

## What is Bullying?

**BULLYING IS THE REPETITIVE, INTENTIONAL HURTING OF ONE PERSON OR GROUP BY ANOTHER PERSON OR GROUP, WHERE THE RELATIONSHIP INVOLVES AN IMBALANCE OF POWER.**

### Online bullying and harassment

Cyberbullying is any form of bullying which takes place online. This can be done over smartphones, tablets, online gaming, chat forums, social and other media. Online harassment is the act of sending offensive, rude, and insulting messages and being abusive.



Bullying is behaviour that hurts someone else. It includes name calling, hitting, pushing, spreading rumours, threatening, or undermining someone.

It can happen anywhere – at school, at home or online. It's usually repeated over a long period of time and can hurt a child both physically and emotionally. (NSPCC)

Bullying can also be indirect: Excluding, Coercion, False friendships, Spreading rumours.

Bullying is not conflict between friends and everyone involved needs to agree that it is bullying for it not to be misidentified.



## Useful links

There is a lot of help and support available, here are some links to support services that you can access if you think your child is being bullied:

**Talk to SAL** is a new service that has been designed to support young people in Stoke on Trent and the surrounding areas. An important part of that is working to support the trusted adults in young people's lives. Children and young people can also access online support themselves.

[Talk To Sal – Youth Support & Live Chat](#)

**BullyingUK** is another useful website where carers can go for advice and information. They have several ways to contact them:

Email: [askus@familylives.org.uk](mailto:askus@familylives.org.uk) or Helpline: 0808 800 2222  
[Bullying advice | Bullying UK](#)

YOUNGMINDS: [Bullying \(youngminds.org.uk\)](#)

Here you will find several useful resources that can help with talking to children about bullying.

[Helping Children Deal with Bullying & Cyberbullying | NSPCC](#)  
<https://www.nspcc.org.uk/types-of-abuse/bullying-a...>

Advice for parents and carers to **help** keep children safe from **bullying**. Call on 0808 800 5000, email [help@nspcc.org.uk](mailto:help@nspcc.org.uk) or fill in the online form.

Recommended training: The Anti-bullying Alliance offers free online training about bullying, covering a wide spectrum of topics:

[Free CPD online training | Anti-Bullying Alliance](#)

If you have any needs or concerns around bullying, please discuss this with your supervising social worker in the first instance.