



1. KiVa antibullying programme and bullying
2. Universal actions
3. Indicated action
4. The effectiveness of the KiVa antibullying programme



KiVa antibullying programme® and bullying



KiVa antibullying programme®

- An evidence-based programme to prevent and reduce bullying
- Developed at the University of Turku, Finland (funded by the Finnish Ministry of Education and Culture)
- Broadly used in Finland and in other countries (www.kivaprogram.net)



Goals

- To prevent new bullying cases from emerging
- To tackle bullying cases effectively
- To minimise the negative effects caused by bullying



- KiVa is not a momentary project, but a permanent way of action in order to prevent and stop bullying
- **Antibullying work is not a short term project, it takes resilience and commitment!**



What is bullying?

- Harmful behaviour/
degrading treatment,
which is
 - repeated
 - targeted at a relatively
defenseless or a less
powerful person



What is not bullying?

- Bullying is not...
 - a conflict,
 - an argument, or
 - a fight.
- Instead, it is a manifestation of a repressive relationship; an abuse of power and strength.



Forms of bullying

- Most often bullying is verbal (name-calling, public ridicule).
- Indirect bullying (excluding a person from a group, spreading mean stories about him/her) is also quite common.
- Physical bullying (pushing, hitting, kicking) is not that common.



- Cyberbullying has increased, although the prevalence of it is still relatively low (in comparison with other forms of bullying). The targets of cyberbullying are almost always bullied in other ways as well.



- When defining bullying, the focus is not on the form of bullying, but rather if the actions are **deliberate** and **systematic**.
- A bullied child or adolescent is usually bullied in **many ways**.



KiVa antibullying programme

Universal actions

1. Coordination of the programme
2. KiVa lessons and themes
3. Communication with the parents
4. Student and staff surveys
5. Posters, vests for breaktime and midday supervisors

Indicated actions

1. Tackling acute cases of bullying
2. The KiVa team in the school + cooperation with the classroom teacher



Universal actions

For all students and parents



Bullying does not concern only the bullies and the bullied students

- Most children do not accept bullying
- Many, however end up following the bully or keeping quiet.
- Only a few support the bullied student.

- Bullying-related group norms often dictate, that being friends with the bullied student is not allowed; you're not supposed to accept him/her.
- The bullied student's status in the group continues to worsen over time.

- It's important that all the students understand that they can make a difference!
 - "Let's stop bullying together!"

This is the goal of the Universal actions in the KiVa antibullying programme.

KiVa lessons and themes form a continuum during the basic education

- Lesson plans (Teacher's manual)
- KiVa games



KiVa lessons and themes form a continuum during the basic education

- Primary school:
 - Lessons for years 3 - 4: 10 double lessons
 - Lessons for years 5 - 6: 10 double lessons

- A student is part of the KiVa school the whole time, but is engaged more in the programmes's actions in the target years (year 3 to 6)
- Certain topics are dealt year after year in an age-appropriate way.



- Goals for the lessons and themes:
 - Getting the children to understand the role a group plays in bullying.
 - Increasing empathy for the bullied students.
 - Learning ways to support the bullied student, and taking responsibility for not allowing bullying to occur in the group.



Kiva lessons for primary school

- Years 3 and 4
1. Let's get to know each other!
 2. Emotions
 3. Our class – everyone is included!
 4. Difference is richness
 5. We say NO to bullying
 6. We will not join in on bullying
 7. The bullied child needs your help
 8. I will not be bullied!
 9. Literature lesson
 10. The KiVa contract



KiVa lessons for primary school

- Years 5 and 6

1. Respect is for everyone
2. In a group
3. Recognise bullying
4. Hidden forms of bullying
5. Responsible online
6. Consequences of bullying
7. The group and bullying
8. Communicating support
9. Stick up for yourself
10. KiVa school – let's do it together



The KiVa contract (primary school)

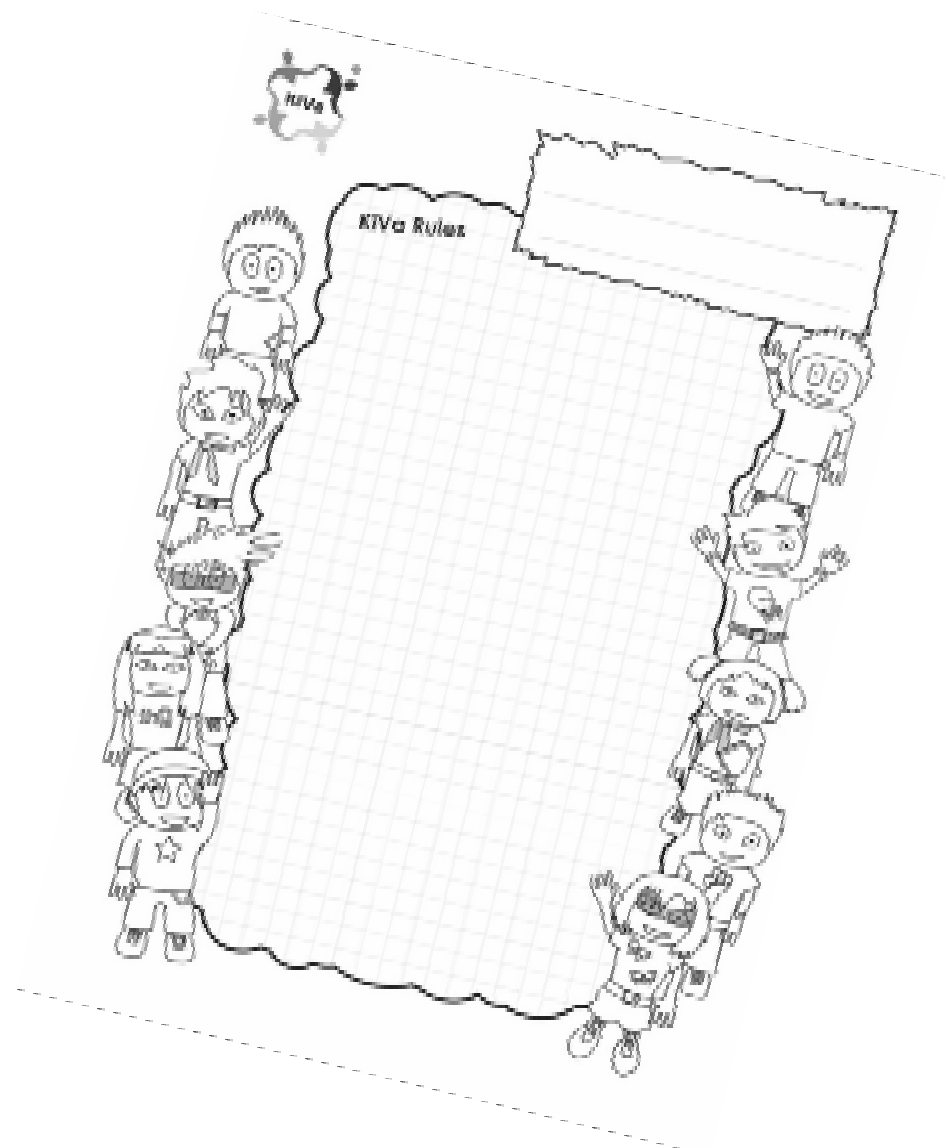
- The KiVa rules are built during the school year.
- The core message of the lesson is summed up in the rule.

The 1st rule:

We treat everyone with respect.



**KiVa rules are
summed up in the
KiVa contract at
the end of the
school year.**



Activities included in the lessons and themes



Group discussion



Small group discussion



Video



Visualisation exercise



Learning by doing



Booklet assignment



Homework



Universal actions – Lessons and themes



Online materials related to the KiVa lessons



KiVa Game 1
Unit 1



KiVa Game 2
Unit 2



The online materials support the assimilation of the lesson topics.

revision → additional material → exercises → motivation

The games are available at App Store and Google Play.



Information for the parents

- Materials
- Parents' evening
- <http://data.kivaprogram.net/parents/>
 - Information about bullying
 - Information on how the parents can help in reducing bullying and support a bullied child.



What could parents do to reduce bullying?

1. Take any bullying situation seriously
2. **Cooperate** with the school
 - inform the school about a bullying case
 - trust in the school's ability to handle the matter
3. **Discuss bullying with your child / adolescent** even if s/he is not being bullied or s/he is not bullying others
 - Let's encourage children / adolescents not to join in on bullying, to support the bullied students, and to tell adults about bullying!



Indicated actions

When bullying cases emerge



Tackling bullying

1. The KiVa team
2. Screening of bullying
3. Discussions
4. Cooperation with the parents



1. KiVa team

- When a suspected bullying case comes to attention, the KiVa team tackles the case in cooperation with the class teacher.



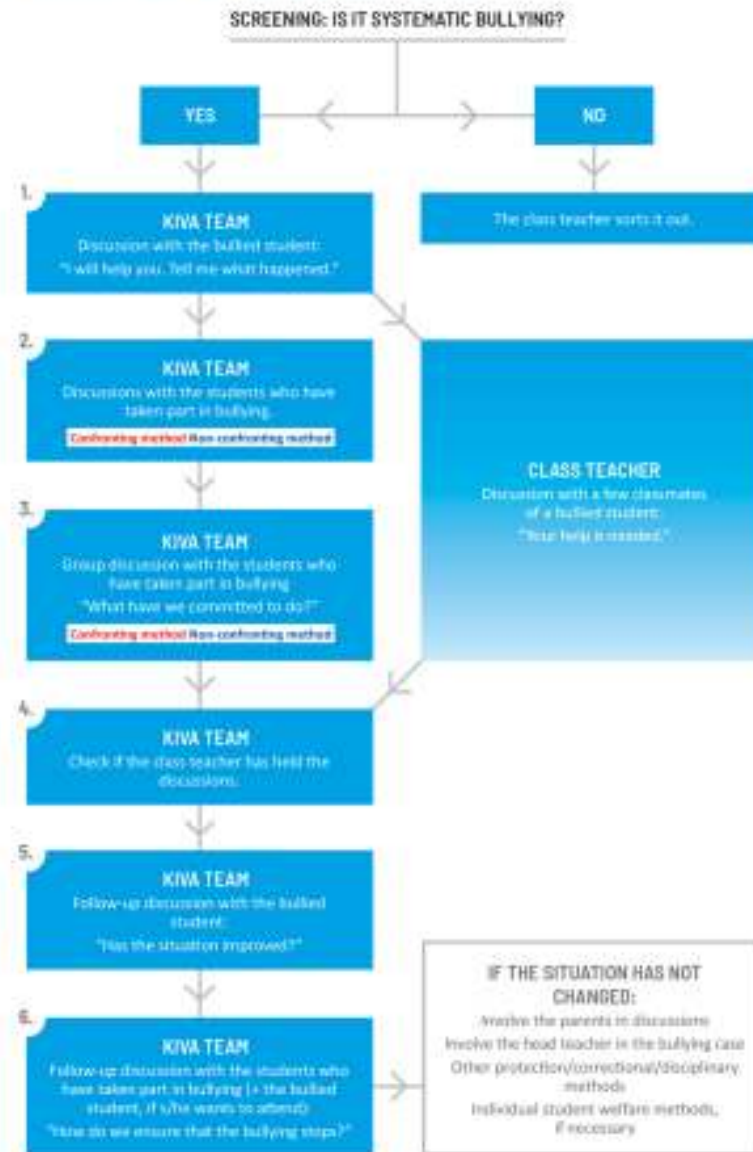
2. Screening: is this bullying?

- When the suspected bullying case comes to attention, the adult who is present or is first informed about the incident
 - gathers the needed background information, and
 - directs the case to the KiVa team, if it is a bullying case.

3. Discussions

- **The KiVa team:** discussions with the bullied student and the bully/bullies.
- **Class teacher:** a discussion with a few classmates who are prosocial and have good status: "Your help is needed."
- Follow-up discussion with the bullied student and the bully/bullies.

SUMMARY: HANDLING OF THE BULLYING CASES



Indicated actions – Tackling bullying



4. Cooperation with the parents

- The parents are always informed about the cases that have been addressed by the KiVa team.
- The parents can be invited to the school to discuss about the case if needed, although this does not happen automatically in all cases. The students are first given a chance to change their behaviour.

The effects of KiVa antibullying programme



Does KiVa antibullying programme have the desired effects?

The University has carried out studies on the effects of the programme

- during the pilot phase (2007-2009) and
- nationwide implementation of the programme (from 2009 onwards)



Pilot phase

- Clear evidence that the programme reduces the prevalence of bullying and victimisation.



Pilot phase: KiVa antibullying programme effects also others than just the bullies and bullied students!

- The amount of defenders of the bullied student increased,
- the amount of reinforcers of the bully decreased, and
- students' faith in their teacher's ability to tackle bullying increased.



Pilot phase: Positive "side effects"?

- Better class atmosphere
 - "My class has a good atmosphere."
 - "Helping others is common in my class."
 - "I'm happy to be in this class."
- Increased motivation to go to school
 - "Learning makes me happy."
 - "I want to learn many things."
 - "I think I do well at school."



Pilot phase: Bullying cases directed to the KiVa team

- The KiVa teams tackled average 6.5 bullying cases per school
- In 98% of the cases the bullied student felt that the situation had improved for the better!



Broad implementation: The prevalence of bullying and victimisation can be followed with the help of the student and staff surveys

- Since 2009 the students in the KiVa schools in Finland have been able to fill in the online student survey.
- The amount of students answering to the survey annually

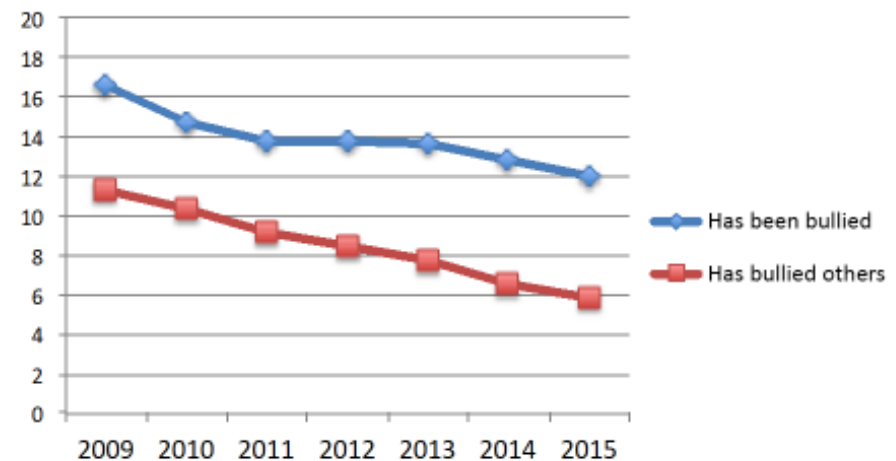
Year 2009	195 000 students	1190 schools
Year 2010	282 000 students	1688 schools
Year 2011	273 000 students	1695 schools
Year 2012	229 000 students	1396 schools
Year 2013	217 000 students	1321 schools
Year 2014	196 800 students	1201 schools
Year 2015	206 605 students	1196 schools



Prevalence of bullying during 2009-2015

- According to the student survey results bullying **decreases**: the number of students that bully others has decreased **49%** and students that have been bullied **28%**.
- These figures include all the schools that have taken part in student survey between 2009 and 2015.

Grades 1–9



The implementation of KiVa antibullying programme reduces bullying

- It's particularly positive that it looks like the implementation of the programme decreases bullying and victimisation in the long run.
- **The amount of bullying others decreased by 43%** between 2009 and 2015.
- **The amount of students being bullied decreased by 25%** in primary schools between 2009-2015. These figures include all the schools that have taken part in the student survey between 2009 and 2015.



More information...

- www.kivaprogram.net

