I am Me
I am who I am meant to be
Not a label, but a person just like thee
We are all different, no-one is the same
That's what makes us unique and not just a name
We are who we are meant to be
You are you and I am me!

C Bart 2013
What do we do?

We have an overall aim to *Change attitudes and behaviours so that disabled and vulnerable people, in Scotland, can feel safe in their communities.*

We do this in two ways:

Early Intervention & Prevention

Empowering communities to provide practical interventions/support.
I Am Me Scotland Learning Platform

An exciting new suite of online resources supporting the Health & Wellbeing experiences and outcomes. Tailored lessons from Primary 1 to Primary 7 that can be used in the classroom and at home.

Keep Safe Awareness Day (4th March 2021)

I Am Me / #MakeaDifference
Some of our Education Resources
In 2018/19, 10,049 children participated in the #MakeADifference programme. 3,567 surveys were returned from children in P5-P7, which highlighted the following:

- 97% enjoyed the I Am Me team visiting their school.
- 91% stated they learned more about disabilities/mental health from the lesson.
- 87% learned more about bullying (/hate crime) from the lesson.
- 98% know that bullying is wrong.
- 94% think it is important to tell an adult if someone is being bullied.
- In addition to above, the children were asked a few questions about bullying:
  - 50% stated that they had been bullied in school
  - 37% had told a teacher
  - 71% had told a family member
  - 3% had not told anyone
  - 76% stated that things got better
  - 19% stated that they are still being bullied.
Ditch the Label

- UK survey in 2018 with 9,000 young people aged 12-20, that highlighted 50% of young people had been bullied.
- 35% never told anybody.
- The top three reasons highlighted for not reporting it were –
  - 42% I will be called a snitch,
  - 39% scared of it getting worse,
  - 34% it won’t be taken seriously.
- The report also highlights the impact on a young person’s mental health with 44% of all young people who have been bullied experiencing depression, 41% experiencing social anxiety and 33% of those having suicidal thoughts.
<table>
<thead>
<tr>
<th>Statistic</th>
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<tbody>
<tr>
<td>50% of young people have experienced bullying.</td>
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<td>22% of 9000 bullied in last 12 months</td>
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<td>34% of those bullied at least once a week.</td>
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<td>11% bullied because of their disability.</td>
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<td>Mencap – “bullying linked to disability wrecks children's lives and leads to social exclusion in childhood and adulthood”</td>
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<td>33,000 children in Scotland have a disability</td>
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<td>Children with special educational needs (SEN) are twice as likely as other children to be bullied regularly</td>
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Made in Renfrewshire

Keep Safe Kids – Made by Kids
Keep Safe Scotland
Supporting Safer Communities
How does it work?

- Identify premises
- Meeting the Criteria
- Background checks
- Training
- Annual checks
Where are we now?

- Single Point of Contact in each Division
- National Coordinator
- ACC Gary Ritchie (Champion)
- 906 Keep Safe places across Scotland
- Over 30,000 Keep Safe cards distributed
- Over 2000 staff trained
- 450+ PSYV and Police Officers Trained
- Over 1000 Keep Safe Ambassadors Trained
- Police Disability/Keep Safe training developed
Keep Safe Products

- Keep Safe places training (906)
- Keep Safe Ambassadors (1065)
- Keep Safe Supporters (127)
- Understanding Disability Booklet
- Packs for police station front counter staff
- I Am Me Film
- Hate Crime lessons
- Make a Difference programme
- Keep Safe Awareness Day
- Easy Read Lessons and Training

Great training session with powerful content

This was the best training course I have attended in my police career. I am keen to deliver it within my school.
How did it start and why is it needed?
Hurdles or Opportunities?

- Funding
- Processes (Keep Safe)
- Lockdown/Restrictions
- Support
- Staff Changes (Charity & Partners)
- Marketing
What’s Next

• Hate Crime Awareness Day
• Hate Crime Education Resource
• Substance Misuse (nursery to S6)
• Mental Health Resources
• Keep Safe National
• Keep Safe Ambassadors

• Assist with the development of educational resources to tackle violence against women and girls?
Real change happens when you truly LISTEN to what people say, you fully INVEST in finding solutions and you genuinely INCLUDE the people who will benefit.
Who we are
Final Thought

IF YOU CAN DREAM IT
YOU CAN DO IT

WALT DISNEY

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