

MAX'S UNBULLY MANUAL



For more information on Max and
Me, please visit
www.maxandme.co.za or email
Max@Maxandme.co.za



IN PARTNERSHIP WITH

A Max & Me emotional resilience resource, created in partnership with PnP School Club, and proudly brought to you by



BULLYING DOESN'T
WIN WHEN WE PAUSE
AND CHOOSE
KINDNESS.





MAX'S UNBULLY MANUAL

BULLYING DOESN'T WIN
WHEN WE PAUSE AND
CHOOSE KINDNESS.



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Hi there!

We know that sometimes bullies can make school and life feel tricky or even scary. That's why we made this manual - to help you feel brave, strong, and ready to handle tricky situations.

This guide isn't just about avoiding bullies. It's about standing up for yourself, saying what you mean, and feeling confident, all while having fun along the way.

And now... it's time to meet someone very special who will help you through the next part!

Stand up and stand strong!



Adrie & Natalie (and Max!)



Hello, hero! 🐾

I'm Max, and I'm here to take you through the UnBully Manual. I won't be doing it alone — I have some amazing friends who will help you on this journey.

We're going to be very practical, but remember: when a bully is standing in front of you, no amount of "textbook knowledge" will help. That's why we'll start with a story — it's the best way to see how real situations work and how you can stand strong.

Let's go!



MEET OUR FRIENDS



MAX

"Hallo! I'm Max – happy to meet you! Let's explore the wonderful world of emotions together. Big, small, happy, or tricky – I'll be your emotion buddy on this journey!"

MISS MENO



Oh dear. It's me, Miss Meno. I feel everything... all at once... and usually quite dramatically. Sometimes I cry during happy songs and forget what I'm saying mid-sentence. But Max helps me pause and breathe – and GOGO? Well, he reminds me I'm not going completely mad.

MR P

Well, hello there! Mr. P here, Max's bestie, ultimate wingman, and the guy who just has to test everything (*sometimes with disastrous results*). I ask way too many questions, stir up a little mischief, and definitely haven't mastered this whole 'emotional maturity' thing. But hey, that's what makes life fun, right?



GOGO

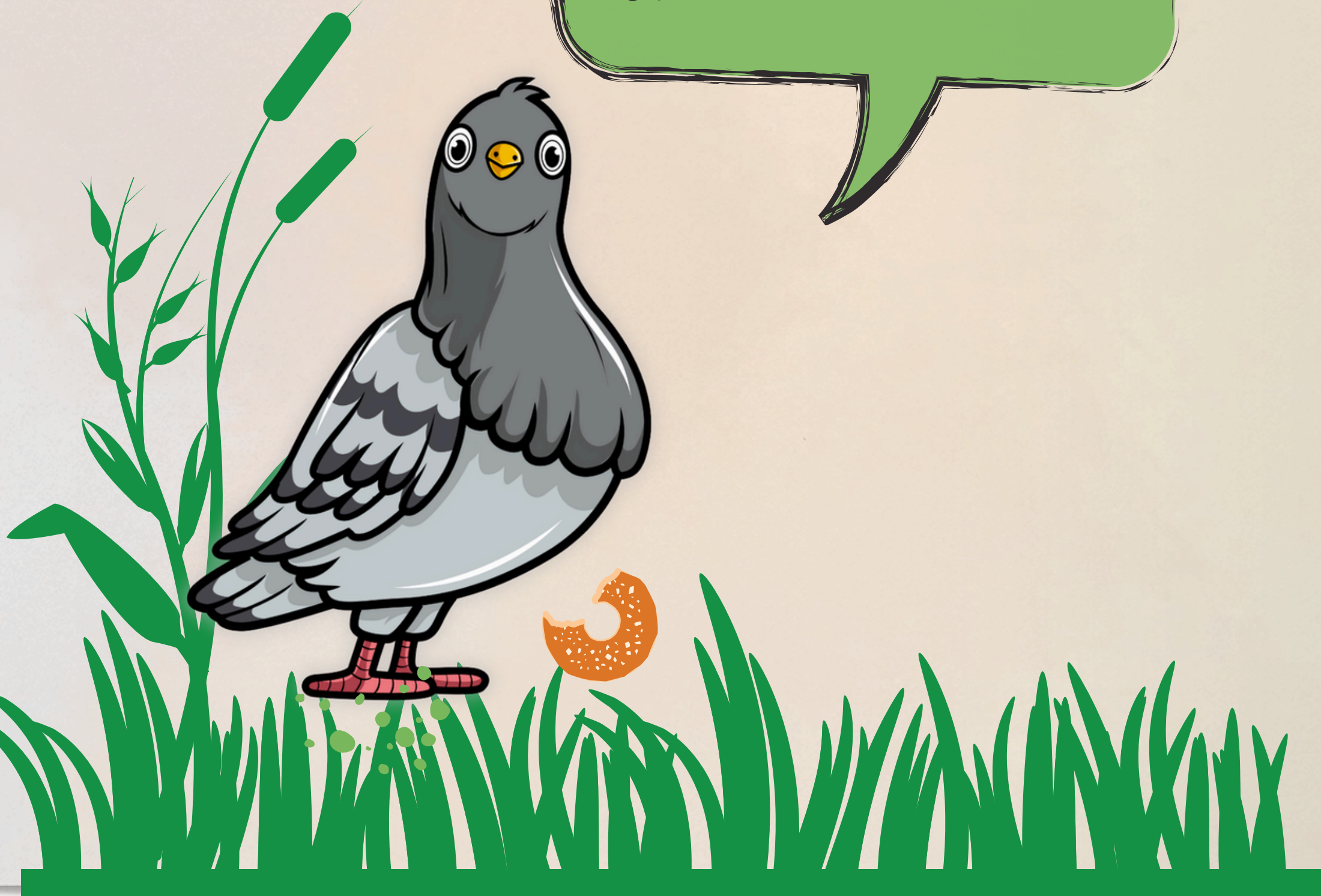
PSSST...

I'm Gecko, but my friends call me Gogo. I whisper helpful stuff when your brain gets all fizzy. I'm not easy to find... But I'm always close by. Spot me if you can!



STORY-TIME

HELPING KIDS
RESPOND TO
BULLYING WITH
CALM COURAGE



Max and Me: Quiet is Powerful is a heartwarming tale about staying calm, choosing kindness, and standing up for what’s right. When fear spreads in the schoolyard, Max doesn’t bark — he pauses. With calm courage and crumb-covered commentary from Mr P, this story introduces the PausePad method: a simple way to take a breath and be brave in your own quiet way. Sometimes, the strongest voice is the one that whispers: “I know who I am.”



QUIET IS POWERFUL

It was just after lunch when Max and Mr P were walking through the schoolyard. The sun warmed Max's round bulldog belly, while Mr P — still holding a half-eaten doughnut — grumbled about crumbs not being appreciated enough.

Then came a sharp bark from behind the bike shed.

"Oi! What are you looking at?"

A nervous little dog backed up as a large grey street-dog stepped forward. He had a scar across his nose and eyes that had seen far too much.



"That's Rocco," whispered Mr P, fluttering up to Max's shoulder. "Third school this year. Everyone says he's trouble." Just then, Miss Meno rushed past in a flurry of scarves and feelings. "Oh dear oh dear oh dear!" she gasped, dramatically patting her chest. "Trouble near the bike shed! I knew I felt a spike in tension. My knees always tingle before a disaster." Mr P rolled his eyes. "Here we go..." But Max didn't move. He stood still for a moment — then slowly walked over. Not barking. Not growling. Just walking.

**"THAT'S ROCCO," THIRD
SCHOOL THIS YEAR.
EVERYONE SAYS HE'S
TROUBLE."**



Rocco narrowed his eyes. "You want some of this, short legs?"

Max stopped a few steps away.

"I saw what you did," he said calmly. "And I'm not scared of you. But I won't let you bark at my friends."

Rocco snorted. "Think you're better than me, Bulldog?"

"No," said Max. "I just know who I am."

Still. Calm. Solid as stone.

From somewhere in the shadows, a quiet voice whispered:

"STILLNESS IS STRENGTH.
SILENCE IS A CHOICE."





It was GoGo, the wise gecko, barely visible on the wall. His voice was almost nothing — but it made everyone pause.

Rocco blinked. Then made a rude noise and turned away, mumbling something about “weirdos with pride”.

Mr P flapped back down. “You didn’t even bark once.”

Max smiled. “Didn’t need to. Barking’s for when it really matters.”

Mr P nodded. “And when you do bark...?”

Max’s eyes twinkled. “Everyone knows I mean it.”

TILL NEXT TIME!

REFLECT

Max the English Bulldog is not the loudest dog on the street. He doesn't bark at everything, and he doesn't try to scare others with his teeth. Instead, Max has discovered something powerful: when he feels upset, he goes to his PausePad first. **The PausePad** is Max's special tool. It reminds him that strength is not always about being the loudest or the toughest. Strength is about choosing your response instead of reacting quickly. This is called quiet power.



Discussion question:

When was a time you stayed calm instead of reacting right away? How did it change the situation?

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WHAT IS BULLYING?

Bullying is different from a normal fight or argument. A fight might happen once, and both people might be upset. But bullying is:

- **Repeated** (it happens again and again),
- **On purpose** (the person wants to hurt or control),
- **One-sided** (the bully has more power and uses it against someone else).



The five faces of bullying:

1. **Physical** – hitting, pushing, tripping, breaking belongings.
2. **Verbal** – name-calling, threats, insults, teasing.
3. **Social** – leaving someone out, spreading rumours, embarrassing them in front of others.
4. **Online** (cyberbullying) – sending mean messages, creating fake accounts, posting hurtful pictures.
5. **Targeting differences** – mocking someone's race, language, religion, disability, body shape, clothing, or family situation.

Class activity: Write short scenarios on cards (e.g., “Someone kicks another child’s lunchbox,” “A group makes a WhatsApp group to tease a classmate”) and let learners sort them into the five categories.

WHAT ARE THE SIGNS OF BULLYING?

Look out for these signs, each person deals with stress differently so the most important thing is to make sure you talk to your children or pupils all the time. Some things to keep an eye out for is/

- Feeling anxious or sick before school
- Wanting to hide, cry, or stay home
- Losing confidence or feeling alone
- Being teased, pushed, or ignored
- Getting nasty messages or comments

WHERE DOES BULLYING TAKE PLACE?

Bullying can happen **anywhere** and at **any time**.

Classroom

Playground

School gate

Park

Social Media

Even at work or at home!

If this is you —
speak to someone.
You are not alone.



PAUSEPAD POWER

Max's PausePad gives kids a clear step-by-step way to deal with strong emotions. The five steps are:

- **Time it** – Stop and give yourself space. Count to 10, step back, or imagine pressing pause.
- **Name it** – Say the feeling to yourself or out loud: I feel / scared / angry. Naming feelings takes away some of their power.
- **Feel it** – Notice how the feeling shows up in your body. Is your stomach tight? Are your fists clenched? Is your face hot?
- **Move it** – Don't trap the feeling inside. Do deep breaths, stretch your arms, squeeze a stress ball, or even train your body with strong stances to remind yourself that you are safe and capable.

- **Calm it** – Remind yourself: "I don't need to react right now. I can choose a response that keeps me safe. Sometimes the bully is the one who is hurting inside."

Tools to help:

- Hug the PausePad pillow – a soft space to release feelings.
- Look into the PausePad mirror – ask yourself, "Is it me? Do I need to change, or is this someone else's behaviour?"

Teacher tip: Practise the steps as a whole class. Say each step together and let learners act it out.

WHAT IF I AM BULLIED?



Being bullied can feel scary, lonely, or embarrassing. Here's what children should remember:

- Use the PausePad steps first to stay calm.
- Stand tall: good posture, strong voice, look them in the eye.
- Say clearly: "Stop. That's not okay."
- If the bullying continues, tell a trusted adult—a teacher, counsellor, parent, or coach.
- Speaking up is brave, not weak.

Role-play activity: In pairs, one learner practises saying "Stop" in a confident voice while the other pretends to be the bully. Then swap roles.

WHAT IF I AM THE BULLY?

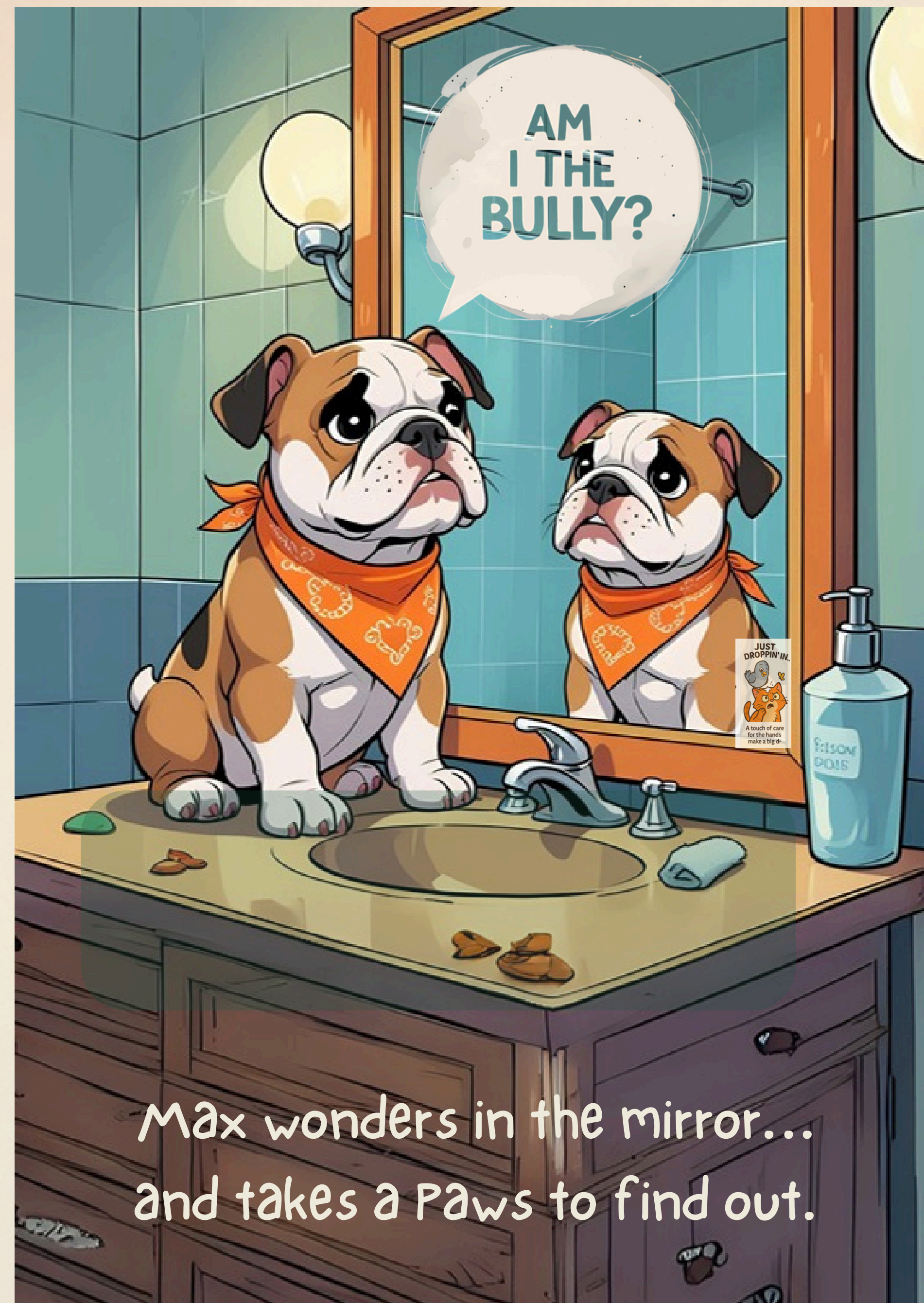
Sometimes children realise: "I was unkind today... maybe I was the bully."

This takes courage.

Steps for self-reflection:

- Pause and name your feelings. Were you jealous? Angry? Feeling left out?
- Ask: "Why am I doing this? What am I really feeling inside?"
- Use the PausePad mirror. Look yourself in the eye and see who you WANT to be.
- Take responsibility: Say sorry. Stop the behaviour. Repair the harm.
- Remember: Brave kids admit mistakes and make them right.

Reflection question: Have you ever said something you didn't mean when you were upset? How did you fix it?



Max wonders in the mirror...
and takes a Paws to find out.

FOR TEACHERS & PARENTS

When a child confesses, "I think I'm the bully," adults should:

- Stay calm. Do not shame or punish immediately.
- Use the PausePad steps to guide them:
- "What were you feeling?"
- "What could you do differently next time?"
- Encourage repair: an apology plus an action (e.g., including the child they excluded, helping rebuild trust).
- Teach empathy: role-play how it feels to be in the other person's shoes.



Miss Meno's reminder:

"Remember your own emotions. If you are angry or triggered, pause before guiding children. Children feel our energy more than our words."



BE AN UPSTANDER

Bystanders (*those who watch*) can either add to the harm or help stop it.

Upstanders choose kindness and courage.

Ways to be an upstander:

- Don't laugh, clap, or cheer.
- Stand next to the child being bullied. Sometimes just one person standing with them changes everything.
- Call for help from an adult.
- Use kindness as a superpower and invite the child to join your group, smile, or show support.

Be Kind



Class Activity:

Split the class into two groups. One group acts out a bullying scene with bystanders. The second group shows how upstanders change the outcome. Discuss the difference.

PREVENTiON = RESiLiENCE

- The best way to stop bullying is to build a culture where kindness and emotional strength are normal.
- Prevention strategies:
- Practise PausePad daily—make it part of class routines.
- Strengthen body, mind, and emotions through sports, creativity, and mindfulness.
- Celebrate differences: let children share their culture, talents, and family traditions.
- Create PausePad corners at school or home with calming tools like cushions, posters, or breathing cards.
- Keep conversations open—silence gives bullies power. Encourage children to talk when something feels wrong.



Teacher Tip:

End each week with a “PausePad Circle” where every learner shares one moment they showed kindness or used a PausePad step.



**TO REPORT CHILD ABUSE OR NEGLECT:
076 900 7151 |
REPORT@CHILDPROTECTIONHOTLINE.CO.ZA**

PSSST...

BUT WHAT IF YOU ARE
THE BULLY?



WHERE TO GET HELP

☎ Childline South Africa — 116 (free call)
💬 WhatsApp / SMS / Call — 076 037 6345

🌐 Badisa — Contact a social worker for guidance
at your local Badisa Office — www.badia.org.ca

☎ SADAG — 0800 456 789

☎ I am Youth
💬 WhatsApp / SMS / Call — +27 12 334 1376

☎ Youth Counselling:
WhatsApp / SMS / Call — 076 037 6345

Or speak to a trusted adult — a teacher, caregiver,
or school counsellor.

MAX & ME SHOP

Thanks for reading with Max (and me!)
Now meet our pawsome Emotion Pillows soft, squishy Tag-Along Tools for big feelings.

Each Max helps kids pause, reset, and feel supported:

- Angry Max – Punch it out (gently!).
- Sad Max – Hug it out.
- Sleepy Max – Drift off in a cuddle.
- Quiet Max – Just be still.
- Active Max – Wiggle it out.
- Screamer Max – Let it out, silently.

And lovely pillows of our friends too!

There's a Max for every mood — because all feelings are welcome here.



ORDER NOW

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MAX & me

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UnBully
 See a bully. Stop a bully.

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UnBully
 See a bully. Stop a bully.

It, Name it, Feel it, Move it, Calm it, Time it

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