



ANTI-BULLYING AMBASSADOR PROGRAMME (BY DIANA AWARD)

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A short [project description is published](#) on the European School Education Platform.

GENERAL DESCRIPTION AND RELEVANCE OF THE MEASURE

WHEN WAS THE MEASURE FIRST STARTED?

2011

IS THE MEASURE STILL RUNNING? IF NOT, WHY?

Yes

WHICH NEEDS DOES THE MEASURE ADDRESS?

- Bullying in schools
- Mental health & well-being
- Youth voice

WHO WAS INVOLVED IN IDENTIFYING NEEDS, THE PLANNING AND THE DESIGN OF THE MEASURE?

Stakeholders include young people, parents/carers and educators

WHO IS/WAS RESPONSIBLE FOR THE IMPLEMENTATION OF THE MEASURE?

The Diana Award

WHAT RESOURCES ARE/WERE INVOLVED (E.G. MATERIAL, SPACE, AMOUNT OF FUNDING)?

Funding is from government grants, as well as corporate sources.

HOW ARE PEOPLE INVOLVED IN IMPLEMENTATION BEING SUPPORTED (E.G. DO THEY RECEIVE SPECIFIC TRAINING)?

The Anti-Bullying Ambassador Programme is delivered in schools with an initial training day, followed by ongoing support delivered by The Diana Award, including calls, email support, newsletters, resources and more.

IMPACT OF THE MEASURE

WHAT HAS BEEN THE IMPACT OF THE MEASURE?

A 2020 external evaluation found that The Diana Award's Anti-Bullying Ambassador Programme creates "a significant impact in schools". Students, teachers and Ambassadors reported the following types of impact:

- Increase in knowledge and awareness of bullying
- Increase in skills dealing with bullying, such as offline and online reporting
- Behaviour change among Ambassadors and some other students (e.g. Bystanders to bullying) becoming Upstanders
- Culture change at some schools, with the creation of an anti-bullying culture, a culture of kindness and a culture of inclusivity
- These effects could be seen offline and, at the schools who did a targeted cyberbullying campaign, online
- Ambassadors themselves became more confident, made new friends, supported each other through hard times and gained leadership skills

Read more about the impact of the Anti-Bullying Ambassador Programme here: <https://diana-award.org.uk/about-us/our-impact>

WHAT HAS CONTRIBUTED MOST TO THE SUCCESS OF THE MEASURE?

The Anti-Bullying Ambassador Programme is **youth-led** and equips young people with the skills, confidence and knowledge to lead engaging anti-bullying campaigns in their schools. Ambassadors take their newfound skills back into school after training, supporting their peers through our **peer-to-peer, whole-school approach**.

EVIDENCE BASE

IS THERE A MONITORING/EVALUATION SYSTEM IN PLACE? WHAT IS MONITORED, AND HOW IS IT DONE?

Feedback is obtained via pre- and post-intervention surveys, as well as focus groups with young people and educators. This feedback informs iterative reviews of the Programme, to continually improve the experience for schools.

CONTACT DETAILS

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