



About the authors

Val McFarlane



Val was recently the North East Regional Adviser for the Anti-Bullying Alliance. She was an Education Welfare Officer in County Durham for some years, and has a professional counselling qualification. It was through her Education Welfare work, that she discovered that bullying was an issue which greatly affected the educational achievement of some children and young people.

Val joined the County Durham Educational Psychology Service in January 2000, working with a Senior Educational Psychologist in schools to try and reduce bullying. In 2002, Val successfully applied to the European Social Fund for extra funding for the service, which resulted in a grant of £500,000, and further staff being appointed.

When Val worked for Durham County Council, she was instrumental in introducing the first Anti-bullying Accreditation Scheme for schools in County Durham. Val has now trained various staff in other Local Authorities in the country on running these schemes. Unfortunately, due to spending cuts, many of these schemes have now ceased to exist, and schools have enquired whether a national scheme would be developed, hence the BIG Award.

Through all of this work Val has dealt with hundreds of children and young people who have been either victims or perpetrators of bullying. She has written many resources and training materials for professionals working with

children and young people in schools and in the community. She has toured the country training other professionals with her Girl Bullying training course. She also runs training courses on Cyber Bullying, Anti-bullying Strategies and Whole Organisation Approaches to Tackling Bullying. She trains teachers and community professionals i.e. children's home staff, youth workers and further education professionals.

Val is now a freelance Education Consultant, specialising in bullying and friendship issues.

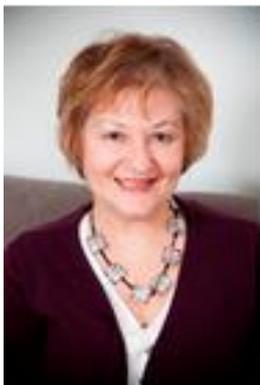
Vicki Cheetham



Vicki Cheetham launched the Smile Anti-Bullying Service in 2008 which has now become ViVa Training and Resources (Run jointly with Val McFarlane. This service supports local authorities and schools with their anti-bullying strategy and practice.

Vicki delivers training to teams, teachers and lunchtime staff in awareness raising and strategies as well as working with pupils through peer support, mediation training, individual and group support. Vicki has written her own training programmes and has delivered anti-bullying workshops around the country.

She has previously worked for County Durham Anti-Bullying Service for eight years gaining a wealth of training and experience. She helped to set up the first anti-bullying accreditation scheme in County Durham. She has a Childcare Diploma, and has worked with children and young people in various settings throughout her career. Vicki is a director of the [Bullying Intervention Group](#) [BIG] which runs the national BIG Award for excellence in anti-bullying work.



Adrienne Katz is the author of '[Cyberbullying and e-safety: What educators and other professionals need to know](#)' published by Jessica Kingsley Publishers. The book explores cases and practice alongside young people's responses to the Cybersurvey – an online survey Adrienne runs, now in its 7th year, with responses from over 17,000 children and young people. Adrienne is a director of the [Bullying Intervention Group](#) [BIG] which runs the national BIG Award for excellence in anti-bullying work. She was previously a regional adviser for the Anti-Bullying Alliance and provides training and consulting on all aspects of bullying prevention and e-safety education in the [Youthworks](#) Consultancy. She has been involved in anti-bullying work and research on this issue since 1999.

Neil Campbell