The international success story of the KiVa antibullying program

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The KiVa antibullying program

KiVa is an innovative, award-winning, evidence-based antibullying program which has been developed using cutting-edge research on bullying and its mechanisms. KiVa is implemented world-wide from Finland to New Zealand, from Chile to the UK.

In Finland, now used by 40% of schools providing comprehensive education (basic education, grades 1-9)
What is bullying?

Systematic aggressive behavior against a person who finds it difficult to defend him/herself against the perpetrator(s)

Repeated attacks and power differential are central features

Universal phenomenon; about 10% of children and adolescents worldwide are systematically bullied
Background of KiVa: The social architecture of bullying

Participant roles in bullying (Salmivalli et al., 1996)

- 7% Assistants of the bully
- 17% Defenders of the bullied students
- 20% Reinforcers of the bully
- 24% Outsiders

8% 12%
"In the end, we will remember not the words of our enemies, but the silence of our friends."

Martin Luther King
Goals of KiVa

1. Prevention
2. Intervention
3. Minimizing the negative effects of bullying
The main components of KiVa

KiVa includes both universal and indicated actions.

The universal actions, such as the KiVa curriculum (student lessons and online games), are directed at all students, and focus mainly on preventing bullying.

The indicated actions are to be used when a bullying case has emerged. They are targeted at children and adolescents who have been involved in bullying as perpetrators or bullied students, as well as several classmates who are challenged to support the bullied student.
What you will get?

KiVa is a whole-school program with targeted materials for various age groups:

» Unit 1 is for children of 6–9 years of age

» Unit 2 is for children of 10–12 years of age

» Unit 3 is for children of 13–16 years of age
KiVa provides a large amount of concrete, well-structured tools for teachers, students and parents. KiVa folders for teachers include teacher manuals and flashcards to be used in various hands-on exercises with students.

KiVa also provides a parent’s guide (print and online versions) and posters for the schools.
KiVa provides local KiVa website and extranet, videos, online surveys for students and staff, presentation graphics as well as computer games.
Strong evidence of effectiveness

KiVa is based on decades of research on bullying and its mechanisms. The effects of the KiVa antibullying program have been evaluated and proved in numerous studies.
Strong evidence of effectiveness

Importantly, KiVa not only reduces bullying and victimization but also improves psychosocial well-being, school liking and motivation to learn!

KiVa also influenced children’s perceptions on their teachers’ attitudes, how well the teacher is able to do to reduce bullying, teachers self-evaluated competence to tackle bullying, and teacher perceptions of bullying.
Licensed Partnership

KiVa is distributed internationally via licensed partner organisations
At the moment present in 20 countries
For more information contact

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