



**Jamie**

**tried**

**to die**

Kidscape

**helped to**

**save him**

**Kidscape works with thousands of families every year.  
Here are just some of their stories.**

**ZAP is Kidscape's free  
assertiveness training for bullied  
children and their families**

**ZAP!**

**Jamie**



**Our helpline is  
the first to  
help and advise  
parents of  
bullied children**

**Jamie's mother called our helpline in tears. Her 11 year old son was a kind, gentle boy, a little shy.**

At a large, rambunctious school, he'd gone from feeling lost to being left out to direct attacks, verbal and physical. He often came home from school in tears, shrugging off his mother's attempts to comfort him. The night before, she'd found him sprawled across his bed unconscious, pills everywhere.

She watched in horror as his computer revealed an image

that filled the screen. She saw pictures emailed to her son, both altered by editing, or caught by camera phone after he'd been stripped in the changing room, and the threats and taunts written around them were vicious. Just Die! was written in letters that dripped blood - and he very nearly did.

When she called us, we found him a place in an upcoming ZAP, and he came, and was silent for the first hour. But he participated, and by lunch, he was in the centre of a group of boys, laughing over

a pizza. He joined in the role plays, and did well. She, too, mastered the techniques in the parents' meeting, and promised to practise with him.

A month later, we got two letters. "Today he's a happier boy. He rarely runs into trouble, and now he knows what to do." Jamie said it well. "I used to feel alone and helpless. You taught me how to act strong and fearless. I can't thank you enough!"

# Emma

“Emma and I both found our ZAP day extremely helpful. Since ZAP, Emma has grown enormously in confidence. She managed to break away from the girls who caused her so many problems, and has even taught her ZAP techniques to her cousin who was having bullying difficulties at her school. It helped both of us to meet other families in the same situation, and for Emma to realise that the bullying was not her fault.

Kidscape’s impact on her and our family was profound and fantastic. She is proud of her ZAP training and regards Kidscape as a very special place - as do we.”

Emma’s Mum



**1 in 4 children  
in the UK  
experience  
bullying at  
school**

**(Ofsted TellUs3, Oct 2008)**

# Wendy

“Thank you, thank you, thank you! I have felt so helpless about being unable to advise my two children up until now ... your wonderful site is easy to navigate and has advice and information I can actually use! I feel less alone too, knowing that there are other parents out there having similar problems.

Well done, and please keep up the good work.”



**“I am writing to say that Colin is now very happy in his new school. Colin’s old school appealed against the bully being allowed to stay. They lost the appeal, so the bully came back and was promptly removed due to his violence.**

**Thank goodness we moved Colin. He remembers his ZAP course with delight - it helped him see that it wasn’t his fault, as all the children on the course were so normal. It boosted his confidence and he is excelling in school again. Thank you is not enough - you’ve given us back Colin, who even likes his freckles now!”**

**Colin’s Dad**

ZAP is a free course we give to severely bullied children. Many have attempted suicide. It costs £284 per child to deliver ZAP to them and their parents, to hire rooms, feed them and to arrange travel for those who need it.

Our helpline for parents gives advice to thousands of adults seeking support for themselves and their children. £2400 pays all the running costs for a month, supporting families across the country.

Kidscape needs your support to continue our work helping hundreds of thousands of bullied and abused children, their parents and teachers through our website, training and publications. For twenty-five years we have been protecting children - you can help us make a difference in many more lives over the years to come.

**Kidscape**, 2 Grosvenor Gardens, London SW1W 0DH

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