



2nd October 2008

Prime Minister states he takes the issue of Workplace bullying very seriously

Gordon Brown has assured Lyn Witheridge the CEO and founder of the Andrea Adams Trust, the UK's leading authority on workplace bullying and the campaigning Charity spearheading national Ban Bullying at Work Day that he takes the issue very seriously and is pleased that individual Government Departments have chosen to support this important day.

Whilst acknowledging Gordon Brown's supportive words, Lyn commented that sadly words are not enough, action is now required as the findings of current research is showing significant increases in workplace bullying. This is both costly and damaging for UK plc.

Witheridge continued, "Leaving aside for a moment the damaging emotional aspect of bullying and the traumatic effect it can have on individuals, it is clear that many organisational heads now acknowledge that bullying behaviour in the workplace can lead to huge potential costs, is the cause of much corporate dysfunction, takes many forms and has deep repercussions."

Where symptoms of organisational and sociological ill health are in evidence, intervention is required, not to blame and attack, but to better understanding what is happening in our workplaces and more importantly, identify why it is happening. With just one month to go before the sixth national Ban Bullying at Work Day on the 7th November, it is now time to come to our senses and collectively raise awareness of this insidious behaviour by doing something positive on the day,

Whilst organisational and Government Departmental heads may be quietly sympathetic, there are very few who are prepared to raise their heads above the parapet and join the campaign as they think it is tantamount to admitting they have a major problem. Nothing could be further from the truth, by having the courage to speak out and do something, they signal to all their employees that they will neither tolerate nor condone bullying in the workplace.

Witheridge concluded "Bullying requires accomplices, not only the brutality and fear that allows it to happen, but also the indifference of those who see it happening and do nothing about it. Until we all Come to Our Senses and acknowledge that bullying can take place in any workplace, at any time, we will not be any closer to dealing with the problem."

Over three million people took part in Ban Bullying at Work Day 2007. Businesses and individuals can find out more information at www.banbullyingatwork.com

For a summary please contact Charly Spry on 0770 227 1115

Notes to Editors:

The Ban Bullying at Work campaign is founded by the Andrea Adams Trust, the world's first non-political, non-profit making charity operating as the focus for the diverse and complex problems caused by bullying behaviour in the workplace.

www.andreaadamstrust.org