

Help us make
bullying
unacceptable in
your school



We are a registered, award-winning, national children's charity who for the past 10 years have been delivering innovative anti-violence and anti-bullying programmes. Our ultimate goal is to make bullying and bullying behaviour unacceptable across the UK: in schools, in communities and online.

CyberMentors is a unique, online peer-mentoring programme. It provides young people aged between 11-18 who are facing issues surrounding bullying or other wellbeing issues, with real-time access to a supportive network of both trained peer mentors and professional counsellors.

This pioneering programme trains pupils within your school that then have the skills and experience to mentor and support their peers – in the classroom and outside in the community.

Launched in March 2009, CyberMentors is already having a positive impact on the schools that are participating; with some schools reporting reductions of bullying by up to 80 per cent¹: a change that frees up more of your time to do what you do best – teach!



¹ Beatbullying (3, 6 12 month) Longitudinal Evaluation (2010)



A unique, peer to peer mentoring programme created specifically for 11 to 18 year olds

Too many of today's headlines are dedicated to bullying; stories of young people who are victimised because of their faith, race or sexuality, appearance or disability, circumstances or background.

As a teacher, they're more than just stories; you get to see the effects of bullying first hand in your classrooms. But not all forms of bullying are so obvious. Fake Facebook profiles and hurtful comments in chat rooms and emails may not leave bruises, but they still scar.

it's already having a positive impact on the schools that are participating; with an average of 41 per cent reporting a reduction in bullying and improvement in behaviour.

“The students seem to have developed a much more understanding attitude towards bullies and victims”

Head Learning Mentor/Careers Coordinator from a London school

“More students report bullying incidents and they are more involved in supporting victims of bullying”

London school teacher

This type of cyber bullying is just one of the issues covered by CyberMentors. This unique initiative is designed to tackle bullying and negative behaviour in your school and in your local community. Launched in March 2009,



Department for Education guidance on preventing bullying (2011)

How CyberMentors can help

In April 2011, the Department for Education released specific consultation on preventing and tackling bullying in schools. This is aimed at school leaders, staff and governing bodies. Its main recommendations are that you:

Must have measures to encourage good behaviour and prevent all forms of bullying amongst pupils

CyberMentors is proven to reduce bullying and negative behaviour in the schools in which it operates by up to 80 per cent². It aims to create an environment in which all forms of bullying, violence and harassment are unacceptable.

Involve pupils

CyberMentors is based on young people helping other young people. At its heart is the concept of peer activism and encouraging your pupils to make a positive contribution.

Regularly evaluate

CyberMentors have a dedicated policy and research team who regularly evaluate the impact our sessions make on participants. Our research is independently evaluated by New Philanthropy Capital and the University of Sussex.

4

Discuss



Openly discuss differences between people that could motivate bullying

CyberMentors training is carried out by fully qualified teachers and youth workers who use different strategies to engage young people and discuss the reasons behind bullying behaviour. They will always encourage an open discussion around difference which can be a motivator to bullying. We have trained counsellors who cover issues surrounding LGBT, disability and SEN.

Use specific organisations or resources for help with particular problems

CyberMentors works in partnership with a range of key external agencies to ensure it provides the most effective source of online support for young people – such as working with the Prince's Trust to provide support for Young Carers. We are rated the number one source for online mentoring support among young people at school.

5

² Beatbullying (3, 6 12 month) Longitudinal Evaluation (2010)

Effective training



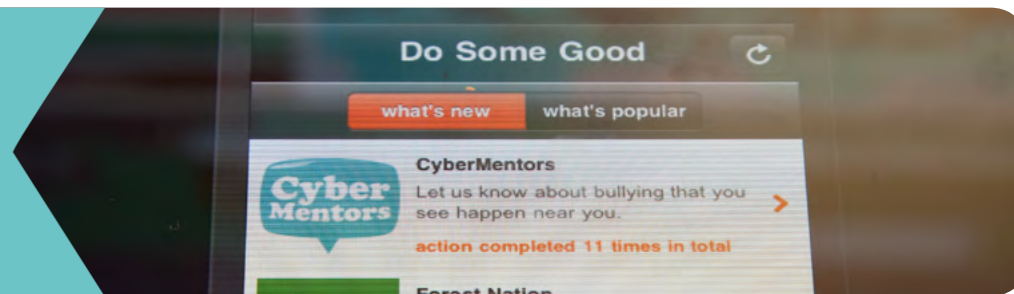
Provide effective staff training

All staff receive a briefing on how CyberMentors will operate in their school and community. In addition, we offer a 'train the trainer' programme in which we train staff in schools who can then deliver the CyberMentors' programme to pupils themselves.

Work with the wider community

CyberMentors is ASDAN accredited: as part of the accreditation young people are encouraged to volunteer in their wider community to raise awareness of bullying. We also have senior CyberMentors - aged 18-25 - who work with us in the wider community to mentor and support the more junior CyberMentors.

Reporting



Make it easy for pupils to report bullying

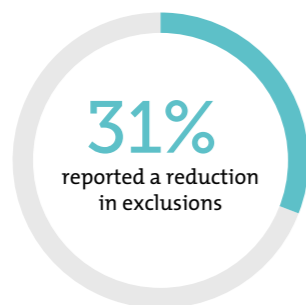
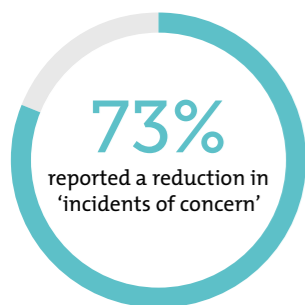
In schools where CyberMentors works, reporting of bullying increases by an average of 60 per cent³. There is also a CyberMentors mobile App where children can report incidents of bullying from their mobile phones helping to make it easier for pupils to report incidents of bullying in and out of school.

Create an inclusive environment

CyberMentors is both an online and offline model. It works by helping to set up an offline peer mentoring programme in a school which helps to create an inclusive environment respectful of others beliefs, values and ethnic background. CyberMentors then go on to mentor their peers online in the most safe and inclusive environment for children available.

³ Beatbullying Teachers Evaluation (March 2011)

The benefits to your school



The pioneering CyberMentors' programme trains 11 to 18 year olds within your school that then have the skills and experience to mentor and support their peers – in the classroom and outside in the community. While it helps improve pupil's confidence and self esteem (confirmed by 86 per cent¹ of participating schools), it also benefits the school:

- 73%² reported a reduction in 'incidents of concern'
- 31%³ reported a reduction in exclusions
- 40%⁴ reported a reduction in pupil violence
- 88%⁵ reported a positive improvement in school life

Just one year after its launch, 96 per cent⁶ of teachers at schools with trained CyberMentors rated the programme as an effective intervention.

Bullying also affects absence and truancy levels in schools, directly attributing to 36 per cent⁷ of absenteeism. Not only does this affect the young person's education, development and future, they traditionally fare much worse in GCSE exams and are twice as likely to be NEET (Not in Education, Employment or Training) when they reach 16. So it is vital to help give every individual the support and confidence they need to stay in school.

“I have seen a number of young people behaving more responsibly as a result; they have worked well as a mixed age, mixed ability group yr 7-12”

Doncaster school Senior Learning Mentor

¹ Beatbullying (3, 6 12 month) Longitudinal Evaluation (ongoing)
²⁻⁵ University of Sussex (2010)

⁶ Beatbullying (3, 6 12 month) Longitudinal Evaluation (March 2010)
⁷ Beatbullying Bullying and Truancy Report (2006)

What the programme delivers

CyberMentors is the only programme of its kind; enabling real-time interaction between peers in a social networking environment so safe and secure, it has been approved by CEOP – the Child Exploitation and Online Protection Centre. It has also been designed to support and enhance existing peer mentoring schemes.

We provide an intensive two-day workshop for approximately 25 young people between key stage 3 and 4. This is then followed up by online supervision group sessions from CyberMentors' counsellors just to check that the CyberMentors are OK and are still enjoying mentoring others. The training is delivered by our practitioners who are all qualified youth workers and teachers who have significant experience of working with children and young people.

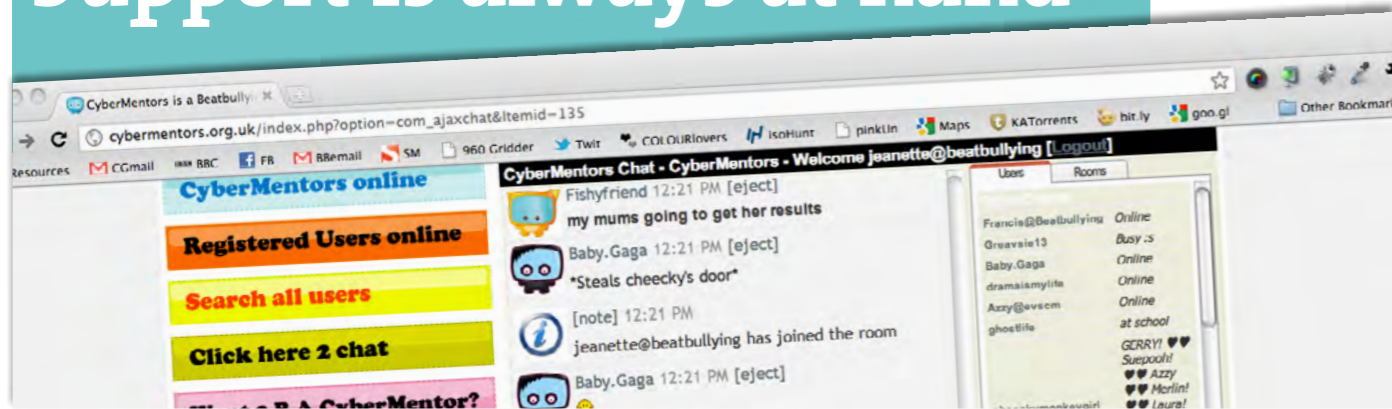
At the end of the workshop, the young people receive ASDAN credits, a certificate and limited edition badge in recognition of their commitment; so they get a physical reward as well as the rewarding experience of mentoring. They also leave with greater confidence; able to mentor others offline (in their school or community) as well as online (on the CyberMentors' website).

We have already trained over 4,000 CyberMentors

CyberMentors has been implemented in over 250 schools to date



Support is always at hand



Even the most experienced CyberMentor needs somewhere to turn to for support and guidance, so it is reassuring to know that the CyberMentors' website is moderated both by CyberMentors' staff and qualified counsellors between 8am-2am every day.

Senior CyberMentors (aged between 18 and 25) are online to mentor, but also to support the younger CyberMentors in their roles. Counsellors also provide a core part of the support service, so CyberMentors can pass on a mentee who has presented an issue they feel unable to deal with. And all CyberMentors receive a training manual so they have a constant source of reference wherever they are.

Many vulnerable young children feel they can't turn to an adult or figure of authority for help, so being able to talk to someone their own age who can relate to what they're feeling and going through is quite literally a lifeline. So to ensure these youngsters are completely safe online, leading child protection software provides an early warning if any predatory or abusive behaviour is detected.

97%

of young people trained as CyberMentors rated the programme as excellent or very good

Every user who has been mentored on the site has said it helped them

40%

said it increased their confidence and self esteem

52%

said they felt like they'd been listened to for the first time

64%

said they felt better for having chatted to a CyberMentor

Every mentee said they would return to CyberMentors for further help if needed



Giving young people a voice

Support for the CyberMentors' programme has been unanimous; from teachers and professionals, to charities and Government. But the real advocacy comes from the young people we set out to help in the first place. Here's what they had to say:

“I've been bullied at school, I was so low I didn't see no point in living but then I came on here and they gave me a reason to live. I have sorted my problems out now I have no troubles at school, I want to be a cybermentor to help others who are going through something I've been through”

Registered user, aged 13

“I want to be a cybermentor because when I was bullied I used this site a lot and now I want to help other people, like they have helped me”

Female user aged 15

If more proof were needed of the validity of the CyberMentors' programme, here are a few statistics. Since launch, there has been:

- 1.3 million unique users on CyberMentors
- Over 600,000 mentoring interactions
- Over 80,000 counselling interactions
- 15,000 requests from young people wanting to be trained as CyberMentors



12

Help your pupils make bullying unacceptable in your school

If you are interested in joining this exciting programme and empowering pupils to reduce bullying, anti-social behaviour and child on child violence in your school and the surrounding community, here is all the information you need.

A two-day intensive CyberMentors' workshop for up to 25 young people, a full staff briefing on the programme plus two online supervision sessions with trained counsellors costs just £1,500. It is very easy to host: we simply need access to the internet and computer terminals.

(All prices exclude VAT)

To discuss your requirements, please contact:

Francis Mercer
Commissioned Services Manager
020 8768 1025
francis.mercer@cybermentors.org.uk

If you are interested in commissioning the exciting CyberMentors' programme to help reduce bullying in schools within your local authority area, please contact:

Dele Ryder
Head of Commissioned Services
020 8768 1029
dele.ryder@cybermentors.org.uk

13

If you would like to know more, here's what Dr Tanya Byron, author of the Byron Review and President of CyberMentors had to say about the programme:



“CyberMentors is an amazing initiative that I support wholeheartedly. It springs out so much from what I passionately believe in, in terms of digital safety, children, young people, communication and the way all these things can be worked together, without taking away opportunity, benefit and excitement that the digital world and digital technologies give our kids ”

Dr Tanya Byron

“It's clear that young people these days spend a great deal of time on their computers and mobile phones, so it's great to see Beatbullying have devised CyberMentors, the first online bullying prevention scheme. I think it's fantastic that students here at High Storrs Secondary School are volunteering to support their peers, and I'm learning a lot about the way social networking can be used by youngsters for good ”

Nick Clegg, Deputy Prime Minister
Visiting High Storrs Secondary School, Sheffield, September 2009



You can also find more detailed information for yourself online at cybermentors.org.uk



CyberMentors
Rochester House
4 Belvedere Road
London
SE19 2AT

cybermentors.org.uk

Copyright © 2011 CyberMentors

Backing from
nominettrust
www.nominettrust.org.uk

Funded by
Department for
Education



CyberMentors is operated by Beatbullying
registered charity number: 1097631