

## EUROPE'S ANTIBULLYING CAMPAIGN (ABC)

The goal of this project was to create a unified response in identifying and dealing with bullying in all its situational forms and to **provide a European platform for children, parents, teachers and the general public to learn about the issue.** This platform provides a reliable source of information on bullying in the native languages of the six participating countries.

### 1. INITIATING ORGANIZATION(S), PARTICIPATING COUNTRIES

IT, BG, GR, LT, LV, EE, DAPHNE programme

### 2. THEORETICAL APPROACH

n/a

### 3. PROGRAM DURATION

2011-2012

### 4. COMPONENTS AND PRACTICAL INFORMATION

**The first tool is the site.** It includes online applications and information for children, parents and teachers. The site is available in the languages of the partners and there are links from each partners' website to the Anti-bullying site and from the Anti-bullying site to each partners' website.

**The second tool is a video with various scenarios and outcomes** that can be used as a teaching tool in schools and to encourage discussions with children on the issue.

**The third tool was a public awareness raising campaign** that included television, radio and print advertisements. Public announcement advertisements are broadcast free of charge by many television stations in the partner countries. The campaign provided information about professionals in their country who can help, suggesting that help is only a phone call or click away. Cultural disparities and cultural norms were taken into account when creating each tool.

### 5. PROGRAM PARTICIPANTS

The sample size was 16,227 students approached via secondary schools selected based on stratified, analogy sampling, while the students within the schools were chosen from the school's registers based on systematic sampling.

### 6. ASSESSMENT

The study found that the perception level concerning the definition and nature of the different forms of school violence was satisfactory. The countries that marked a high

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perception level were Italy and Greece, while Lithuania recorded the lowest.

Based on the responses of the students in the research, the **majority feel safe in the classroom** and the school environment. The highest and lowest safety rates were recorded by Greece and Latvia, respectively. In all countries, the safety rate was reduced outside the school environment.

The lowest victimization rates were recorded in Italy, where only 15.09% admitted to being school bullying victims. The highest rate (51.65%) was observed in Lithuania followed by an equally high rate in Estonia (50.07%). According to the students, with the exception of Estonia and Lithuania, the majority of school bullying victims were boys.

Most victims of school bullying chose to talk to someone about what happened. However, there were differences between countries about **the person they chose to trust**. In Greece, Latvia and Bulgaria, students/victims chose to talk to a friend or classmate. In Estonia, Italy and Lithuania the victims talked to their parents from whom they received support. In Greece, Latvia and Bulgaria talking to their parents was not the students' first choice, but the second. The students in Greece and Italy who chose not to talk about their victimization did so because of embarrassment and fear and the conviction that no-one could help them.

In most countries, except for Greece and Bulgaria, students were bullied by more than one person. In most cases in all countries, **the bully was a classmate**. According to the victims' responses the majority of the bullies were the same age as the victims and in most countries, except for Lithuania, they were boys.

In all the countries, except for Greece, **most school bullying incidents took place in the classroom**. In Greece such incidents mainly occur outside the school grounds.

The full outcomes of the study are available in the final report:  
[http://www.e-abc.eu/files/1/PDF/Research/School\\_Bullying\\_eng.pdf](http://www.e-abc.eu/files/1/PDF/Research/School_Bullying_eng.pdf).

## 7. FURTHER READING AND CONTACT INFORMATION

<http://www.e-abc.eu/en/project/project-description/>