



Marketing campaign strategy

All behaviour is
communication



This document looks to establish:

- The purpose, aims, and KPIs of this campaign in order to set the trajectory for success.
- Strategic selection of marketing channels and activities to ensure optimal reach and engagement.
- Justify channel choices with insights into why they're the best fit for the campaign's objectives.
- Outline the audience profile, empathising with their challenges and pain points.
- Outline the campaign sequence and articulate what message we intend to deliver at every stage of the user journey.
- Outline calls the call to action strategically placed throughout the campaign.

Purpose of campaign. *Why are we doing this?*

This campaign relates directly to two of our strategic priority areas for organisations reach phase: More Visibility and More Revenue. We want to support efforts to increase product income by acquiring new leads/customers. We want to place the brand in front of more educators.

Objectives. *What are we trying to achieve?*

- Increase the number of schools using the product (long term, ultimate aim)
- Increase lead magnet sign ups
- Increase sign ups to the free trial (short term 'conversion' measure)
- Increase landing page views and website traffic
- Increase organic following
- Increase awareness of the product
- Increase email sign ups
- Increase organic engagement
- Metrics used to prove outcomes: CTR, landing page views, email sign ups, open rate, time on page, reach, impressions, engagement, following, video views, downloads.

Audience. *Who is our audience for this campaign*

- We are going after a cold user with no knowledge of the brand or product. We do not have any warm audiences we are able to target due to the brand having not run digital ads before
- Although the audience will be warm on organic social media they are not currently overly engaged and we can't assume they have a strong understanding of the product

We'll be targeting educational practitioners which include:

- Teachers and teaching assistants
- Senco and pastoral support
- Learning mentors
- Attendance managers
- EOTOS Education other than at school
- Inclusion workers



Audience pain points:

- Struggling with behaviour in the classroom
- Struggling to understand reasons behind behaviour
- Current techniques are not working
- Pressure from head teachers to reduce exclusions, suspensions and improve attendance
- Starting to explore solutions that they could use in their schools - utilising Google, asking colleagues, word of mouth, looking on social media

Longer term benefits of the campaigns:

- Securing email addresses which can be used for cross marketing
- Securing followers that can be used for cross marketing
- Brand awareness
- Generation of warm audiences for future campaigns

Campaign concept | All behaviour is communication

The central idea being that the brand can help educators understand that unidentified social emotional and mental health needs are often the reason behind the behaviour they're seeing in their classroom. In order to address behaviour we first need to understand where it is coming from. If educators want to change behaviour we need to identify the driver.

Key messages

- We understand educators are facing challenging behaviour in the classroom
- Challenging behaviour is often due to unmet social, emotional and mental health needs.
- The product can help educators understand and improve behaviour
- The tool helps educators assess and address children's social, emotional and mental health needs - and get them ready to learn
- Our product is being used successfully by educators just like them, who understand the vital role of the brand in improving behaviour and educational outcomes

User experience / journey

- Captivate the user's attention with compelling ads or organic posts, driving them to the brand's website to access the lead magnet centred around engaging with positive behaviour
- Encourage the user's involvement and invite them to share their email address to gain access to the lead magnet
- Nurture the relationship through a tailored email sequence, showcasing the product's value proposition and benefits.
- Enticing them with a free trial, allowing them to experience the product firsthand.
- Provide educators with an informative and persuasive PDF designed to assist their senior leadership team in making informed decisions during the purchasing process.



Marketing channels we will utilise:

- Organic social media
- Influencer campaigns
- TikTok ads
- Google ads
- Meta ads
- Email coms

Organic social

Incorporating organic social media into this marketing campaign offers the following benefits:

- **Audience Engagement:** Organic social media allows for direct interaction with your audience in real-time. By sharing valuable content, responding to comments, and fostering discussions, you can build stronger relationships and increase engagement with your followers.
- **Brand Awareness:** Consistently posting valuable and relevant content on social media helps increase brand visibility and awareness among your target audience. Through likes, shares, and comments, your content can also reach new audiences through organic reach.
- **Authenticity and Trust:** Organic social media provides an opportunity to showcase the human side of your brand. By sharing behind-the-scenes glimpses, customer testimonials, and user-generated content, you can build trust and authenticity with your audience.
- **Community Building:** Social media platforms offer the opportunity to build a loyal community around your brand. By creating a sense of belonging and fostering meaningful interactions, you can turn followers into advocates who champion your brand and spread positive word-of-mouth.
- **Market Research and Insights:** Organic social media provides a wealth of data and insights about your audience's preferences, behaviors, and interests. By monitoring engagement metrics and listening to feedback, you can gain valuable insights to inform your marketing strategies and product development efforts.
- **Content Distribution:** Social media serves as a powerful platform for distributing your content to a wider audience. By sharing blog posts, videos, infographics, and other content formats, you can amplify your message and reach more people organically.

We'll build out an organic social campaign to run the span of a three month period. I'd like us to utilise TikTok as a new platform and Instagram which has been neglected. I would also like to continue to use FB, LinkedIn and Twitter which are performing well.



Key activities for delivering the social media element of this campaign:

- Generate Reel / TikTok content
- Generate carousel / static content
- Generate a list of poll topics to build engagement
- Develop story content
- Develop Content pillars by establishing the following:
 - Key messages to a cold TOF audience
 - Key messages to MOF case studies, reviews, testimonials
 - Key messages to BOF offer
 - Key messages to overcome barriers identify what these are

Poll planning

Polls are an effective way to drive engagement. We'll utilise polls across Instagram stories, LinkedIn and the FB group.

Some suggested topics:

- As a teacher do you struggle to find the resources to help you encourage positive behaviour from your students in the classroom
- As a teacher do you feel you're given the strategies to deal with challenging behaviour in the classroom
- As a teacher do you feel supported in dealing with challenging behaviour
- As a teacher do you have a systematic way to monitor and improve behaviour in the classroom



Hashtag research:

Hashtag research is essential for optimising your social media strategy. By using relevant and trending hashtags, you increase the discoverability of your posts, target specific audiences, and boost engagement rates.

Hashtags also provide valuable insights into current trends and discussions, allowing you to tailor your content and enhance brand visibility. Additionally, monitoring hashtag performance helps refine your content strategy for maximum effectiveness. Incorporating effective hashtag research into your social media efforts can significantly improve your online presence and drive meaningful results.

Below is part of the hashtag research we delivered for this campaign for Instagram

#teachingchildren 49.8k
#primaryteaching 127k
#teacher 18.6M
#teachers 7.3M
#teacherlife 8.4M
#teachergram 1.6M
#teacherstyle 1.3M
#teacherproblems 818k
#teachersofinstagram 11.7M
#teachertips 416k
#teacherappreciation 823k
#teachertraining 740k
#teachersofig 2.7M
#semh 12k
#semhteacher 500+
#sen 2.4M
#senteacher 22.1k
#senco 37.2k
#ukeducation 141k
#education 42.6M
#educationmatters 1.5M
#educationfirst 370k



TikTok evidence to justify the necessity of incorporating this platform into our strategy, especially considering the brand's current absence on the platform.

TikTok has a strong educational audience. The limited content we've released thus far has sparked significant engagement. One post generated 1800 views in less than 48 hours while the other surpassed this and generated 1900 in less than 3 hours.

In response to the brand's inquiry about their audience presence on TikTok, we conducted comprehensive hashtag research to showcase the overwhelming evidence of their audience's active presence on the platform.

The following data demonstrates the substantial viewership each hashtag is attracting, compelling us to prioritise the exploration of this platform for our campaign.

Teacher 77.1B
Teachersoftiktok 60.2B
Teacherlife 22.2B
Teachertok 11.5B
Teaching 13.5B
Nurture 53.4M
Nurtureuk 1337
Nurtureschool 25.3k
SEMH 6.6M
SEMHTEACHER 178.7M
SEMHTEACHERS 335.9K
SEMHTEACHERLIFE 1.8M
SEMHTEACH 268.2K
SEMHTEACHING 2.4M
Mentalhealthbooks 47.4M
Childrensmentalhealthmatters 11.4M
Childrenmentalhealth 7.8M
Kidswellbeing 8.7M
Wellbeing 2B
Wellnessandwellbeing 2.5M
Mentalwellbeing 130.1M
Emotionalwellbeing 130.8M
Emotionalwellbeingmatters 1.7M
Childrenswellbeing 1.8M
Exclusions 865.6K
Exclusion 83.2M
Exclusionschool 237.8K
Attendance 243M
Attendancecheck 22M
Schoolattendance 2.4M



Influencer campaign

Influencer campaigns have become a cornerstone of modern marketing strategies, offering brands a unique opportunity to connect with their target audience through trusted voices and personalities. Leveraging influencers allows brands to tap into their established follower base, gaining access to a highly engaged and receptive audience. By partnering with influencers whose values and interests align with their own, brands can create authentic and relatable content that resonates with consumers on a personal level.

Influencer campaigns provide brands with valuable social proof and credibility, as consumers are more likely to trust recommendations from individuals they admire and relate to. With the right strategy and selection of influencers, brands can harness the power of influencer marketing to increase brand awareness, drive engagement, and ultimately, boost sales and loyalty among their target audience.

After conducting research into the education sector on TikTok I've found an influencer I feel will support the reach stage of this campaign. Working with said influencer will enable us to:

- Reach the right audience. The selected influencers audience are engaged teachers
- Help us grow our organic following
- Help drive website traffic
- Help raise awareness
- Provide us with content that can be utilised in paid ads
- Inform the campaign messaging directly from a teachers perspective

Key stats about the influencer:

- 65.1k followers On TikTok
- 1.1M likes On TikTok
- 6403 followers on Instagram

Content examples:

<https://drive.google.com/drive/folders/1Rl8iFCfmJoVF5wE2ka8rQMoHW6MPUNjS>

<https://drive.google.com/file/d/1acB57XtW03aIUAXU82KfM4PYMrh9Q97t/view>

https://drive.google.com/file/d/1iHbuWz_Nfhjz-W5A28MsTZKTc1EOYo_y/view

Contractual information | I will be asking for the following:

- Full licence to use the content he creates across all our marketing activity and no time limit on usage
- His input on generating the right content after we give him the content pillars, key benefits etc
- Content to go out on his channels across Instagram and TikTok

Price:

1 Video: £200

2 videos: £360 (£180 per video)

3 videos: £510 (£170 per video)

4 videos: £600 (£150 per video)



Interview / case study content

Incorporating case study information into a marketing campaign is crucial for several reasons. Firstly, case studies provide tangible evidence of the effectiveness and success of your products or services. They offer real-world examples of how your offerings have helped other clients or customers achieve their goals, which can instill confidence and trust in potential buyers.

Secondly, case studies serve as powerful storytelling tools. They allow you to narrate the journey of a customer, highlighting their challenges, the solutions provided by your product or service, and the positive outcomes achieved. This narrative format resonates with audiences on an emotional level, making your marketing messages more compelling and memorable.

Case studies demonstrate your expertise and credibility in your industry. By showcasing successful projects or partnerships, you position yourself as a trusted authority, capable of delivering results. This can be particularly persuasive for prospects who are evaluating multiple options and seeking validation before making a purchase decision.

Case studies provide valuable social proof. When potential customers see evidence of satisfied clients or customers achieving their objectives with your help, it reinforces the idea that your offerings are worth investing in. This can help overcome objections and alleviate doubts, ultimately encouraging prospects to take action.

We want educators at the forefront of this campaign.

We'll interview educators and break the content down into bite size chunks we can use across our email coms ads and organic social. We'll discuss behaviour, the challenges educators face and the solution which is your product.



Email coms

Lead magnets and email sequences are highly effective marketing methods for several reasons:

- **Capturing Audience Interest:** Lead magnets, such as ebooks, webinars, or free trials, offer valuable content or incentives that capture the interest of potential customers and encourage them to provide their contact information.
- **Building an Email List:** Lead magnets serve as a powerful tool for building an email list of qualified leads interested in your products or services, providing a direct line of communication with your target audience.
- **Nurturing Relationships:** Email sequences allow you to nurture relationships with leads over time by delivering relevant and personalised content, building trust, and establishing your brand as an authority in your industry.
- **Driving Conversions:** By delivering targeted messages and offers through email sequences, you can guide leads through the sales funnel, addressing their needs and objections and ultimately driving conversions.
- **Automating Marketing Processes:** Email sequences can be automated, allowing you to deliver timely and consistent messages to leads at various stages of the buyer's journey without manual intervention, saving time and resources.
- **Measuring Performance:** Email marketing platforms provide analytics and insights into the performance of your email sequences, allowing you to track open rates, click-through rates, and conversion metrics to optimise your campaigns for better results.
- **Personalisation and Segmentation:** Email sequences can be personalised based on lead behaviour, preferences, and demographics, increasing relevance and engagement and improving the likelihood of conversion.
- **Cost-Effective Marketing:** Compared to traditional advertising methods, lead magnets and email sequences offer a cost-effective way to reach and engage with your target audience, generating leads and driving sales with minimal investment.

As we are focusing on a cold audience they will need educating as to why they should invest in the product. Hundreds of people sign up to free trial on a monthly basis at the moment but only 20% convert. I'd like to increase conversion potential to this segment by educating them about the product, and providing proof that it works.



Email journey

- User goes to a custom built landing page with the lead magnet
- User provides email address via a form which triggers email sequence
- **Email One** - Sent on form completion, the user will receive the lead magnet
- **Email Two** - 24 hours after first email. The content of this email will include an introduction to the product in the form of a video. Make the connection between behaviour and unmet social emotional and mental health needs. Introduce the product as a solution. Call to action: take out our free trial
- **Email Three** - 48 hours after email two. Meet the user where they are and list out challenging behaviours they might be seeing in their classroom. Make the connection between behaviour and unmet social emotional and mental health needs. Introduce the product as a solution. Call to action: free trial

List then segments depending on whether they have taken out a free trial.

User takes out free trial and then receives the following emails. Segment A

- **Email Four** -48 hours after email three. Theme: How are you finding your free trial? Do you have any questions? Then email us. A stronger call to action here would be to book a 1-2-1 call with a product expert but the brand can't resource this.
- **Email Five** - 48 hours after email four. Deliver case studies, to back up our claim that the product solves the issue. Call to action join today

User does not take out free trial. Segment B

- **Email Four** - 48 hours after email three. Send the user case studies to back up our claim that our product solves the issues they're facing. Call to action join free trial

If at any point in segment B funnel they take out a free trial then they get automatically moved to segment A

If at any point in segment A or B they purchase then the automation stops



TikTok ads

TikTok ads have emerged as a powerful marketing tool for businesses looking to reach a younger, highly engaged audience. Unlike other social media platforms, TikTok offers unique opportunities for brands to connect with users through short-form video content.

With its algorithm-driven feed and viral nature, TikTok allows advertisers to quickly generate brand awareness and drive engagement. By leveraging features like in-feed ads, branded hashtag challenges, and influencer partnerships, businesses can create immersive and entertaining ad experiences that resonate with TikTok's diverse user base.

Additionally, TikTok's robust targeting options enable advertisers to reach specific demographics, interests, and behaviours, ensuring that their ads are seen by the most relevant audience.

For this campaign TikTok ads will serve as a top of funnel activity driving awareness. By utilising awareness building on TikTok we can re-target website traffic through Meta ads.

Google ads:

Google Ads, particularly when utilising the Google Ad Grant for charities, presents a powerful avenue for organisations to amplify their online presence and drive meaningful impact.

Through the Google Ad Grant program, eligible nonprofits gain access to free advertising on Google Search, raising awareness for their cause and driving traffic to their websites. By strategically leveraging Google Ads, charities can reach a vast audience of potential supporters who are actively searching for relevant information or causes to engage with.

Additionally, the tracking and analytics tools provided by Google Ads enable charities to measure the performance of their campaigns in real-time, optimising their strategies to achieve their goals efficiently. Ultimately, Google Ads, especially when coupled with the Google Ad Grant, empower nonprofits to expand their reach, engage with their audience, and make a positive impact in their communities and beyond.

Utilise the existing 10k monthly ad grant we'll focus on the following ad groups:

- SEMH
- Behaviour
- Classroom support
- SEN
- Teacher support
- Teacher reporting
- Exclusion
- Attendance
- Education
- Support



Utilising teachers as BPO advocates:

We need teachers to advocate to SLT / decision makers. We feel that targeting decision makers isn't the right choice as they aren't on the front line and don't fully understand the challenges teachers face. We feel it will be a harder sell to sell to decision makers.

We are aware that we will need teachers to advocate for the product and convince the decision makers in their setting. I feel a little anxious about the lack of control as this part of the journey sits outside digital marketing. Our conversion relies on teachers doing a good enough job of advocating for the product. We can influence this process by doing a strong job of convincing teachers the product is for them and providing them with the information they need to go to decision makers.

We suggest the following:

- Downloadable resources teachers can take to decision makers
- One of the email coms near the end of the journey needs to be around 'forward this to your settings decision maker'
- Potentially have a follow up email in the sequence reminding them or asking how the conversation went. Do they need anything more from us?
- Empower teachers through our messaging to advocate for BPO
- Incentivise through a sign up offer eg 10% off first month free near the end of the email sequence




Social media content

Below are some examples of the content and the messaging we'll be putting out across social channels



Top of funnel driving user to the lead magnet download


Educators, are you looking for strategies to improve challenging behaviour?



Download our **FREE** guide

An educators guide to: Encouraging positive behaviour in the classroom

Could hidden social, emotional and mental health needs be the reason behind the behaviour you're seeing in your classroom?



What might hidden **SEMH** needs look like?



Children might be unlikely to ask questions or make relevant comments.



To learn more about SEMH and behaviour

Download our **FREE** guide

An educators guide to: Encouraging positive behaviour in the classroom

Ready to improve behaviour in your classroom?



To learn more about SEMH and behaviour

Download our **FREE** guide

An educators guide to: Encouraging positive behaviour in the classroom

Ready to improve behaviour in your classroom?




Could hidden social, emotional and mental health needs be the reason behind the behaviour you're seeing in your classroom?



What might hidden **SEMH** needs look like?



Children may be reluctant to take an active role in work or games



To learn more about SEMH and behaviour

Download our **FREE** guide

An educators guide to: Encouraging positive behaviour in the classroom

Middle of funnel content offering social proof

The Boxall Profile® gives ownership. You can unpick the child's behaviour and put strategies in place in class. It improves your understanding and your relationship with the child

It's crazy, you think you know your children, then you complete a Boxall Profile® and realise how much more there is to learn about them

The Boxall Profile® Online enables positive outcomes for the children as it allows us to better identify and meet individual needs

Bottom of funnel content driving the user to a free trial

Why try the Boxall Profile® Online?

Offers a long term solution to understanding and improving behaviour

It provides practical strategies you can implement quickly

Try the Boxall Profile® Online for FREE

Why try the Boxall Profile® Online?

- ✔ Provides practical strategies you can implement quickly
- ✔ Offers a long term solution to understanding and improving behaviour
- ✔ You can give it a try for free with no obligation to buy
- ✔ Complete at your own pace
- ✔ No software installation

Try the Boxall Profile® Online for FREE

Landing page

Below is a screen shot of the landing page we'll use at top of funnel to drive lead magnet download



Lead magnet landing page

https://www.nurtureuk.org/behaviour-download/



About us ▾

What is nurture? ▾

Supporting you ▾



Book a course Webinars Shop Contact My account 🔍 🛒 0 items

Looking for practical strategies you can implement quickly to improve behaviour?



Download our FREE guide and you'll get access to:

- Advice on helping children regulate
- Top tips for encouraging positive behaviour
- Guidance on understanding the drivers behind behaviour

Download our FREE guide

Download our FREE guide by entering your details below

Email

Privacy Policy I understand and agree to nurtureuk's privacy policy.

Marketing Consent I would like to receive additional information and promotions from nurtureuk.

Claim your FREE download

Lead magnet

Below is a screen shot of the lead magnet we'll use at top of funnel to drive email captures





An Educator's guide to Encouraging positive behaviour in the classroom



Content

01

Pupil behaviour: top tips for educators

Our advice for encouraging positive behaviour in the classroom.

02

Helping children regulate

Support children to cope with big emotions like anger and come back to a place of calm and readiness to learn.

03

Understanding the drivers behind behaviour

We've compiled a list of questions to ask when observing a child's behaviour.

Pupil Behaviour: Tips for educators



Build strong, positive relationships with your pupils

Amongst the pressure to raise attainment, meet learning targets, and reverse the attendance crisis, building good relationships with pupils can seem like a nice-to-have that is not top priority. But children can't learn effectively if their wellbeing isn't supported, and good relationships are foundational to wellbeing. Pupils are far more likely to follow your lead and meet expectations if they enjoy positive, respectful relationships with you. This is what is known as a relational approach.



Greet children warmly when they arrive

This might sound simple and rather obvious - but it can be easily forgotten during a busy lesson change or when parents are vying for your attention at the school gate. Welcoming pupils kindly and individually, where possible, can be incredibly soothing and calming for those feeling anxious, angry or upset, and helps set the tone for the day or lesson.



Set clear expectations

Adults must teach children what appropriate behaviour looks like by explaining it and demonstrating it. Set expectations early and make them clear and easy to understand. Simple is best - try creating a short code of conduct which can be displayed visibly in the classroom, and reference it regularly, celebrating achievements and praising pupils who demonstrate the expected behaviours.



Create a safe and welcoming environment

A school or classroom environment should be inviting and nurturing for all. Create predictable routines that are explained and practised - a visual timetable can help. Adults and environments that are reliable and consistent make for calmer children. Try to incorporate quiet zones in classrooms if possible, where pupils can go to regulate if overwhelmed.



All behaviour is communication

Understanding the drivers behind challenging behaviour does not excuse the behaviour or mean we accept it, but gives us the best chance of actually helping a child to resolve issues and become ready to learn. Our Boxall Profile® tool helps you to assess pupils' emotional and behavioural development. It allows you to easily identify the social and emotional skills gaps that can lead to challenging behaviour and helps you to create learning plans, set targets and track progress. The Boxall Profile® Online is being used successfully by thousands of educators just like you, as the vital first step to improving behaviour, attendance and attainment.

Helping children regulate

The traffic light system

This presents young people with a means of identifying, analysing and subsequently deescalating strong feelings. It is a clear visual image of how strong feelings can be managed as follows:

- The red light indicates the stop and think stage in which the pupil's identify the problem - what is the problem? How do I feel?
- The amber light represents the wait and plan stage - what should I do? Who can help me? What are the consequences?
- The green light represents the go stage - try out your plan, go for it, reflect and evaluate.



Developing a script

Pupils can also develop their own personal calming down script in order to diffuse a situation when they find themselves becoming angry. This can be written down onto a small card and kept somewhere safe.

The traffic light strategy can be used as a visual reminder in the form of a book mark or presented in poster form in a range of contexts around the school. We've created a handy printable version for you on the next page.

Change your thinking
Once pupils know what their triggers are they can then begin to change how they think about them by creating a new script. It is useful to present opportunities for triggers to be identified and for young people to then identify what they think and do as a result of these triggers. In true solution focused fashion they can then proceed to think and articulate what they could do differently, how they could think differently, how they could respond differently in the future.





My traffic light system



Stop and think stage

What is the problem?
How do I feel?

Wait and plan stage

What should I do?
Who can help me?
What are the consequences?

Go

Try out your plan, go for it, reflect and evaluate.



Understanding the drivers behind behaviour

Questions to ask when observing a child

The first step to encouraging positive behaviour is to understand what is currently happening and what a child is communicating. Basic questions to ask yourself when observing a child's behaviour are:

- Are they engaged with learning in the classroom?
- Are there particular times in the day or certain activities which trigger dysregulated behaviours?
- Is their behaviour communicating a need for attention?
- Do they have low self-worth or mistrust adults?
- Is there a sensory difficulty?
- Are they tired or hungry?
- Are the school's expectations clear and displayed, on the walls, referred to regularly by all staff consistently (it is the behaviour not the child that is in question).
- Is the behaviour policy up-to-date and understood by all and is it a working document that is updated regularly? Does it reference a relational approach?

Problem solving framework

Problem solving frameworks are also useful in terms of identifying the following:

- What are the problems?
- What are the feelings?
- What can they do?
- How can they think differently?
- Who can help them?

Stop and think and make a plan.

Try it out.

- When will they know that the problem's been solved?
- What will be different?

This kind of framework is also particularly useful in ensuring solution focused mentality is encouraged and maintained.



Using 'I' messages

Young people can formulate an 'I' message which can replace negative responses or statements. For example, if someone is attempting to pick a fight with them or if someone is doing something that is beginning to make them angry they can rehearse an 'I' statement such as "I would like you to stop that now because you are making me feel angry" or "I don't like what you are doing please stop it" etc.

Using exercise

Running out your anger or engaging in some form of exercise is particularly helpful as it produces the feel good chemical endorphin alongside having a further positive pay off in terms of keeping you fit and reasonably well.

Using the tension scale

Pupils can imagine a tension scale from 0-10 (10 being the most upset or angry that they could feel and 0 being the state when physiologically they are back to normal).

They can then proceed through a series of steps:

1. I am upset because
2. I am at point... on the scale
3. To get down to point... I need to...
4. To get down to point 0 I need to...
5. When I am on 0 I will feel...



Using a relaxation script

Pupils can be provided with a relaxation script which they can practise on a regular basis.

Tensing and releasing muscles in each part of their body in turn.

This can either be read aloud to them or they can commit the script to memory. This can be something they use prior to entering a more stressful situation or subsequent to experiencing a real pressure on their ability to cope and manage their behaviours effectively.



Use of distraction

Adults in a situation can often help a pupil by distracting them to another activity if they can see that they are becoming angry or stressed by a situation or event.

Pupils can also make use of distraction for themselves recognising the trigger to anger and immediately distracting themselves from the situation by engaging in a more positive activity.



Use of relocation or stepping away

If things get really stressful pupils may wish to opt to take some time away from a situation.

Individuals can be issued with cards or some other means of indicating to the member of staff that they need to take some time to themselves in order to calm down.

