



MEDIA RELEASE: Monday, 30 March 2026

Go BLUE to end bullying: Adults worry about devices, but new poll reveals the real problem kids & teens face is social exclusion

Dolly's Dream launches 2026 Do It For Dolly Day campaign today calling on all Australians to hold a fundraiser, donate and 'Go BLUE' on Friday, 8 May: doitfordollyday.org.au

New polling from Dolly's Dream exposes a blind spot in how adults understand bullying today - and it's driving the urgent need for this year's Do It For Dolly Day campaign.

A social media poll conducted by Dolly's Dream this month of 270 Australian adults and teens across Instagram, Facebook and TikTok found that while the majority of adults (52%) believe cyberbullying is the most common form of bullying in Australian schools, young people themselves tell a very different story. On TikTok, an overwhelming 92% of respondents said social bullying - exclusion, rumour-spreading and being left out - is what they witness most often.

The findings align with the recent [Final Report from the Anti-Bullying Rapid Review](#), which warns that social bullying often leaves no physical marks, making it harder for adults to spot than the fights of past generations or the screenshots of cyber abuse. This report found that 1 in 4 Australian students are being bullied and that bullied children are up to 6 times more likely to harm themselves.

Today, Dolly's Dream officially launches the 2026 Do It For Dolly Day campaign, calling on schools, workplaces, communities and families to register now and 'Go BLUE to End Bullying' on Friday 8 May.

Now in its eighth year, the national day of action aims to raise over \$2 million for the first time to fund critical support programs, including in-school bullying education workshops and the 13 DOLLY bullying support line and web chat service for kids, teens and parents.

From today, Dolly's Dream will run ads across cinemas, shopping centres and billboards to help amplify its message and drive donations through to May 8.

Every donation supports Dolly's Dream's mission to end bullying across Australia, funding vital initiatives including school and parent workshops, the free 13 DOLLY Bullying Support Line, and its online webchat service.

Key findings:

- **Adults look to screens:** 52% of those polled on Instagram and Facebook believe cyberbullying is the biggest issue for students today
- **Young people point to the schoolyard:** 92% of those polled on TikTok say social bullying - like exclusion and rumours - happens most
- **The advice gap:** When a child is bullied, 51% of adults say they would advise reporting to a teacher, while 38% would tell them to speak up for themselves.

Quote attributable to Sally Sweeney, Head of Dolly's Dream:

"Parents are right to be worried about what happens on devices, but this poll is a wake-up call. The most common form of bullying today is happening through exclusion and whispers. It's invisible to adults, but

Media contact: Chloe Cornford | 0401 988 960 | chloe@upstride.com.au



deeply felt by kids. Today we are launching the 2026 Do It For Dolly Day campaign because we need to equip every family with the tools they need to help. Register now, Go BLUE on May 8, and help us raise over \$2 million to ensure no young person suffers alone."

How to support:

- **Register to fundraise:** doitfordollyday.org.au
- **Donate now:** doitfordollyday.org.au

Note to editors: Dolly's Dream kindly requests that the 13 DOLLY bullying support line details (13 36 559) be included in any reporting on bullying.

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