Call It!
Welcome Pack

Welcome to Call it!

By joining this pilot programme, you are participating in an industry-wide movement to monitor and help prevent bullying and harassment at work.

When used on a daily basis, Call It! allows you to...

ASK every one of your team members “How were you treated at work today?”

EMPOWER your team to share their experience securely and anonymously.

Become better **INFORMED** about incidents of bullying or harassment

Provide essential **SUPPORT** resources, including your Dignity at Work policy and contact details, facilitating formal reporting when an incident has occurred.

SIGNPOST external support, including mental health support.

Anonymised data will be shared with the Sir Lenny Henry Centre for Media Diversity to inform a better understanding of bullying and harassment in the film and TV industry. For more information on how the data is anonymised, see Page 15 of this guide.

How to get started

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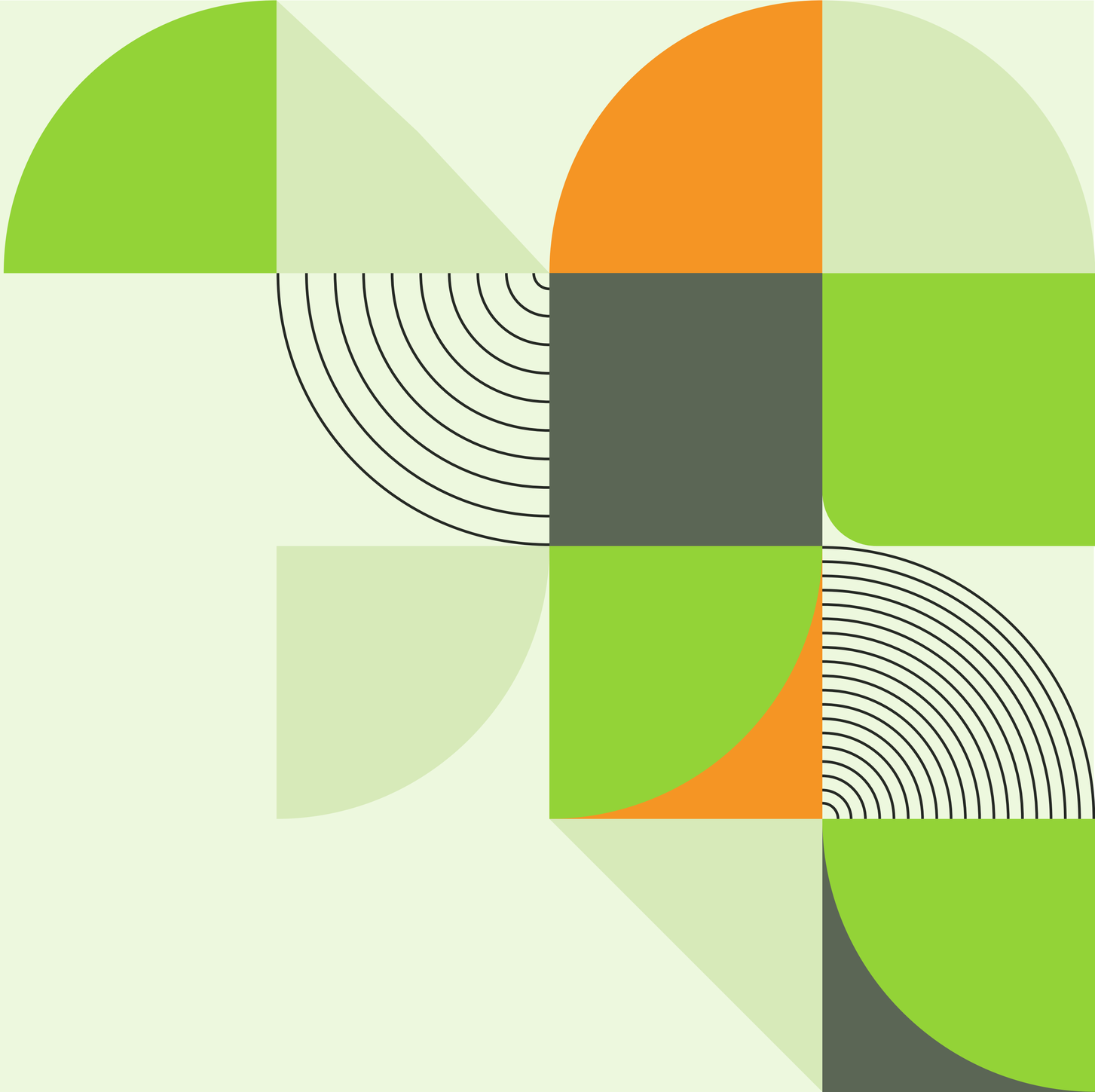
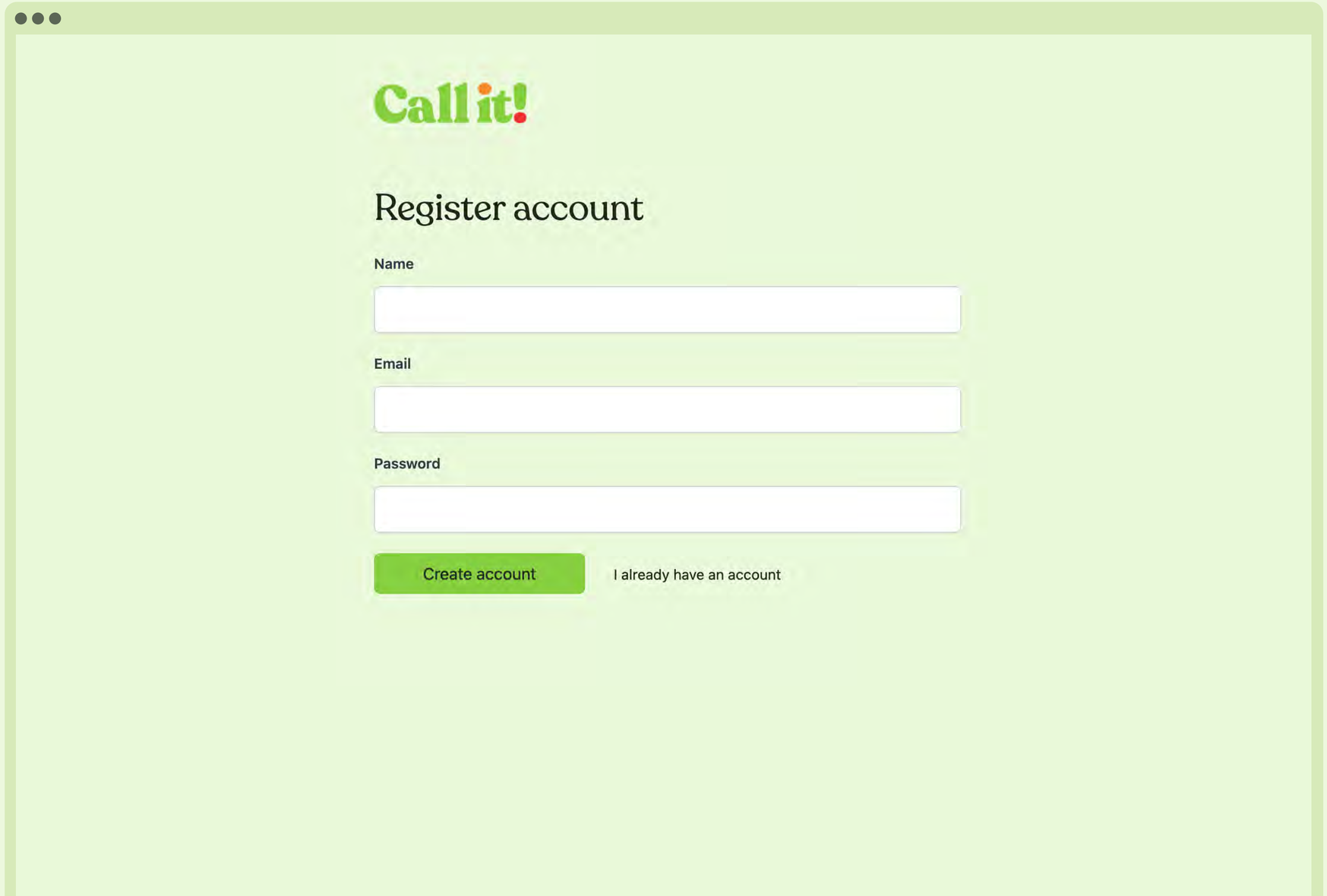
Providing Feedback to Call It!

20. Feedback



How to get started

Image - Register Account screen



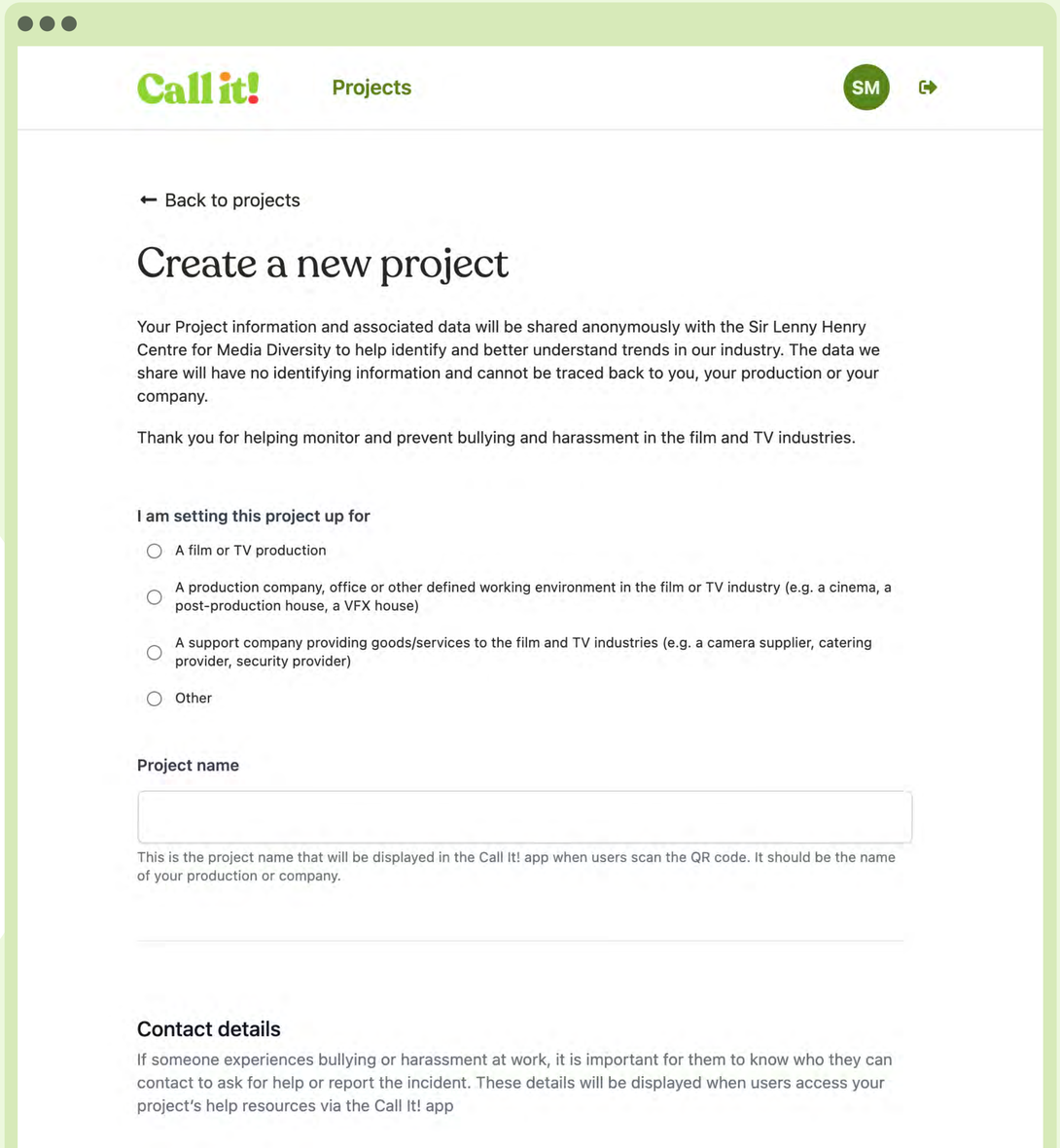
Go to https://dashboard.callitapp.org/ and register for an account. Your name, email address and password are completely confidential and are not shared with any third parties.

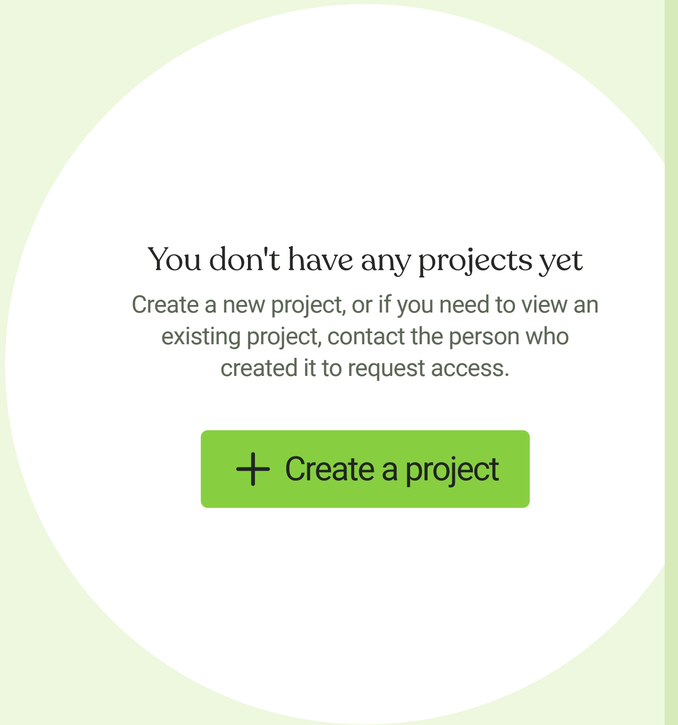
A project represents the workplace for which you would like to gather daily feedback - this could be a film or TV production, a production company, a post-production house, a catering provider, or any other kind of workplace.

You'll be asked questions to categorise your workplace, information which is important for the anonymised industry-wide data analysis led by the Sir Lenny Henry Centre for Media Diversity.

If you have any questions about the information requested during project setup or need help getting started, please let us know at help@callitapp.org

Image - Create a new project screen





Each project generates a unique QR code. Download the QR and share it with your team

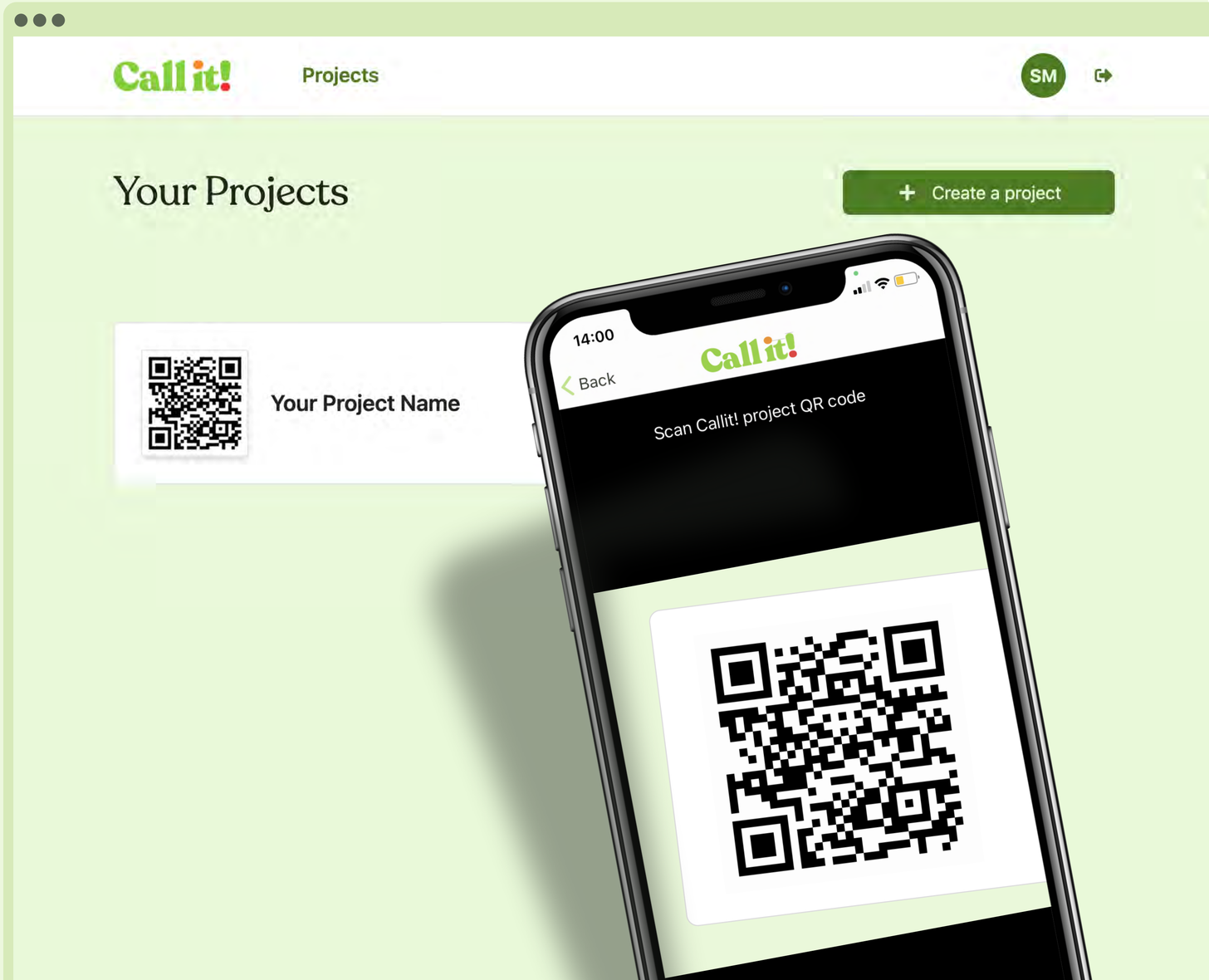
See page 9 for tips!

Your team members will (i) download the Call It! App from the App Store for iOS devices or the Google Play Store for Android phones, and (ii) scan the QR code using either the QR scanner within the app or their phone's camera. The project-specific QR code will link them anonymously with the project, and they can start to provide daily anonymised feedback.

Download the Call it! App on the App Store (iOS)
https://apps.apple.com/us/app/call-it/id1582443599

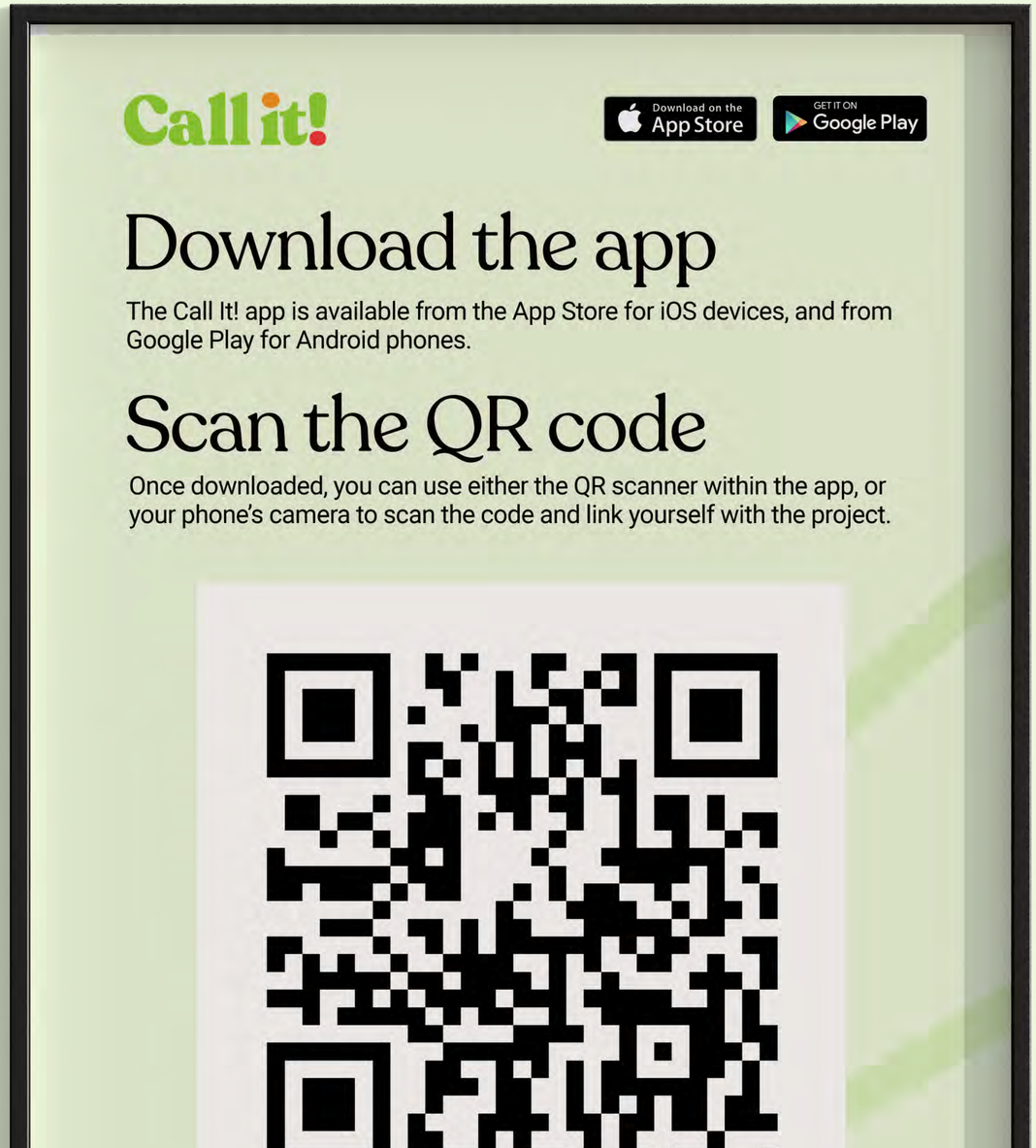
Download the Call it! App from the Google App Store (Android)
https://play.google.com/store/apps/details?id=com.callitapp

Images - Your Projects screen



Spreading the word

Image - Example of how to promote downloading the app and displaying your QR code.



The more people see, hear and talk about Call It! the more likely they will be to use it on a daily basis, as is intended.

1

Via Email

Email is the quickest and easiest way to get people started - provide links to the app stores so people can download the app, and attach an image of your unique QR code to the email so that it can be scanned from there.

2

Print out

Make your QR code as visible as possible around the workplace. From call sheets to fridge doors - anywhere people are likely to congregate on a day to day basis is a place where you can display your QR code and essential instructions.

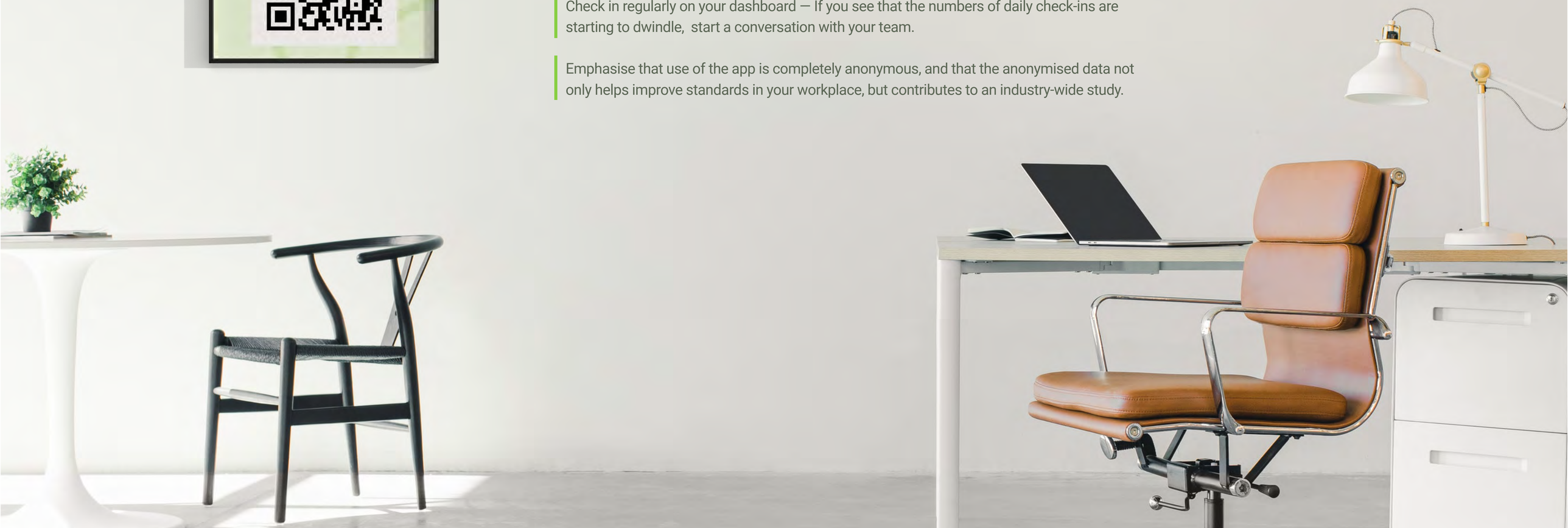
3

Word of mouth

The more you talk about it, the more the word will spread. Call It! is as much about gathering positive feedback as it is about calling out bullying and harassment, so be sure to encourage everyone to give regular feedback whether they’ve had a great day or a terrible one - it all matters.

The Call It! app has been designed to be simple and easy to use to encourage daily engagement.

- Ensure your messaging about the app emphasises the importance of using it daily.
- Encourage green lights! It's important to know when people are being treated well and we all like a pat on the back, so make sure your team recognises the value of positive feedback.
- Check in regularly on your dashboard — If you see that the numbers of daily check-ins are starting to dwindle, start a conversation with your team.
- Emphasise that use of the app is completely anonymous, and that the anonymised data not only helps improve standards in your workplace, but contributes to an industry-wide study.



Using the dashboard

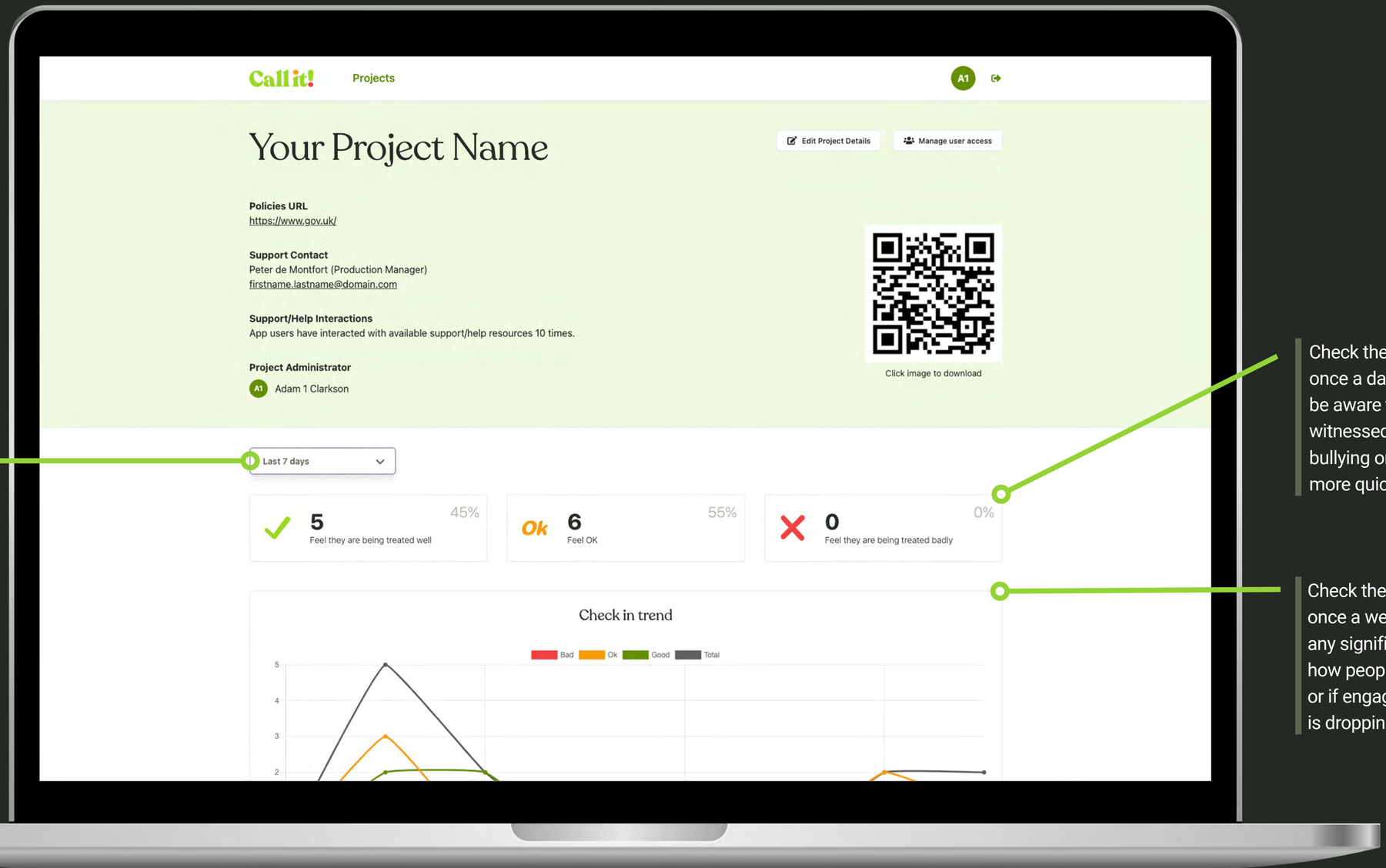
Your dashboard is a snapshot of your workplace's culture.

At a glance, you can see:

- How many people are using the app.
- How many people feel they are being treated well, ok or poorly at work.
- How many people witnessed or experienced incidents of bullying or harassment, and the nature of those incidents (e.g race, disability, sexual orientation etc).

As you gather data over time, the trend graph will allow you to see if your workplace's culture is changing, or if fewer people are engaging with the app on a daily basis.

Image - Your projects dashboard screen



Use the drop-down menu to change the date range as you view the data, so you can see long-term trends as well as daily and weekly snapshots.

Check the dashboard at least once a day - the sooner you can be aware that somebody has witnessed or experienced bullying or harassment, the more quickly you can act.

Check the trend graph at least once a week to see if there are any significant changes in how people are feeling overall or if engagement with the app is dropping.

Providing a link to your organisation's Dignity at Work policies and procedures ensures that anyone reporting a negative experience via Call It! will be signposted to these documents (immediately and confidentially).

But if you find that the anonymous data is showing signs of workplace bullying or harassment that isn't being formally reported, there are steps you can take...

TALK to your team and create opportunities for **CONVERSATIONS** in smaller groups.

ACKNOWLEDGE that not everybody feels well-treated at work and **RE-CONFIRM** your commitment to a fair working environment.

Remind your team that you take a **ZERO TOLERANCE** approach to bullying and harassment.

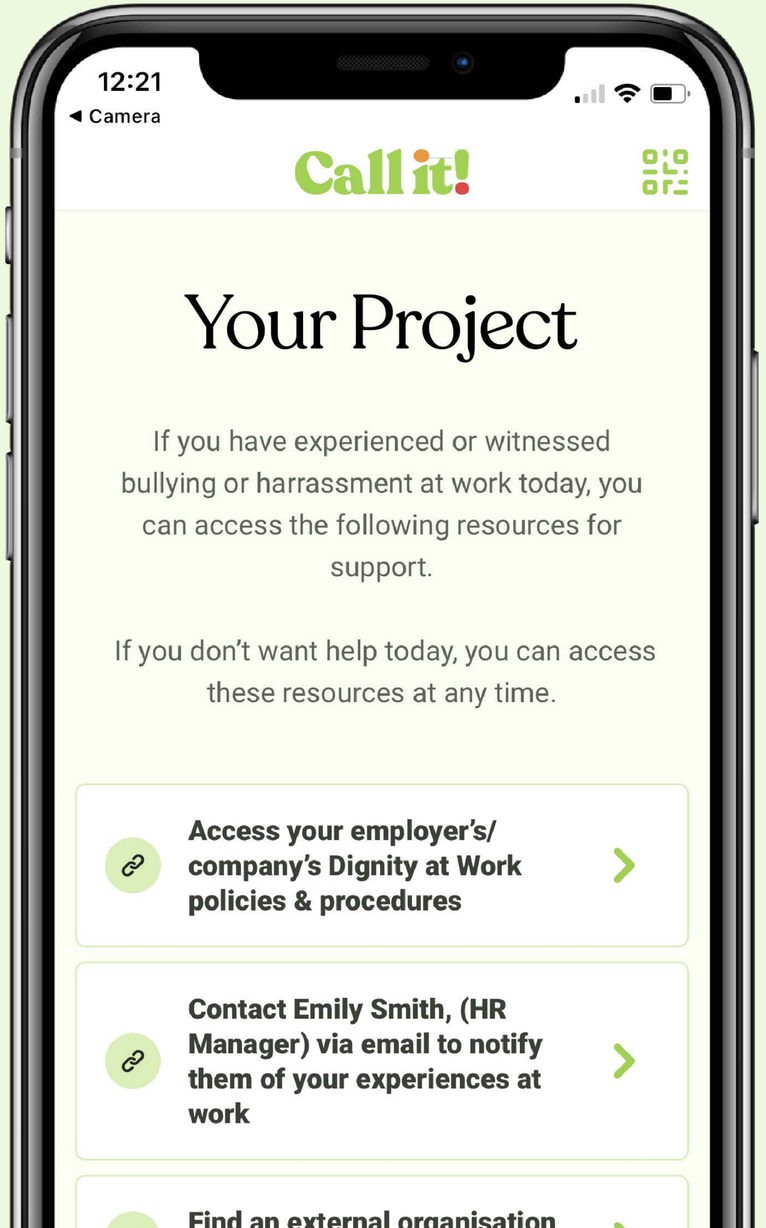
Share your **DIGNITY AT WORK** policies and procedures and re-state your commitment to **FAIR**, **CONFIDENTIAL PROCEDURES**.

Provide **TRAINING** opportunities.

Offer access to confidential third party **ADVICE** and **SUPPORT**.

Talk about the **PROJECT** and why you are all working hard together, motivating your team and encouraging everyone to **HAVE FUN!** (where possible!).

Image - Additional help screen



You can give multiple users read-only access to a project dashboard so that they can view and analyse the data.

Adding a Report Viewer

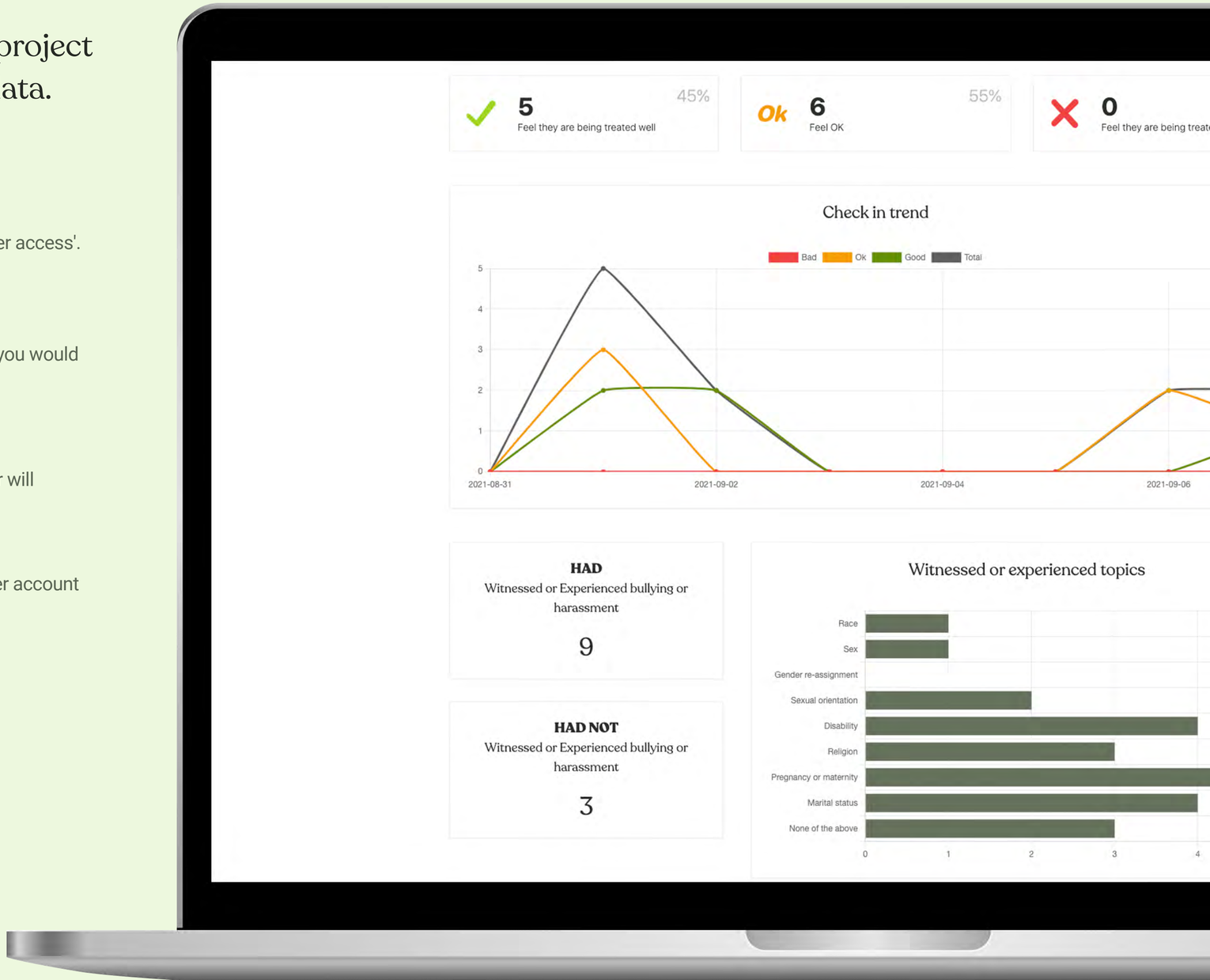
1. On the dashboard of the project you would like to share, click 'Manage user access'.

2. Enter the email address of an existing Call It! dashboard user with whom you would like to share the project and click 'Add Report Viewer' to confirm.

3. When they next visit https://dashboard.callitapp.org your selected user will have read-only access to the project.

If you would like to add someone who is new to Call It! please ask them to create a user account at https://dashboard.callitapp.org/register before adding them as a report viewer.

Image - Your projects dashboard, displaying trends



Understanding the bigger picture

Bullying and harassment are prevalent in the film and television industry: 84% of workers have experienced or witnessed bullying at work, and those who do are twice as likely to leave the industry and much more likely to have mental health problems.[1]

The business case for reducing incidents of bullying and harassment in film and TV is unequivocal: bullying is a leading cause of mental health problems, which cost our economy £45 billion per year, and our industry approximately £300 million per year.

The reputational and financial cost of bullying is highest when it goes unchecked.

Call It! is designed to help raise standards of behaviour across the industry by quantifying workplace culture and the incidents of bullying and harassment, enabling early intervention and promoting collective accountability. At a local level, producers and team leaders should feel empowered to take action when workers feel poorly treated or report experiencing or witnessing bullying and harassment. On an industry-wide level, the Sir Lenny Henry Centre for Media Diversity will develop and test a range of hypotheses against aggregated data to inform a better understanding of the challenges facing our sector.

All data collected by Call It! is anonymised - there is no way to trace data back to the app user or to any specific project.

[1] Looking Glass Report

Help available for you

Should you have any problems with the App, we are here to help. Please contact help@callitapp.org and we'll reply as quickly as possible.

Help Available for those Experiencing or Witnessing Bullying or Harassment

We have created a list of resources that are available to support individuals who have experienced or witnessed bullying or harassment at work. The list is accessible via the app on the Call It! website. If you would like to add a resource to this list, please let us know at help@callitapp.org

Providing Feedback to Call It!

An essential part of this pilot is for us to hear your feedback. Call It! is a brand new app, and we need you to tell us what's working well, what's not working well, and anything you'd like to see added or changed.

We will share a survey and welcome your feedback at the end of the trial period.

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