

PRESS RELEASE

National Children's Day UK 2022 Sunday 15th May

- for immediate release -



‘Choose Kind’: a wonderful combination of supportive organisations are already lining up for this year’s NCDUK – and we’re all calling for the creation of a kinder world

NCDUK2022 Supporters

The School of Kindness, Kindness UK, Be Kind Movement, The Charter for Compassion, The Flourish Project, Compassion Matters, Action for Happiness, Positively Empowered kids, The University of Sussex Kindness Test, Partnership for Children, Compassionately Portsmouth

NCDUK2022 will take place on **Sunday 15th May**, but people can raise national awareness about their activities for the week up to and including the day. It’s a great opportunity for everyone to raise awareness about the things they care about - **and kindness matters to everyone**. This year we will be promoting the activities of all the great organisations that are working so hard to make a kinder world – and especially those that are actively working with schools and young people.

Celebrating diversity * Understanding difference/prejudice * The Science and Biology of Unkindness * Bullies – are they born or made? * The lifelong benefits of Kindness * The lifelong costs of Unkindness * Unkindness and Technology * Kindness and how we promote it

Why is it so important? Because happy, healthy and kind children create flourishing societies.

*“This year we are not only promoting kindness, but we are prioritising the need for us to better understand **the roots of unkindness** – so that together we can create the conditions for a more peaceful and caring world” – Wendy Ellyatt, Chief Executive, Save Childhood Movement*

The conversation continues on social media #NCDUK2022
www.nationalchildrensdayuk.com

For more information, please contact

Sally Grindley, NCDUK Project Director
sally.grindley@nationalchildrensdayuk.com
m: 07766 201102

NOTES TO EDITORS

- National Children's Day UK is an initiative of the Save Childhood Movement – www.savechildhood.net. The movement was established in 2013 and is part of a growing group of individuals and organisations that share a deep concern about societal values and wellbeing
- **National Children's Day UK (NCDUK)** is all about the importance of a healthy childhood and how we need to protect the rights and freedoms of children in order to ensure that they can grow into happy, healthy adults.
- The concept of Children's Day was established by the UN General Assembly in 1954 as a day of worldwide fraternity and understanding between children. The Assembly suggested to governments that the day be observed on the date and in the way which each considers appropriate. In the UK it was launched by the Save Childhood Movement in 2014 and is now held at the beginning of summer.
- The initiative has been the recipient of two 'Awards for All' Big Lottery grants

KINDNESS RESEARCH

- A 2019 Action for Happiness research project found that **60% of people thought Britain had become less caring** in the last 10 years, while only 8% of people believed Britain has become more caring. 49% agreed that people are kind in their local community and 44% agreed that people are kind in the country as a whole.
- Since then, Covid has shown everyone **the huge importance of kindness**. The act of being friendly, generous, and considerate costs nothing, but the impact of kindness on an individual can be immense. Not only does it affect how we feel but it also affects us physically. Hormones are released and stress levels are lowered in measurable ways. Mood is enhanced and anxiety and depression improve. **Loneliness is particularly helped by acts of kindness**.
- Two thirds of people who chose to take part in Sussex University's 2021 Kindness Test, the world's largest public study of kindness, **believe that the Covid-19 pandemic has made people more kind**.
- **UK Kids suffer hugely from bullying**. In June 2018, the DfE published analysis of data from the second Longitudinal Study of Young People in England. There was a correlation between lower GCSE results and reported experience of bullying, **with bullied young people on average achieving two grades less in one GCSE qualification than their non-bullied peers**. There was a significant gender disparity, with **35% of female students reporting being bullied, whereas the**

figure for males was lower, at 26%.

This finding has been extensively mirrored in other studies. **A higher proportion (36%) of young people with special educational needs and disabilities (SEND) reported being bullied.** The rate was 29% among their peers.

Out of **12,2387** UK students, **27%** identified their bullying experiences as cyberbullying in **2021**, online bullying facts confirm (Mental Health Foundation)

19% of victims said that cyberbullying in UK schools happened entirely during school hours. Swearing and offensive messages were the top forms of cyberbullying in **2020**.

In **2017**, Childline received **24,000** cyberbullying complaints. Appearances (**47%**), interests (**30%**), and clothing choices (**17%**) are the **three main reasons** for cyberbullying.

92% of the students knew their bullies from real life, while **91%** knew online harassers. This indicates that anonymity does not necessarily fuel cyberbullying. What's more worrying is that just **48%** of bullied students informed their parents about the issue.

The second most widespread form of online harassment was the spreading of rumours online. **22%** of the respondents indicated this form of bullying.