



Violence  
Reduction  
Alliance  
Stoke-on-Trent  
and Staffordshire

# Tackling Violence, Harassment & Intimidation

## Unite against Harassment

Campaign Partner Pack  
Created April 2022

# Unite against Harassment



Unwelcome sexual jokes, comments, staring, wolf whistling and inappropriate touching are all forms of harassment. It's unacceptable - call it out.

[www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)  
In an emergency call 999



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# Campaign overview

**We all have the power and ability to stop violence and harassment and help to unite and empower all.**

In July 2021, the government published its Tackling Violence Against Women and Girls Strategy and announced a communications campaign across England and Wales, focused on behaviour change.

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 violence against women and girls, are charities and are partners, who have experience with violence and harassment 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 and feature simple actions people can take to safely challenge and disrupt this behaviour. 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 two year communications campaign which will address multiple audiences to tackle violence and harassment, help educate a safer environment and increase the empowerment of individuals.

The aim is to highlight behaviour and encourage change, provide a daily insight into those who experience harassment, have experienced unsafe environments on a night out and empower people to make a change 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 harassment against women and girls is unacceptable and a form of abuse

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

Unite all against harassment and give signposts to call it out

## Target audiences

Perpetrators

Bystanders

Victims & survivors

# Key messages

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

- We all have the power to stop violence against women and girls.
- Knowing what harassment is helps all of us to recognise it when it happens. It can be words or actions. Online or in person. At home, at work or in the street. Anywhere.
- By standing against all forms of harassment and holding perpetrators accountable, we can create a society where all are equal, respected and safe.
- Even small acts of recognition and support can help prevent abuse, violence and harassment. Find out how you or your organisation can be part of our campaign [www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)
- If you have 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 violence, harassment or 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](http://www.violencereductionalliance.co.uk)



# Content catalogue

## Posters

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

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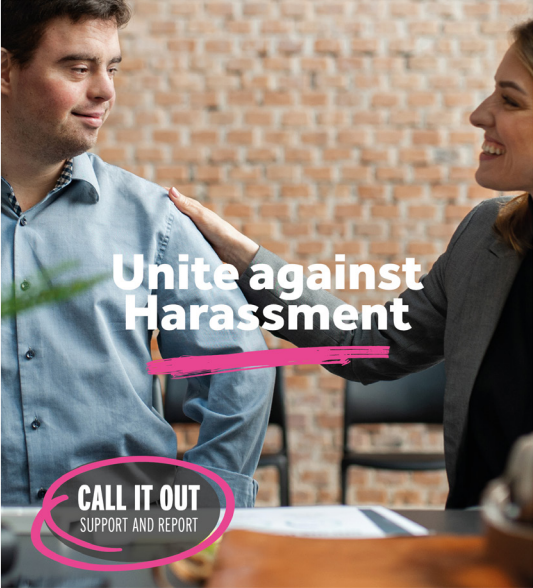
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# How you or your organisation can support the campaign

- 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](http://www.violencereductionalliance.co.uk)

- 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 [www.violencereductionalliance.co.uk](http://www.violencereductionalliance.co.uk)

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

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