



# DRAGONS' DEN(STYLE) PROJECT

Working with Young People and Cyber-bullying

The 10 LASER principles and how to adopt a problem SARA solving approach.

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**Nottinghamshire  
County Council**



**NOTTINGHAMSHIRE  
POLICE**  
PROUD TO SERVE

**Respect**  
for Ashfield

**LASER**  
*Alliance*

Leading the way in practical safety education



# How to involve young people :



Overall Aim of the Dragons Den Style Project:

To challenge perceptions and engage young people to tackle a specific issue

**AIM of the workshop:**

- 1.To specifically look at how to work with young people to tackle Cyber-bullying
- 2.To illustrate how this work with young people is achieved and strengthened by adopting:

○ **A Scanning, Analysis, Response, Assessment problem-solving approach**

○ **Underpinned by the 10 LASER Principles**



# 10 LASER PRINCIPLES FOR EFFECTIVE SAFETY EDUCATION

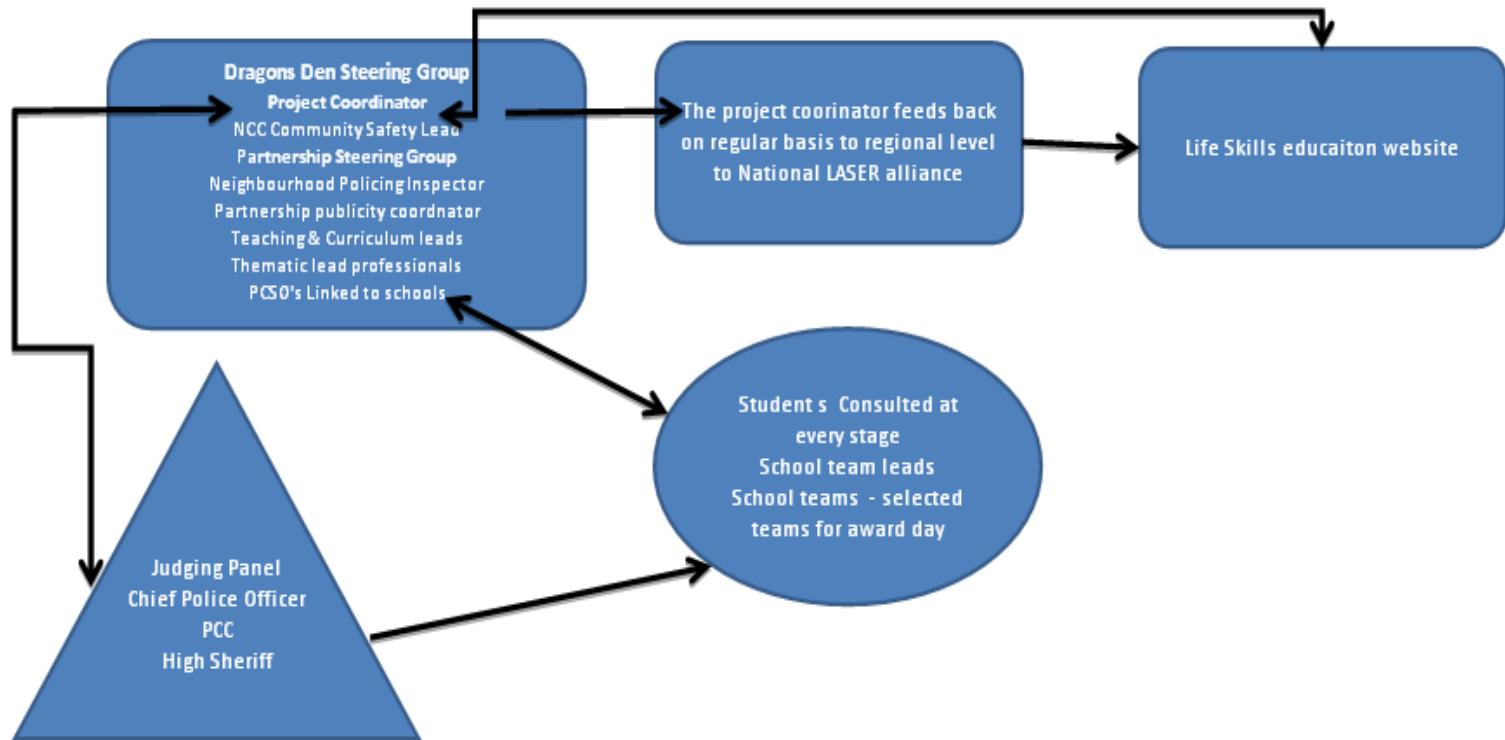


## The work of LA and its members are underpinned by the 10 Principles

- o Encourage the adoption of, or reinforce, a whole school Approach, within the wider community
- o Use active approaches to teaching and learning (including interactive and experimental learning)
- o Involve young people in real decisions to help them stay safe
- o Assess children and young people's learning needs
- o Teach safety as part of a comprehensive personal social and health curriculum
- o Use realistic and relevant settings and resources
- o Work in partnership
- o Address known risk and protective factors
- o Address psychosocial aspects of safety e.g. confidence, resilience, self-esteem, self efficacy
- o Adopt positive approaches which model and reward safe behaviour, within a safe, supportive environment
- o Further details can be found on the LA and ROSPA websites  
<http://www.rospa.com/safetyeducation/policy/ten-principles.aspx>
- o **Dragons Den Style Project works towards all 10 Principles**



# ACCOUNTABILITY



# WHAT? WHO? WHEN? WHERE?

## What?

### Actions to be taken:

- Identify a theme - **Cyber - Bullying**
- **S.A.R.A** process begins
- Aim
- **S.M.A.R.T**
- Letter to schools (see handout)
- Clear judging criteria (see handout)
- Launch the competition
- Working towards the 10 **LASER** principles is ongoing



# COSTING AND FUNDING

- £1000 for winning school
- £250 for runners up x 6 max
- £250 for trophies and refreshments
- Updated quarterly monitoring report submitted.
  
- By adopting the S.A.R.A problem-solving approach the project has recently been awarded an additional 5K by the Police and Crime Commissioner.
  
- Each student team is required to set out a detailed budget breakdown for their lesson/product/ resource/ pitch as part of their presentation to the panel.



## **DRAGONS' DEN-STYLE PROJECT 4**

### **FOCUS: CYBER-BULLYING**

#### **AIM:**

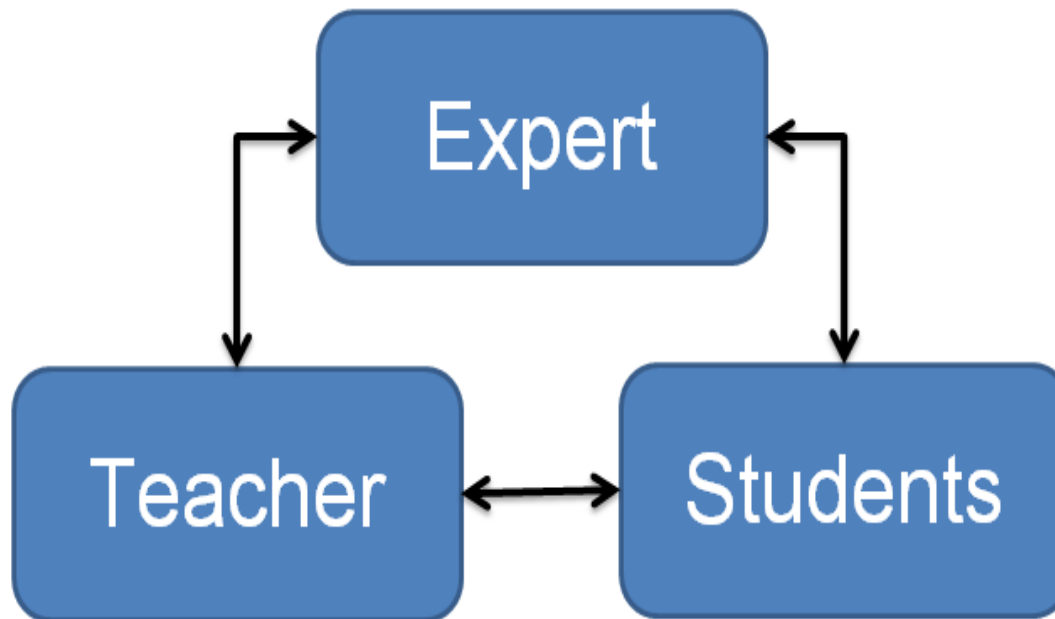
Yr 10 students were invited to design an e-safety model lesson for their Yr 6 primary school students.

Previous themes have included anti-social behaviour, alcohol and intergenerational issues.



# S.A.R.A PROBLEM SOLVING APPROACH

## SCANNING, CONSULTATION AND RESEARCH





# ANALYSIS

## National Picture:

- Hundreds of British Children are being blackmailed into performing sex acts online, the Child Exploitation and Online Protection Centre (CEOP) has warned.
- Abusers posing online as children talk victims into sexual acts or sharing images, then threaten to send pictures to the child's family and friends.
- CEOP said in 12 cases over two years, 424 children had been blackmailed in this way 184 of them in the UK
- Deputy Chief Executive Andy Baker said the abuse “escalates really quickly”. He told BBC Radio 4's *Today* programme that it could take as little as four minutes to go from, ‘Hi, do you want to get naked?’, to self-harming.



# ANALYSIS

## **Local picture in Nottinghamshire today including the Ashfield Dragons' Den-style project schools:**

- 80% of young people aged over 10 own a mobile phone, 81% a lap top and 60% a tablet/iPad;
- 74% use social networking sites, chat rooms and virtual worlds regularly;
- On the flip side, a recent pilot has suggested that access to online devices in an educational setting can significantly raise reading levels, so there needs to be a balance between staying safe online and scare-mongering against the 'evils of the Internet';
- 22% said they had been cyber-bullied, however large numbers had experienced one or more types of aggressive behaviour that they did not all regard as cyber-bullying;
- 21% have had other people deliberately create or change photos of them in order to upset or hurt them;
- and 45% have had someone deliberately send round a message spreading rumours about them.



# RESPONSE

## **Outputs and sustained outcomes:**

- SARA approach incorporated and continue working towards 10 LASER principles
- Linked to Safer Internet day Feb. 2013 Countywide 5032 students participated in the national cyber-bullying survey this included all participating DD4 students. The results of the National and Notts Cyber-Survey can be provided as individual reports to each participating school locally, so schools can start to plan the curriculum.
- All participating schools and students have increased awareness of the issue.
- All participating schools have a practiced model lessons to deliver to feeder primary students and accompanying resources available to hand.
- Ashfield Schools Participating DD4 – focus has been maintained within main stream curriculum and a number of the participating secondary schools are continuing use the model lessons and resources either within the existing cohort and also working with the feeder primary schools to support transition using the DD4 model lessons.
- High Sheriff's National Crime Beat Award Commendation 2013
- All the resources are made available to download for free for other schools across the county via the [www.lifeskills-education.co.uk](http://www.lifeskills-education.co.uk) website.
- For example: Quarrydale D.V.D



# ASSESSMENT

## **How do we check the effects?**

- Before and after student evaluations
- National surveys
- Local surveys
- One-to-one and group interviews with students
- Teaching & curriculum lead feedback

## **When?**

- Quarterly Steering Group meetings and quarterly reports are fed back via . Also at the annual review meeting which takes place post judging day in March/April



Task!



## **Task : Create a Digital Footprint using S.A.R.A**

- On flipchart draw two large footprints. Imagine this is the footprint of a young person, write the age. 2mins & 2 mins feedback
- Scanning:** using the marker pens write all over the young person's footprints all the issues that they may be facing, relating to internet use and cyber bullying. On one footprint record the negatives and on the other record the positives. 2mins & 2mins feedback
- Analysis:** Imagine this is a digital footprint it's the unique mark we all leave behind when we use the internet. Think of all the specific sites and services young people use. Think of the things young people can do on the internet; chat, meet friends, create virtual realities and record these, as positives or negatives. 2mins & 2mins feedback
- Response:** The internet can be used creatively, expand on the positive footprint think of the things young people can use the internet positively to create such as; music, web-sites, film etc. Taking these positives, how will you involve the young people to identify the response to tackle some of the negatives and create a better internet together? 2mins & 2mins feedback
- Assessment: Reflect on the 10 LASER principles and** how will you measure the impact of the response?



Issues



Response



# DRAGONS' DEN-STYLE PROJECT 5

## THE WAY FORWARD

### **Problem**

- Tackling Teenage Relationship Abuse

### **Scanning**

- The definition for domestic violence has only recently changed to include 16 & 17yr olds and over the next two years is likely to include under 15s. Dragons' Den-Style Project can provide an opportunity for young people to influence how professionals locally work with this agenda from the outset.

### **Analysis**

- Work is already underway using national and local research provided via Equation, Women's Aid, WAIS, NIDAS and the D.V. Executive Group, S.A.U and local data analyst. Nationally , by the age of 15, 40% of young people will have experienced D.V either as a victim or witness.

### **Response**

- Locally work is underway to address this by enhancing preventative education with schools. DD5 will work in partnership with Equation to support this focus and ensure young people are provided with real and practical opportunities to shape this work.

### **Assessment**

A full evaluation of DD5 will be undertaken including student interviews and feedback from teaching & curriculum leads.

**[www.lifeskills-education.co.uk](http://www.lifeskills-education.co.uk)**

