevent bullying. After the lessons:

- 92% said they understood how bullying affects people
- 88% said they knew more about bullying
- 83% said they felt more able to help someone who is being bullied
- 77% said they felt more able to deal with someone who is a bully
- 76% said they were more able to deal with difficult situations
- 72% said they could now manage their feelings better.

As a result, the vast majority (82%) of the children said that the programme had helped them feel safer from bullying. In addition, taking part in the BIT lessons appears to have helped the majority of children (82%) to develop their confidence and self-esteem, particularly through teaching them to be more assertive and self-aware. Children also reported that they felt more able to approach an adult for help if they needed it.

Schools highlighted the importance of giving children a clear understanding of the difference between teasing and bullying and more awareness of the role of the bystander in allowing bullying to happen. They described how children were being more pro-active in identifying bullying and were taking more responsibility for dealing with issues themselves.

Outcomes for professionals

The BIT programme also made a difference to the professionals who were involved; their feedback shows that the Kidscape training helped them feel more able to recognise bullying (96%) and know more about how to deal with bullying (98%). In addition, they felt they had learnt strategies they could teach children to help them deal with bullying behaviour. Above all, many professionals said they had found it helpful to have a clear understanding of what bullying is and how it is different to other forms of behaviour, thereby enabling them to identify potential bullying situations and support children with bullying.

Outcomes for schools and school communities

The BIT programme was also important in enabling schools to develop their anti-bullying work; over half (55%) said that being involved in the BIT programme had enabled them to make changes to their Anti-bullying policies or procedures and a third (33%) reported that they had improved their practice in relation to bullying. Many schools reported that they planned to continue delivering anti-bullying lessons and to extend the programme to other year groups.

In addition, the majority (98%) of parents and carers who had attended workshops run by Kidscape felt these had increased their understanding of bullying. Schools had also found the sessions for parents and carers useful, particularly in demonstrating the school's commitment to tackling bullying and in opening up more dialogue with parents who had concerns about bullying.

The impact of the programme

The BIT programme appears to have had a longer-term impact; schools reported that:

- children were dealing with conflict in more positive ways (71%)
- there were fewer reports of bullying (39%)
- there was better behaviour amongst children during playtime (31%).

As a result, the vast majority of schools (95%) reported a decrease in bullying behaviour in their school and felt that children's attitudes to learning had improved (87%). Some schools also felt that children's attendance had improved (33%) and that children with SEND/behavioural needs were able to manage their behaviour more positively (18%).

Key learning

This evaluation has highlighted particular aspects of the programme that will enable the programme to have longer-term impact:

- By providing training and support to both professionals and children as well as to parents and carers, the programme has enabled schools to embed a common understanding of bullying and to develop anti-bullying strategies that will help to sustain the impact of the BIT programme in preventing bullying.
- The additional support from Kidscape has also enabled schools to develop their anti-bullying work, thereby maximising the impact of the programme within schools.
- In addition, the programme's cascade model means that professionals have the skills that enable them to continue to deliver the programme to even more children whilst the adaptability of the resources means that schools can extend the programme to other year groups.
- Providing resources which are free to download from Kidscape's website means that schools can continue to use them to support their delivery of further BIT lessons.

Conclusion

Kidscape has developed an extremely successful anti-bullying programme that has enabled schools to improve the way in which they prevent and manage bullying. It has also given children important skills and strategies which have helped them become assertive, confident and caring individuals. It is clear that the model developed by Kidscape is extremely effective and should be made widely available to primary schools across the country.