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Department of Education  
Williamwood High School  
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Dear Parent

### **#BeKind Campaign**

As a Gold Rights Respecting school, we celebrate the rights of children at all times. As part of the work of the #BeKind committee, we are launching a #BeKind campaign which will promote and celebrate positive acts within the school community.

Over the last month, Mr Falconer, Mr McAllister and I have held focus groups with a wide range of pupils, staff and parents in order to seek their views on the campaign which we will be launching during the week beginning 19<sup>th</sup> October.

Pupils in all year groups felt that the campaign must be hard hitting and highlight the true impact of bullying behaviour if it is to succeed in its aim of encouraging people to change their behaviour and become kinder. We intend to show pupils a video produced by the *This Morning* show on ITV in which two parents share their experience of their own children's suicides as a result of bullying behaviour. This will be used as an introduction to the campaign and we will then look to focus on encouraging positivity. If you believe that this video could cause distress to your child, please notify your Pupil Support teacher who will arrange for your child to be exempt from attending this presentation.

### **Background**

ITV launched the campaign in 2017 to promote positive behaviour in schools. It was relaunched after the death of Caroline Flack who received sustained abuse on social media which ultimately led to her suicide.

We believe that society would benefit from more kindness at this moment in time and the campaign has been enthusiastically embraced by the whole school community. Our aim is to ensure that Williamwood High School recognises the kindness that already exists within the community whilst also prompting others to modify their behaviour.

Further information about the campaign will be given to pupils immediately following the October break and we would appreciate your support in discussing with your child what they can do to be kind.

Yours faithfully

Chris McKenna  
Principal Teacher of Pupil Support



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