

Anti Bullying Week Review

Terry Craven
Southend Connexions
Marketing and Communications
01702 420 290
Date: 23/11/2009

Text Content:

Here at Southend Connexions, this years anti bullying week was bigger and better than ever. The theme for the week, November 16-20, was Cyber Bullying.

Yesterday Anti Bullying Week kicked off by Southend Borough Council, V and other partners delivering outreach sessions in Supermarkets, Tesco's and ASDA. The word was spread about cyber bullying and information given on how to stay safer. At ASDA alone over 200 parents and carers got involved with 160 completing surveys linked to anti bullying week, free DVDs on how parents and carers can keep their children safe on line were also distributed.

Many young people got involved too. They were attracted to the anti bullying mascot with one young person taking a turn to wear the huge hand designed by Shannon from Shoebury. It is estimated that at least 100 children and young people met the mascot which further raised their awareness of anti bullying week which is being done in their schools locally, quote of the day when seeing the mascot "Now that's not something you see everyday!" young person from Shoebury.

Shannon arrived with a proud father to meet the created mascot and stood proudly to have her picture taken. This winning design was chosen by young people who judged the competition where there were over 100 entries from Southend. The Mascot was kept as true to the design and reflected Shannon's creativity admirably.



Competition winner Shannon with mascot

The roadshow continued on Wednesday with the team holding a number of anti bullying workshops for nearly 100 delegates, at Roots Hall. The workshops helped to give parents an overview of cyber bullying and informing outlining just how devastating it can be. Southend Connexions also gave a number of tips, which can help parents recognise when their child may be being bullied and also what they can do to try and reduce or combat the problem. This was a conference made up of 3 different times, morning aimed at teachers and professionals, lunchtime and evening was for professionals and parents/carers.

Anti-Bullying Week 2009 finished in style with our mascot attending the Southend United fixture against MK Dons. Over 7,000 fans saw the mascot parade the pitch before the game and again at half time when a penalty shootout was held for some of the town's young people selected by Southend Connexions. The young people really enjoyed themselves and comments from the day included "10/10", "I hardly slept last night, I was SO excited!".



Our anti-bullying mascot with Elvis the Eel at Roots Hall

For more information about bullying call 01702 420290 or visit www.southend-connexions.co.uk.