



ENOUGH.

We need your help to tackle violence against women and girls

84% of women have experienced at least one form of sexual harassment in their lifetime. Violence against women and girls (VAWG) can take many forms. It can be emotional, physical, sexual or financial. Words or actions. Online or in person. At home, at work or in public.

We all have the power to tackle this abuse. 'ENOUGH' is a multi-year cross-government campaign to change behaviour, led by the Home Office. Its objective is to shift the public's understanding and tolerance of VAWG, so that we can create a society where women and girls are equal, respected and safe. After a successful launch in March 2022, the Home Office is launching the second wave of the campaign and is keen to reach an even wider audience.

A societal movement takes all of us to play our part.

And we need your help.

How you can support **ENOUGH.**

The 'ENOUGH' campaign shows that there are many ways to intervene safely when you witness acts of abuse and uses the mnemonic STOP to highlight the different things you can do:

1. **SAY SOMETHING.** You could say something to the abuser, like 'I don't think that's funny'. Or you could be more direct and tell them to stop.
2. **TELL SOMEONE.** You could tell someone in charge, like the bar staff if you're in a pub, HR if you're at work or the bus driver if you're on public transport.
3. **OFFER SUPPORT.** You could give support to both the victim and to others who are already intervening.
4. **PROVIDE A DIVERSION** – Sometimes what's best in the moment is creating a distraction or minor commotion to interrupt what's happening and give the person being targeted a chance to move away.

Will you help spread these messages?

On the 'Campaign resources' section of the 'ENOUGH' website you'll find:

- Social posts and supporting copy
- Printable posters
- The campaign video
- Email signature
- Long and short copy
- Internal briefing/ FAQs sheet.

We would greatly appreciate your support in sharing, printing, handing out and displaying these resources across your external and internal channels.

We'd also love to:

- Hear how you've supported the campaign, e.g. by sharing screenshots, photos and reach
- Include your logo on the 'ENOUGH' website as a campaign supporter.

To send your logo, photos of activity, or for further information, please contact holly.lee@23red.com or laura.spooner@23red.com

Thank you for your support.

Together, we can all be part of the change to tackle violence against women and girls.