

## „The Anti-bullying week 2014“ in Lithuania

The social action „Anti-bullying week“ took place in Lithuania’s educational institutions for one March week (from 24th till 30th of March). This social action was initiated by Child Line in 2010.

More than 1137 educational institutions (schools, kindergartens, NGOs) took part in the anti-bullying week this year. These educational institutions from all of 60 municipalities participated in this week by organizing various activities: kindergartens were making “Friendship books”, organizing plays about friendship; many schools participated in “Smile action” by making smiley face figure of classmates standing in live figure in open school area.

Child Line published renewed leaflets about cyber bullying for children, parents and teachers, also published a new poster. All this informational material was distributed to 60 municipalities to use it during this week.

There were a lot of different social actions in own communities activities regarding friendship, bullying and cyber bulling. Child Line’s partners organized public lectures for parents as well as events for teachers, children and parents. Child Line and the Embassy of Sweden in Lithuania organized meeting with partners, friends and important people to discuss and talk about this problem in our society.



“The Anti-bullying week” happened at the same time as **Vilnius International Film Festival “Kino pavasaris”**. Child Line, the Embassy of Sweden in Lithuania and festival “Kino pavasaris” organized a common event for “The Anti-bullying week’s” partners, friends and sponsors by inviting all to watch the movie “Short Term 12”.

The aims of the initiative were to raise public awareness on the problem of bullying and growing cyber bullying phenomenon, show that all people can do something in bullying situations by reacting and helping the child. There was intensive communication with the media by organizing meetings in radio stations and television.

During the „Anti-bullying week“ Child Line was mentioned as „Safer Internet“ program’s Helpline seeking to increase notoriety of the project and student’s awareness. There was created and shown the new social advertisement for parents, raising the awareness about internet dangers as well as presented new educational video for children by children “Cyber bullying. Do you know how to stop them?”. During all this week Child Line has been working non-stop day and night, answering to children calls, giving the emotional support.

