Parent and Carer Information Guide

Be Unique

Bullying is wrong. Let's get along.

Anti-Bullying Week 2026

Anti-Bullying Week 2026, 16-20 November. In Scotland the awareness week is led by respectme, Scotland's Anti-Bullying Service.

If you are reading this your child/young person has taken part in our 'Be Unique – Bullying is wrong. Let's get along' campaign in school, or with their youth or sports club.

The campaign invites children and young people, educators, youth leaders, families and communities to come together to challenge the prejudices that can often lead to attacks on personal identity. We know that when bullying targets a young person's identity, the wellbeing impact can be deep and long-lasting.

Accompanying the campaign is a film and animation featuring children's voices pointing to many of the absurd reasons that children and young people can experience bullying, and highlights that what makes us ALL different is unique and to be celebrated.

Find out more about the campaign by scanning our QR code.

Watch Scotland's Big Anti-Bullying Assembly and Be Unique animation

Learning about bullying matters

- Bullying is about behaviour and impact. When adults respond well to children who are experiencing or displaying bullying behaviour, it helps to minimise the harmful impacts of bullying on children's lives.
- Bullying violates children's rights, including rights to protection, participation, freedom from discrimination and an education.
- Adults have a duty to uphold children's rights and to keep children safe and protected.
- We all have a role to play in ensuring children and young people receive the support they need when it comes to bullying behaviour.

Get Informed

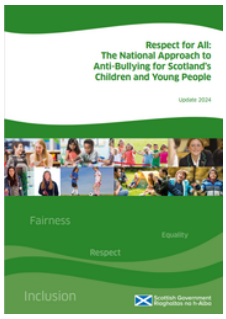
Read our publication Bullying – A Guide for Parents and Carers

respectme's Anti-Bullying Learning Academy provides free eLearning courses will help you gain the knowledge, skills and confidence to respond effectively to children and young people affected by bullying and support those who display bullying to others.

Course themes include: Sport and Bullying, Body Image and Bullying, Online Bullying, AI and Bullying, plus many more.

Register for an Anti-Bullying Learning Academy web account at www.respectme.org.uk/elearning

You can also register to join our free information webinars created for Parents and Carers worried about bullying.



Scotland's unique definition of bullying

In Scotland, bullying is defined within the Scottish Government's guidance: Respect for All: The National Approach to Anti Bullying for Scotland's Children and Young People.

"Bullying is face-to-face and/or online behaviour which impacts on a person's sense of physical and emotional safety, their capacity to feel in control of their life and their ability to respond effectively to the situation they are in.

The behaviour does not need to be repeated, or intended to cause harm, for it to have an impact. Bullying behaviour can be physical, emotional or verbal and can cause people to feel hurt, threatened, frightened and left out."