

# R4 Framework Overview

A complete operating system for bullying prevention in schools.

2026 Edition · Confidential · thebullyeffect.com

## THE PROBLEM

Bullying has evolved into group chats, screenshots, AI deepfakes, and anonymous platforms. Most school policies were designed for an earlier era. Staff hesitate because they lack clear protocols. Parents escalate publicly when they don't see structured responses. Traditional awareness programmes create posters, not operational change.

**R4 exists to close this gap — by giving schools the structured systems that protect students, reduce institutional risk, and create genuinely safe learning environments.**

## THE 2026 DEFINITION

**Bullying is repeated or high-impact behaviour that exploits power, status, access, or anonymity — whether physical, verbal, relational, or digital — to cause harm, distress, or exclusion.**

Includes AI-assisted harm, high-impact single incidents, coercive control, and digital harm.

## HOW R4 WAS DEVELOPED

<b>Comparative Model Analysis</b>	Olweus, KiVa, PBIS, Second Step — strengths mapped, gaps identified
<b>Regulatory Framework Review</b>	KHDA, ISI, Ofsted-style inspection expectations analysed and mapped
<b>Digital Threat Analysis</b>	AI-assisted harm, platform dynamics, evidence fabrication
<b>Practitioner Consultation</b>	Senior educators, safeguarding professionals, field observation

## THE FOUR PILLARS

# Recognise - Respond - Restore - Reduce Risk

Each pillar is an operational layer with specific protocols, training requirements, and evidence outputs.

### 1 **RECOGNISE** *Early Detection & Pattern Literacy*

- Unified behaviour taxonomy: physical, verbal, relational, digital, identity-based, sexualised, coercive
- Platform Awareness Matrix: WhatsApp, Discord, Instagram, TikTok, anonymous tools, school LMS
- Three-level Severity Ladder: Early Risk → Escalating Harm → High Risk (each triggers specific actions)
- Multi-channel reporting: trusted adult, digital form, anonymous drop, peer ambassador, parent channel
- Every report acknowledged within 24 hours

### 2 **RESPOND** *Rapid, Consistent, Documented Action*

- 24-Hour Response Protocol: 0–2hrs safety check → 2–12hrs triage → 12–24hrs action plan
- Evidence Protocol: screenshot, save, do not forward, report immediately
- Role-Based Response: teacher (contain + refer), safeguarding lead, counsellor, leadership
- Consequence Framework: proportionate, escalating, educational, and documented

### 3 **RESTORE** *Repair, Rebuild, Reinforce*

- Target Support Plan: safety mapping, trusted allies, check-ins, 6-week minimum monitoring
- Behaviour Change Plan: empathy training, impulse control, digital ethics, progress reviews
- Bystander Reintegration: guidance on stopping gossip, rebuilding trust, safe inclusion
- Restorative Practice: conditional, voluntary, never forced — only when safe

### 4 **REDUCE RISK** *Environmental & Cultural Design*

- Hotspot Management: corridors, changing rooms, buses, lunch areas, online peak times
- Digital Citizenship: screenshot ethics, group chat responsibility, AI misuse risks
- Bystander Norms Programme: interrupting harm, refusing to forward, reporting early
- Parent Partnership: device agreements, group chat rules, escalation flowcharts
- Staff Micro-Scripts: consistent, trained responses for immediate use

## THE DIGITAL REALITY LAYER

# Cross-Pillar: AI & Digital Safeguarding

This layer overlays all four pillars and addresses threats most existing frameworks were not designed for:

Impersonation & identity theft · Deepfakes (image, video, audio) · Voice cloning · Fake screenshots & doctored evidence  
Doxxing & personal information exposure · Pile-ons & coordinated harassment · Cancel culture dynamics

**Annual Review Mechanism** Updated every year. A static framework is a failed framework.

---

## 12-MONTH IMPLEMENTATION

- 1 Foundation** Months 1–3  
Diagnostic audit · Policy alignment · Leadership session · Staff Modules 1–2 · Reporting channels live
- 2 Build** Months 4–6  
Staff Modules 3–6 · Student curriculum · Parent workshops (T1–T2) · Dashboard operational
- 3 Embed** Months 7–9  
Staff Modules 7–8 + certification · Peer ambassadors · T3 parent workshop · Trend analysis
- 4 Optimise** Months 10–12  
Full evaluation · Governor reporting · Inspection evidence file · Year 2 planning

---

## WHAT SCHOOLS RECEIVE

<b>Policy</b>	Complete R4 policy, customised and mapped to your inspection body
<b>Staff Training</b>	18-hour certification (8 modules), Certified R4 Practitioner designation
<b>Student Curriculum</b>	Early Years (6 sessions, ages 3–5), Primary (12 sessions, ages 6–11), Secondary (14 sessions, age...)
<b>Parent Partnership</b>	3-tier workshop series + Parent Toolkit (playbook, scripts, AI guide, checklists)
<b>Digital Systems</b>	Reporting architecture, incident logging, governance dashboard
<b>Ongoing Support</b>	Quarterly check-ins, annual AI/platform update, priority advisory
<b>Evidence Architecture</b>	Inspection-ready documentation: incident logs, response timelines, training register, risk audits

INSPECTION ALIGNMENT

## Built for Inspectors, Not Just Educators

R4 generates the evidence that inspection bodies assess. Every protocol produces a document.

How do students report?	Multi-channel architecture with 24-hour acknowledgement
What happens when they report?	24-hour response protocol, time-stamped, role-assigned
How do you know it works?	Governance dashboard: trends, response times, recurrence rates
How do you address digital harm?	Platform-specific protocols, AI threat awareness, evidence handling
How are parents engaged?	3-tier workshops, parent toolkit, escalation prevention
What training have staff completed?	18-hour certification, completion register, CPD records
How do governors oversee safeguarding?	Termly reports via dashboard exports and anonymised data

WHAT MAKES R4 DIFFERENT

	Traditional Programmes	R4 Framework
Focus	Awareness & kindness	<b>Systems &amp; implementation</b>
Deliverable	Curriculum or talks	<b>Complete operating system</b>
Digital	Generic safety tips	<b>Platform-specific, AI-ready</b>
Sustainability	Fades after programme ends	<b>Built into operations</b>
Parent engagement	Optional evening session	<b>3-tier partnership programme</b>
Student curriculum	One-size-fits-all or none	<b>Ages 3–18, 32 sessions, 3 stages</b>
Inspection readiness	Policy document only	<b>Evidence-generating system</b>

NEXT STEP

## See how R4 maps to your school.

Book a consultation · [hello@thebullyeffect.com](mailto:hello@thebullyeffect.com) · [thebullyeffect.com](https://thebullyeffect.com)