

ENOUGH.



HM Government

SHORT AND LONG COPY FOR PARTNERS

The following copy has been developed for partners based on the campaign's key messages and can be used to develop communications such as emails, newsletters, website bulletins and blogs.

SHORT COPY

[OPTION 1]

Whether you're a friend, family member, colleague or bystander, there are simple things that you can do to safely tackle violence against women and girls. By coming together and standing against abuse in all its forms, we can say 'ENOUGH'.

To find out how you can make a difference, visit gov.uk/enough

[OPTION 2]

All forms of violence against women and girls are abuse and never acceptable. Even small acts of recognition and support can help - it could be interrupting, offering support to the victim, or telling someone in charge.

For more ways that you can safely tackle violence against women and girls, visit gov.uk/enough

[OPTION 3]

If you saw a man harassing a woman, what would you do?

"I'd ask if she's okay"

"I'd ask a member of staff for help"

"I'd interrupt him to ask a question"

If you think it's wrong, act on it. Find out different ways to safely tackle violence against women and girls at gov.uk/enough

LONG COPY

If you saw a man harassing a woman, what would you do?

If you saw him touching her without her consent, what would you do?

If you heard him shout sexist comments, what would you do?

If you saw your friend uploading someone else's nudes without their consent, what would you do?

If you saw your friend being controlled by her partner, what would you do?

Every day, huge numbers of women face violence, harassment, and abuse. It's never acceptable and each of us has the power to tackle this abuse.

By standing against all forms of abuse, we can create a society where women and girls are equal, respected and safe.

Intervening doesn't have to be dramatic or confrontational. Even small acts of recognition and support can help stop abuse. Here are four simple ways to help you step in safely - just think **STOP**.

S ay something	You can show your disapproval at what is going on for example, by not laughing and saying, 'I don't think that's funny'. Or you could be more direct, if you feel it's safe to do so, by saying it's unacceptable and tell them to stop.
T ell someone	You could tell someone in charge, like the bar staff if you're in a pub or club, Human Resources (HR) if you're at work, or the train guard or bus driver if you're on public transport. You could also tell another member of the public or a passer-by and see if they're willing to help -working together can be a safer, more effective way to intervene. It is important to check in with the victim on who they want to tell, or if they want to call the police.
O ffer support	You can ask the victim if they're OK. You could capture what's happening on your phone and ask if they want the footage to report the incident, and you could offer to help report it. You could also help others already giving support. If it's someone you know, check in with them at a time when they are alone and offer to help or support them to report if they want. If you think they might be in an abusive relationship, there is expert advice on what you can do and support available online or on the National Domestic Abuse Helpline.
P rovide a diversion	Sometimes what is best in the moment is creating a distraction to interrupt what's happening and give the person being targeted a chance to move away or create an opportunity for others to get help by delaying what is happening. You could strike up conversation with the victim. You could ask for directions, or where the next stop is on the bus or pretend you know them. If you're at work, you could make up an excuse to speak to them about an unrelated task. You could also try dropping something nearby or creating some other minor commotion.

By coming together and standing against abuse in all its forms, we can say 'enough'. For information and support, visit gov.uk/enough