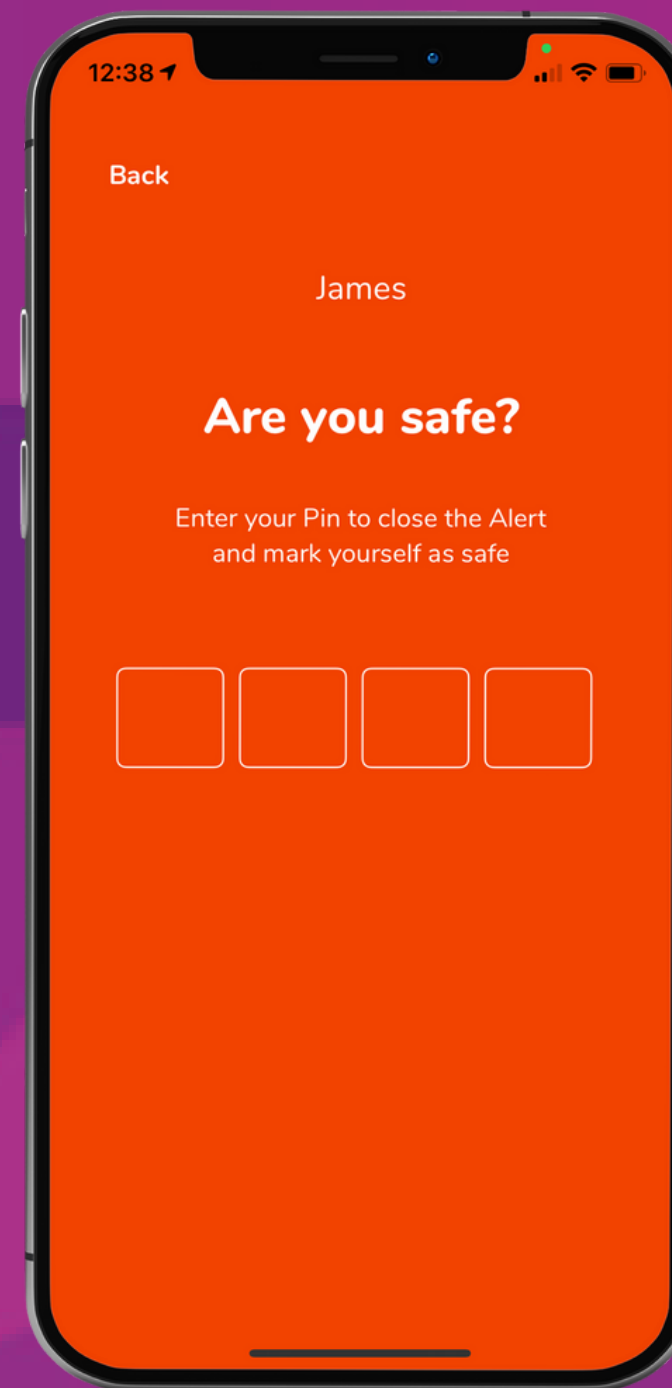
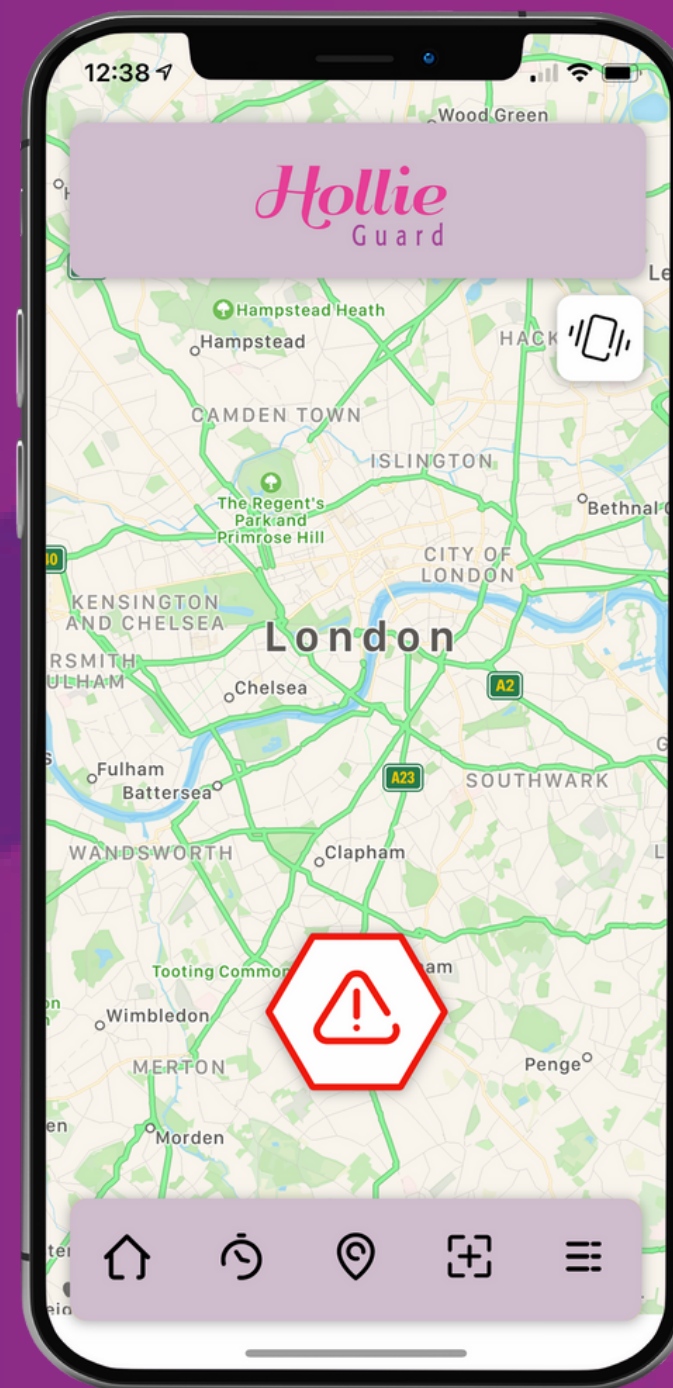


Hollie Guard Campaign Partner Pack

Created August 2023



**Violence
Reduction
Alliance**
Stoke-on-Trent
and Staffordshire

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Campaign Overview

Safeguarding people where it matters

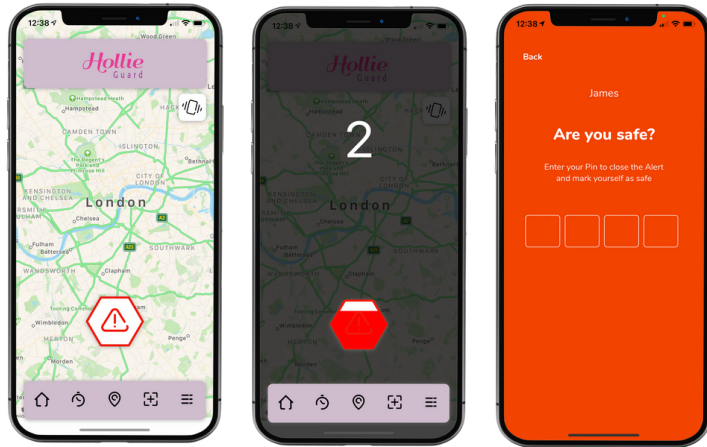
In 2014 Hollie Gazzard was tragically murdered by her boyfriend after months of obsessive behaviour, jealousy and harassment. Following her death, Hollie's family and the Hollie Gazzard Trust developed the **Hollie Guard** app which turns smartphones into enhanced personal safety devices.

The Hollie Guard app is free to download and readily available for all genders and ages. Although the app was initially designed to support victims of domestic abuse/violence, Hollie Guard can be used by anyone looking for extra protection.

A local survey conducted by the Violence Reduction Alliance (VRA) in June 2021, highlighted 67% of female respondents had experienced harassment, intimidation, or violence in a public place. 92% feared walking down subways or alleyways, followed by 90% who feared walking in poorly lit areas in the night-time economy.

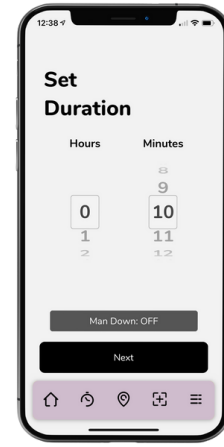
To help women and girls feel safer the VRA is launching this campaign as part of our commitment to tackle violence against women and girls. This partner pack contains resources and key messages to help amplify the campaign and we would greatly appreciate your support. Please share, print, hand out and display the content and messages.

How Hollie Guard Works

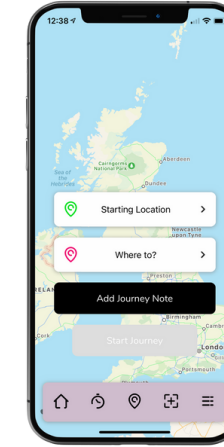


To raise an **alert** the user simply has to hold down the hexagon button for between 3-6 seconds (the time required is set by the user when setting up the app). Once the alarm has been raised their exact location and a live video from their phone's camera is sent to their nominated emergency contacts.

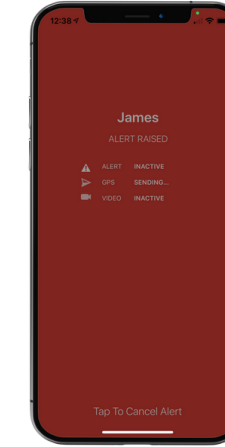
With **Hollie Guard Extra**, these Alerts are sent to a 24/7 police-approved monitoring centre too.



The **meeting timer** allows users to feel safe when going into a potentially dangerous meeting or performing a dangerous task such as, a first date or somebody entering your property to carry out work. A user set timer will countdown until deactivated meaning the user has to mark themselves as safe, otherwise raising an alert.

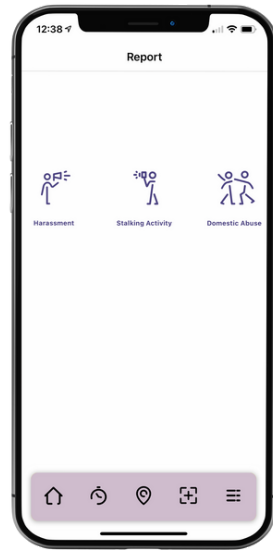


Journey allows users to set a start and end point. The app automatically monitors your journey and alerts your nominated contacts once you arrive safely or trigger an alert if you do not arrive.



When raising an Alert, Hollie Guard can automatically start your smartphone's camera and microphone to capture **real-time evidence** of the situation around you. Your emergency contacts can access this evidence real-time, as well as being saved in the cloud for later use.

How Hollie Guard Works



The **report** feature allows users to quickly and easily record an incident with supporting photo evidence that is automatically categorised, time stamped and geo tagged.



Stealth mode allows you to raise an alert silently while displaying a default home screen, or image of your choice, that would look inconspicuous to the attacker, thereby giving the impression that no alarm has been triggered. This feature is useful in certain situations where raising an alert could increase the risk of harm.



Mask mode allows you to disguise the Hollie Guard app icon on your device home screen. You can choose from weather icon, calculator icon or change the colour of Hollie Guard app icon.

Hollie Guard Extra

24/7 Monitoring Response Services

Hollie Guard Extra/Business provides an enhanced level of monitoring. Upgrading your account for a small fee will send your alerts to a specialised 24/7 monitored service who will respond accordingly.

What will happen?

HollieGuard Extra

All alerts raised will be answered by our professional response team who will assess the situation. They will attempt to contact you. If you also have your own emergency contacts activated, they will also receive the Alerts.

Here's what happens with Hollie Guard Extra

1. Once an alert is raised, a trained operator will review the user's location and alert information.
2. The operator will then send a confirmation SMS message to the user and their emergency contacts.
3. Within 60 seconds, the operator will ring the user whilst reviewing the video and audio evidence.
 - 3a. If the evidence suggests the user is NOT in danger, the operator will call the user to verify the situation.
 - 3b. If the user does NOT answer, the operator calls their emergency contact.
 - 3c. If their emergency contact does not answer, the emergency services will be called, if evidence suggests the user is in danger.
4. If the user provides a duress pin, the Police will be called.
5. The operator will call the police or an ambulance if needed.
6. Alert will be closed after verifying with user or Emergency Services.

Powered by PantGuard

With **Hollie Guard Extra** you can have the reassurance that a professional, police-approved response team are there when you need them. If your emergency contacts are unable to respond, then a professional team will be there for you.

Key Messages

- Hollie Guard is a next generation smartphone app that provides enhanced levels of protection for anybody who has safety in mind.
- Help protect yourself, a friend or a family member with Hollie Guard. Every 5 seconds the platform will update your precise location based on your speed and movement activity to identify where you are once an alert has been raised.
- Hollie Guard is a personal alarm, deterrent, evidence catcher and more. Providing a lot more functionality than a regular keyring alarm for absolutely anyone.
- Hollie Guard is free to download on any smartphone or you can purchase Hollie Guard Extra which connects users to a 24/7 police approved response team when they active the alarm.

Content Catalogue

User Guides

User guides to Hollie Guard and Hollie Guard Extra can be downloaded [here](#) to support partners when promoting the app and can also be shared with the public.

How to access Hollie Guard:

Step 1
Download 'Hollie Guard' from your device App store

Step 2
Select the 'Get started' text

Step 3
Select 'No' I do not have an access code then press - register

Step 4
Enter your mobile number excluding '0'

Step 5
You will receive a verification code via SMS to enter

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Powered by PanicGuard

Activating an alert

If you feel threatened, you can send out the alert by either shaking the phone or pressing the icon tile button. Hollie Guard assumes you are doing this for a reason and instantly and automatically does several things:

- Your current location and the route from the time of activation is sent to your **emergency contacts** via SMS and email.
- Your phone automatically starts to **record audio and video**. This is saved on Hollie Guard server, not on your phone.
- From this moment onwards, **your location is tracked** and viewed in real-time by your emergency contacts.

Activating an alert

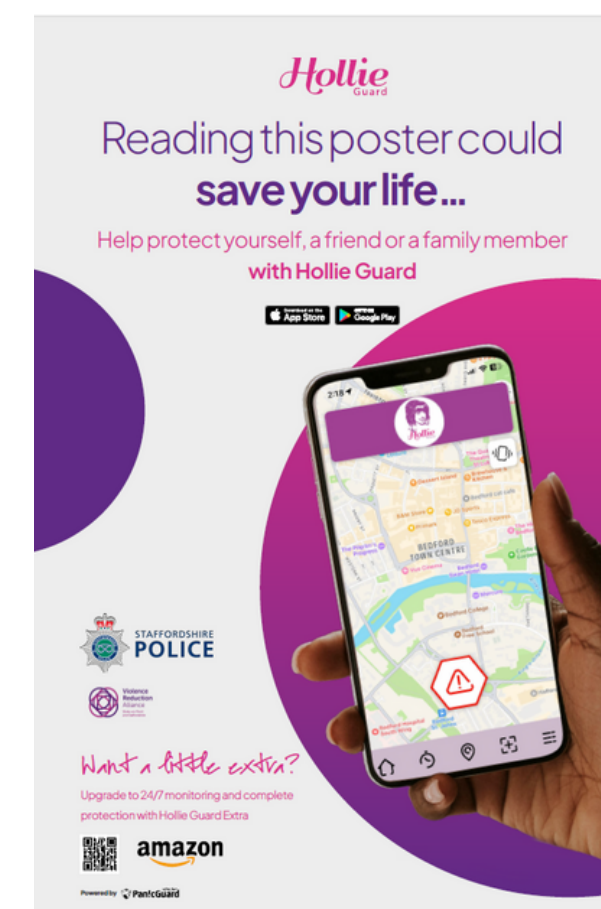
9

Powered by PanicGuard

Content Catalogue

Posters

The full range of posters can be printed out and displayed in your venues. Download them [here](#).



Content Catalogue

Video

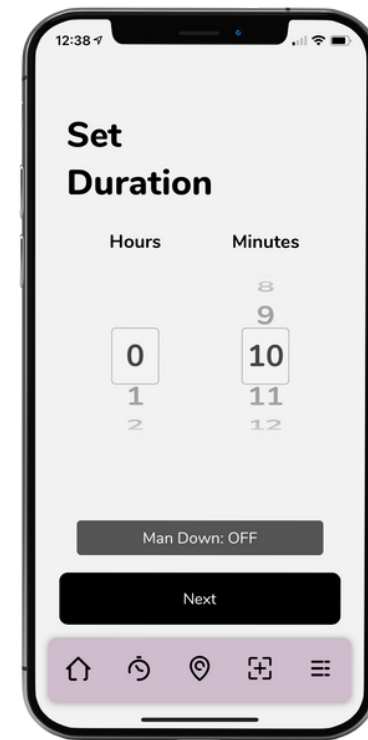
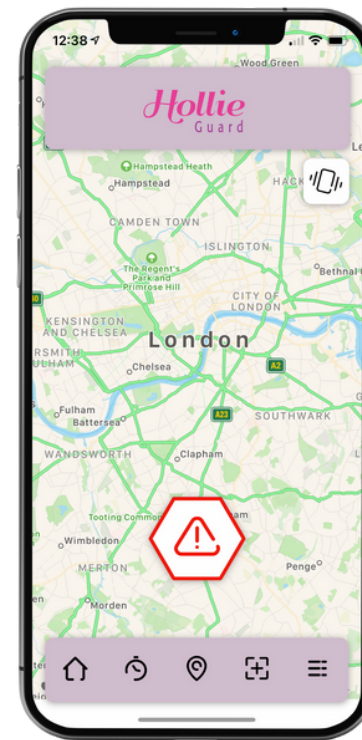
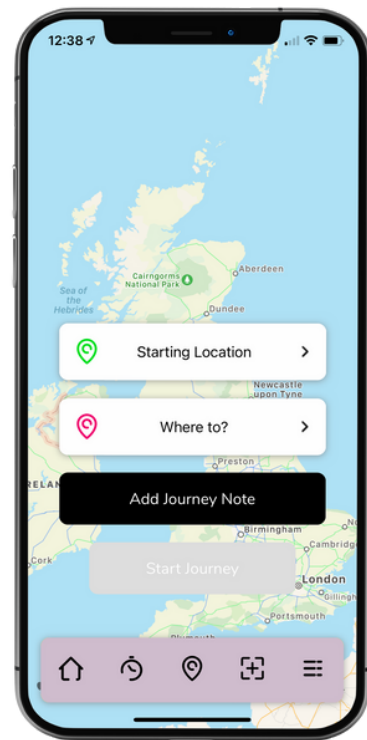
The video can be shared on your social media channels as well as on display screens. Download the video [here](#).



Content Catalogue

Social Media

Mock-ups of Hollie Guard in use can be used via social media to demonstrate how the app works. Download them [here](#).



Content Catalogue

Suggested social media posts

- Hollie Guard transforms your mobile phone into a personal safety device. A simple shake of your phone activates Hollie Guard, automatically sending your location and audio & video evidence to your emergency contacts.
- Have you heard of the Hollie Guard app? Set up by the Hollie Gazzard Trust, the app provides extra protection for absolutely anyone. By activating an alarm, the app sends your nominated contacts your exact location every 5 seconds.
- Hollie Guard Extra is a personal safety app with 24/7 monitoring service approved and endorsed by the Police. The app is available on all smartphones and can be used in any situation such as travelling to and from work/school or when attending meetings alone.

How you or your organisation can support the campaign

- Share campaign assets with members of the public, employees and stakeholders via your channels. This could include social media posts, internal communications, or putting posters up on noticeboards in your workplace or in your public-facing spaces.
- Create your own content using the key messages.

A full list of campaign assets can be downloaded [here](#).

If you have any comments or questions around this campaign please email SSVRA@staffordshire-pfcc.gov.uk.

Thank you so much for your support.