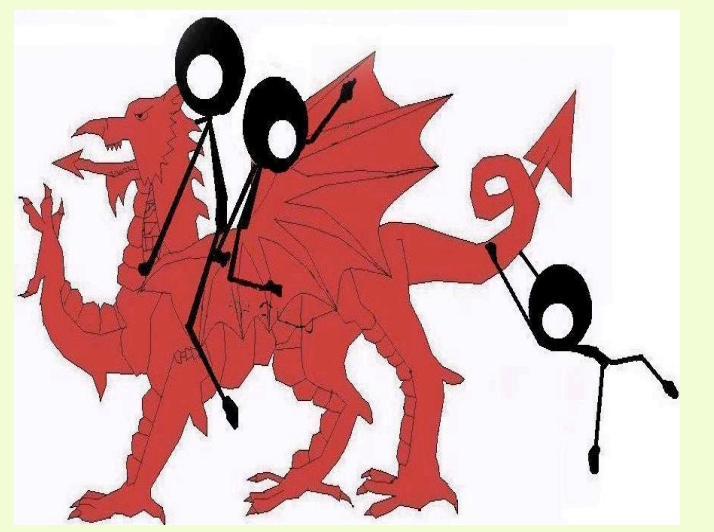


Case study: outcomes and lessons learned from implementing KiVa in a North Wales school

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KiVa Anti-Bullying Programme



KiVa is an innovative school-based anti-bullying programme for children aged 7 – 15 years, developed using research on bullying and its mechanisms that established the importance of bystander behaviour in reinforcing and maintaining bullying.



INTERVENTION

KiVa was developed and evaluated in Finland by Professor Salmivalli and her colleagues at Turku University funded by the Finnish Ministry of Education and Culture. It has universal actions, the KiVa curriculum (pupil lessons and online games) focus on preventing bullying and indicated actions are used when a bullying case is identified. This targets perpetrators or victims. Other classmates are also challenged to support the victim. KiVa includes materials for teachers, pupils and parents including teacher lesson manuals, videos, online games, a pupil online survey, posters, vests and parent's guide. KiVa in Wales and the UK has focused on KS2 pupils aged 7 to 11 years.



METHOD & DESIGN

One mainstream primary school from North Wales that implemented the KiVa programme for two years was recruited. The school context: 400 pupils ages 3-11 years, 217 Key Stage 2 (KS2; pupils age 7-11 years), 2 form entry. The KiVa Units 1 (7-9 years) and 2 (10-12 years) were implemented in KS2 only, strategies and indicated actions were used throughout the school for the two years. Data were collected from the Head teacher, KiVa Lead, 8 KS2 teachers, and +200 KS2 pupils.

- Headteacher and Kiva Lead: semi-structured interviews
- Teachers: Questionnaires
- Pupils: Annual KiVa online survey & Questionnaires

RESULTS

Pupils reported significant reductions in victimisation and bullying over the two years (see figure 1). The Headteacher reported an improved approach to reporting and dealing with incidents and increased understanding of bullying by staff and pupils. Teachers reported that the programme was age appropriate, suitably formatted, and had excellent content and structure. They also reported a high level of programme fidelity delivering 8.8 of the 10 lessons, with an average preparation time of 25 minutes and delivery time of 87 minutes per lesson (prescribed time 90 minutes).

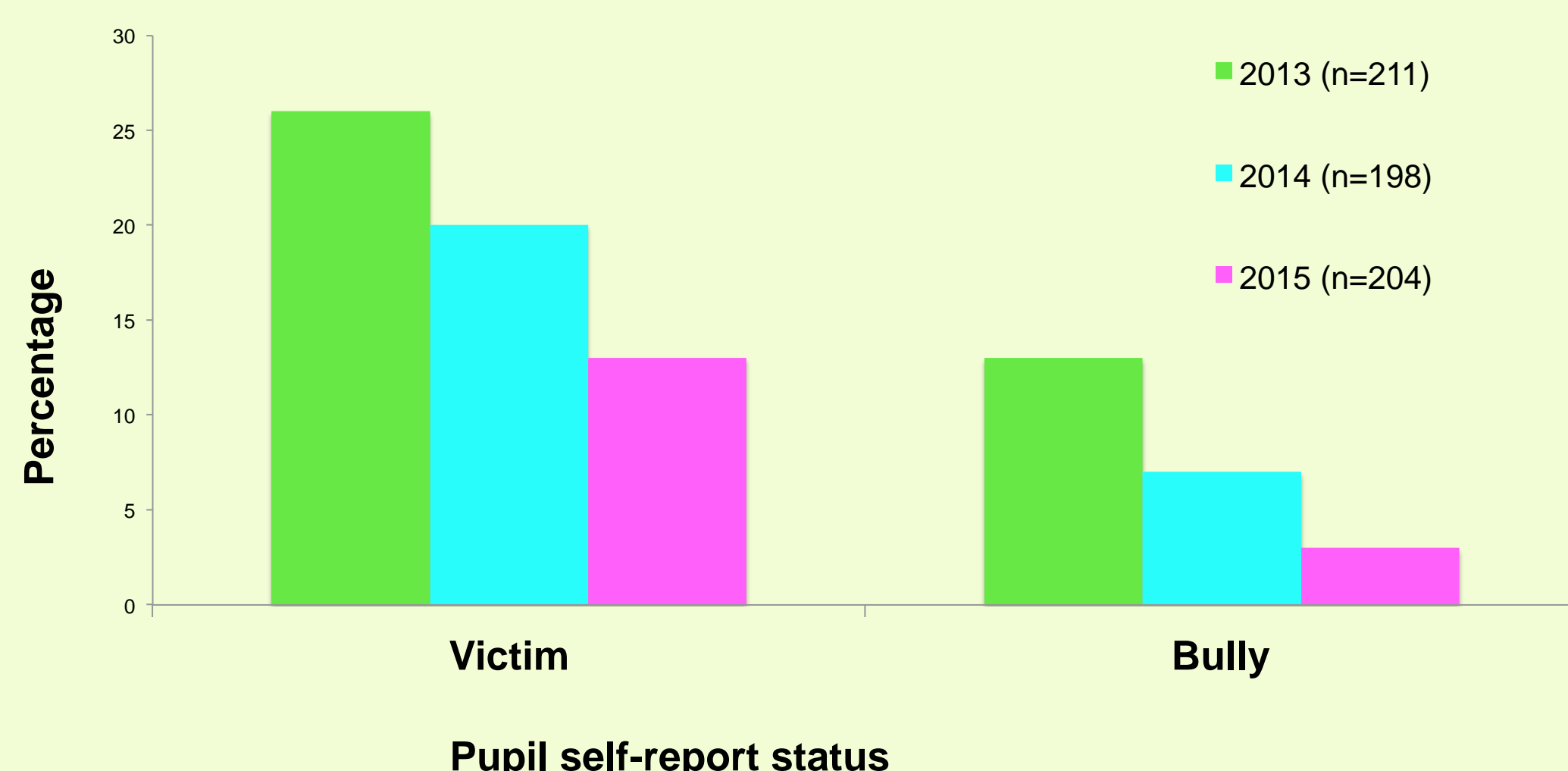


Figure 1. Annual KiVa pupil self-report survey

All staff stated that the level of leadership was “Good” to “Excellent” and reported improvement in their Personal and Social Education curriculum teaching skill set, understanding of, and confidence in dealing with, bullying and relationships with pupils.



All staff reported that the programme positively impacted on the school atmosphere.

Pupils reported that they were more likely to include others, be respectful, support victims, and intervene if a peer was being bullied. Of the 185 pupils, 91% reported enjoying the lessons and 98% that the lessons were important.

DISCUSSION

KiVa has a clear intervention structure, delivery process, and content. It provides advice on intervention duration, session frequency, and mode of curriculum delivery. According to teacher report all advice was complied with, all components were delivered, and good to excellent leadership was provided.



PUPIL FEEDBACK ON KIVA PROGRAMME

KiVa is....

“A bullying programme that helps people feel safer at school”

“A bullying programme, it has made me behave better in school and out of school”

“A great way to understand what it feels like to be bullied and what you can do to help”

“Helps people to understand that bullying is not allowed and also to make everyday happy”

“A good way to discuss different situations and what you would do in them”

Ysgol Penmorfa is one of the 120 schools we have trained as the KiVa Hub for the UK.