



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

# Your Recipe For A Great Night Out Safer Nights

**Campaign Partner Pack**  
Created April 2022



**SAFER NIGHTS** YOUR RECIPE FOR A GREAT NIGHT OUT

- STAY TOGETHER**
- BE AWARE OF YOUR SURROUNDINGS**
- GUARD YOUR DRINKS**
- WATCH WHAT YOU POST ON SOCIAL MEDIA**

**+ HAVE FUN!**

If you need help or are worried about something or someone, report concerns to venue staff or police.

For more information visit [www.violence-reduction-alliance.co.uk](http://www.violence-reduction-alliance.co.uk)  
In an emergency call 999

**SAFER NIGHTS** YOUR RECIPE FOR A GREAT NIGHT OUT

- DOWNLOAD A PERSONAL SAFETY APP**
- PLAN A SAFE JOURNEY HOME**
- KNOW THE SIGNS OF BEING DRUGGED OR SPIKED**
- DRINK RESPONSIBLY**

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# Campaign overview

**We all have the power and ability to stop spiking and identify the signs associated with the action, by creating safer nights out.**

Our campaigns have been created in collaboration with Staffordshire Commissioner's Office, Violence Reduction Alliance partners and various organisations who support victims and survivors, some of these partners deal daily with the effects of the action against women but this is not exclusive and men are also targeted. The charities and partners we worked with all have experienced safety and spiking incidents in a global environment.

We are launching our campaign in April 2022; this includes an advert, supported by billboards and digital content that provide guidance for safer nights out. The accompanying campaign website will include further guidance and the support available for people affected. We need your help. 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.

Thank you.

# Campaign overview

This is the start of a 2-year communications campaign which will address multiple audiences to encourage a fun night out while raising the awareness of spiking, preloading, helping educate a safer nights environment. Raising the awareness of support networks, technology and safe zones available within the night time economy.

The aim is to highlight behaviour and encourage change, provide insight into those who have experienced this abuse and empower people to make a change to their habits and help others without putting themselves at risk.

Future phases will go further to educate young people about healthy relationships, behaviour towards each other and help victims access support.

## Phase 1 objectives

Increase recognition among perpetrators that spiking is illegal against any person and is unacceptable and a form of abuse

Challenge behaviour and highlight planning for safer nights in Staffordshire and Stoke-on-Trent, enabling people to recognise behaviour that may put them at risk

Signpost support networks available to create a safer environment

## Target audiences

Perpetrators (those who are spiking)

Bystanders (to recognise the signs)

Victims and survivors (to access a network of support)

# Key messages

These can be used as a guide for any communication to support the campaign.

- We all have the power and ability to stop spiking and identify the signs associated with the action, by creating safer nights out in Staffordshire and Stoke-on-Trent.
- Even small acts of recognition and support can help prevent a good time from going bad. Find out how you or your organisation can be part of our campaign [www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)
- If you are experienced or experience any of the areas covered in our campaigns, it's never your fault and you do not have to deal with it alone. Find out what support there is for you at [www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)
- Letting acts of spiking pass can make the people who commit them think their behaviour is acceptable.
- You can help by stepping up and reporting abuse when you witness it or have experienced it [www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)
- If you are worried about your or someone else's behaviour, it's not too late to make a change and help them make a change for themselves. Find out how [www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)

# Content catalogue

## Social media assets

These can be shared across your social media channels including Instagram, Twitter and Facebook. Find them at [www.violencereductionalliance.co.uk/resources](http://www.violencereductionalliance.co.uk/resources)



# Content catalogue

## Suggested social media posts

Here is some suggested wording to post alongside the social media assets, as captions, or on your display screens.

The posts below are for reference purposes.

Our campaign is to support, advise and help to educate everyone to have a Great Night Out in Staffordshire and Stoke-on-Trent. We want to signpost people to advice, personal safety apps and guidance for reducing risk. Remember to include the campaign website **[violencereductionalliance.co.uk](https://violencereductionalliance.co.uk)** to make sure your audience can find the guidance.

- How to spot the signs of spiking and what to do if you feel you have been a victim.  
#SaferNights [violencereductionalliance.co.uk](https://violencereductionalliance.co.uk)
- Your Recipe for a Great Night Out, plan for a safer experience on your night out #SaferNights  
[violencereductionalliance.co.uk](https://violencereductionalliance.co.uk)
- Encourage a fun Night Out, download a personal safety app #SaferNights  
[violencereductionalliance.co.uk](https://violencereductionalliance.co.uk)
- If you are worried about yours or someone else's behaviour it is not too late to make the change, find out how: [violencereductionalliance.co.uk](https://violencereductionalliance.co.uk) #SaferNights

# Content catalogue

## Leaflet

Our leaflet can be printed out and handed out in your venues.  
Find it at [www.violencereductionalliance.co.uk/resources](http://www.violencereductionalliance.co.uk/resources)

**YOUR RECIPE FOR A GREAT NIGHT OUT**

**DOWNLOAD A PERSONAL SAFETY APP**  
Stay safe and connected with others – use your mobile phone as a personal safety device

**KNOW THE SIGNS OF BEING DRUGGED OR SPIKED**  
Tell someone you trust and get to the hospital immediately

**BE AWARE OF YOUR SURROUNDINGS**  
Trust your instincts

**PLAN A SAFE JOURNEY HOME**  
Use well-lit routes, public transport, a licenced taxi or designated driver

**DRINK RESPONSIBLY**  
Don't pre-load, know your limits and keep hydrated

**GUARD YOUR DRINKS**  
Never leave them unattended

**STAY TOGETHER**  
Use a buddy system, ensure your phone is charged and let friends know where you are – keep in contact with each other

**WATCH WHAT YOU POST ON SOCIAL MEDIA**  
Check in and share photos once you leave

**+ HAVE FUN!**

**SAFER NIGHTS**

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# Content catalogue

## Posters

Our full range of posters can be printed out and displayed in your venues.  
Find them at [www.violencereductionalliance.co.uk/resources](http://www.violencereductionalliance.co.uk/resources)

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**SAFER NIGHTS**

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# Content catalogue

## Merchandise

For more information on our range of merchandise please contact [ssvra@staffordshire-pfcc.gov.uk](mailto:ssvra@staffordshire-pfcc.gov.uk)



# How you or your organisation can support the campaign

- Share campaign assets with customers, 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 customer-facing spaces.
- Create your own content using the key messages.

Find it at [www.violencereductionalliance.co.uk/resources](http://www.violencereductionalliance.co.uk/resources)

- As an individual or organisation, familiarise yourself and your employees with the 5Ds intervention model (developed by Hollaback!) so that you have the confidence to intervene if you witness abuse.

Find it at [enough.campaign.gov.uk/when-you-witness-abuse/ways-help](http://enough.campaign.gov.uk/when-you-witness-abuse/ways-help)

A full list of campaign assets be downloaded from [www.violencereductionalliance.co.uk/resources](http://www.violencereductionalliance.co.uk/resources)

If you have any comments, questions on the campaign, or would like to partner with us, please email [ssvra@staffordshire-pfcc.gov.uk](mailto:ssvra@staffordshire-pfcc.gov.uk)

For more information or help with any bespoke marketing requirements please contact [amanda@lawrencedavis.co.uk](mailto:amanda@lawrencedavis.co.uk)

We would love to hear how you have used the partner pack and campaign assets.

Thank you so much for your support.