

National Ban Bullying at Work Day
7th November 2007

Be aware. Be responsible. Get involved.

Visit www.banbullyingatwork.com
for more information

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BAN BULLYING AT WORK



Take a stand today.

*Don't suffer workplace bullying in silence -
we have a support network available so
let's join together to stand up to it.*

THE
ANDREA ADAMS TRUST
Committed to preventing workplace bullying

**BYSTANDER APATHY AND SILENCE
SURELY CONDONES WORKPLACE BULLYING
WHICH ANNUALLY COSTS THE UK ECONOMY £4 BILLION
AND CURRENTLY AFFECTS 1 IN 4 EMPLOYEES**

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Staying silent about workplace
bullying has gone on long enough

**Isn't it time
you spoke out
against bullying?**

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**TAKE A STAND AND JOIN OUR CAMPAIGN
TO SPEAK OUT**

7TH NOVEMBER NATIONAL BAN BULLYING AT WORK DAY

We need your organisation to share our commitment by getting involved and raising awareness of this important issue within your own workplace, so that everyone is given the courage to speak out in a safe environment and take responsibility for resolving workplace bullying.

What could be simpler?

As the UK's leading authority on workplace bullying, the Andrea Adams Trust is committed not only to helping both organisations and individuals to confidently address the pervasive nature of bullying, but also to extend our understanding of the scale of this issue through extensive partnership working.

In order to raise awareness of this subject amongst the UK's 29 million strong workforce, we founded a national campaign and provided a stand alone website www.banbullyingatwork.com to act as a spearhead for the campaign, the pinnacle of which takes place on the **7th November, National Ban Bullying at Work Day**.

Now in its 4th year, we expect well over 1 million people to participate in a range of campaign activities from structured in-house awareness raising programmes and events, to simply logging on to the website and completing our online survey.

Recognition and awareness of bullying at work is essential if it is to be legitimately challenged, Bullying at work is perhaps the expression of aggression without physical violence, a form of brutal psychological intimidation, It is a subtle, hidden and repetitive process typified by small systematic patterned behaviours that has emerged as one of the key employment issues of today.

Statistics show that 18.9 million working days are lost to industry every year as a direct result of workplace bullying, that is 30 times more than the amount of days lost through industrial disputes and directly correlates to a loss of some £4 billion to UK plc as a result of this insidious behaviour.

When it comes to adding up the total cost of bullying, as well as those of replacing and retraining staff who leave; legal costs if an employee takes a case to employment tribunal, or to the civil courts; settlements that are awarded to successful claimants; risk of bad publicity - the list is endless - you can see that the likely impact of allowing this behaviour to flourish can lead to huge potential costs for any organisation that fails to address the issue of workplace bullying.

In conclusion, bullying at work requires accomplices, not only the brutality and fear that allows it to happen in the first place but the indifference of those who see it happening and do nothing about it. Staying silent has gone on long enough.

Take this opportunity not to be indifferent and join our campaign to encourage everyone to take responsibility for the management of themselves, in their roles and in relation to others at work.

We are looking for corporate partners to join our campaign and offer the following opportunities;-

- Sponsorship and co-branding on a range of campaign materials
- Sponsor and participate in the world's largest ever online survey into workplace bullying which will go live on the 7th November
- Support the campaign by sending us a jpeg of your logo. We will then place this as a link on our website's 'Supporters Page' In return, a reciprocal link should be placed on your own website and intranet systems to www.banbullyingatwork.com
- Full participation in our PR campaign

The Campaign culminates in our Media launch on the 7th November which will provide syndicated world TV and Radio interviews with key business leaders and politicians as well as offering you the chance to speak out publicly about the positive stance your own organisation has taken to deal with the subject.

To encourage your involvement please visit the dedicated campaign website for further information on how to purchase a variety of publications and promotional materials. Why not co-brand on the poster shown overleaf by placing your logo in the white box?

Everyone is invited to participate - so get involved.

