

ENOUGH.



HM Government

PARTNER BRIEFING

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CONTEXT

This document has been created to give you the relevant information, policy and messaging relating to the ENOUGH campaign to tackle violence against women and girls. It can be used when briefing colleagues internally or as a reference point when you receive queries about the campaign. It has been designed to be used in conjunction with the creative campaign assets for both phases of the campaign. For any further questions about the campaign, please contact holly.lee@23red.com and laura.spooner@23red.com. Thank you for your support.

CAMPAIGN BACKGROUND

Following the unprecedented response to the Violence Against Women and Girls (VAWG) Call for Evidence – which received 180,000 responses – the Prime Minister and Home Secretary commissioned a new behaviour change communications campaign to help tackle VAWG.

In March 2022, Home Office launched the ‘ENOUGH’ campaign to challenge perpetrators. It piloted a strategy of using social norming and peer censure to show that a range of VAWG behaviours will not be tolerated by society. Promising initial results show that the campaign is reaching the right audience, prompting action and demonstrating a strong commitment to tackling VAWG.

The first phase of campaign activity focused on challenging perpetrators through a strategy of using social norming and peer censure to show that a range of VAWG behaviours will not be tolerated by society. Communications were developed under the strategic proposition ‘We all have the power to stop violence against women and girls’.

Following evaluation and insight from the successful first phase of the campaign that launched in March 2022, the next phase of activity continues to focus on the role of the bystander, and looks to empower them with practical tips and advice on how to spot and safely intervene when they see abuse against women and girls. It will also continue to encourage individuals to reflect on their behaviour and signpost victims to support or reporting services.

The second phase of the campaign launches on 25th October 2022 across TV, VOD, radio, OLV, social media and search. The advertising is evolving to include a greater focus on the range of safe ways bystanders can intervene if they see any VAWG behaviours to better prompt action and tackle barriers to intervening, including concerns about personal safety or that acting could make things worse. The campaign will be supported by PR activity and a coalition of partners across a range of sectors from hospitality and nightlife to gyms and transport.

Campaign assets direct to an updated campaign website, gov.uk/enough which includes information and examples of how to intervene safely, showcases support services and how to make a report for victims, and offers guidance for individuals worried about their own behaviour. Over the coming weeks, the website will be updated to include a dedicated teachers page to support the education of VAWG topics; as well as 6 foreign language pages, offering information and signposting support services for those who English is not their first language.

VAWG BEHAVIOURS CURRENTLY COVERED BY THE CAMPAIGN ARE:

- Verbal sexual harassment / street harassment – catcalling, unwanted persistent sexual comments/abusive comments, following or cornering someone, etc.
- Physical sexual harassment – groping, unwanted sexual touching/touching someone without consent
- Coercive control – controlling or threatening a partner or family member, forcing a partner or family member into doing things
- Revenge porn – sharing someone else’s nudes without consent
- Cyber flashing – sending nudes without consent
- Online abuse – sending abusive or unwanted sexual messages
- Workplace harassment – sexual harassment at work by a boss or colleagues – inappropriate comments, sexual pressure, unwanted physical contact

TYPES OF INTERVENTION

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 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.

CAMPAIGN KEY MESSAGES:

KEY MESSAGES:

- We all have the power to stop violence against women and girls.
- All forms of VAWG are abuse and never acceptable. Abuse comes in many forms and not all are physical.
- There are many simple ways to safely challenge VAWG.
- When abuse towards women and girls goes unchecked, it becomes normalised. Even small acts of recognition and support can help prevent abuse.
- By standing against all forms of abuse, and holding perpetrators accountable, we can create a society where women and girls are equal, respected and safe.
- Whether you're a friend, family member, colleague, fellow passenger or bystander, there are safe ways to step in when we see or hear something that isn't normal.
- If you want to support a victim of abuse, sensitively let them know you're concerned about their safety. Help them to realise that they are not alone, and that there are people and organisations available that can help.
- Knowing what abuse 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.
- Letting acts of abuse pass can make the people who commit them think their behaviour is acceptable.
- If you are worried about your or someone else's behaviour, it's not too late to make a change.
- It might be a tricky conversation to have, but it's worth having
- Even small acts can make a big difference

CTAS

SOCIETY/BYSTANDERS:

- Enough. We can stop violence against women and girls.
- There are many ways you can safely stop violence against women and girls. Find out how at gov.uk/enough
- If you think it's wrong, act on it

VICTIMS

- Sadly, huge numbers of women and girls face violence, harassment and abuse every day. That doesn't make it acceptable.
- If you or someone you know has experienced abuse, help is available. Find support at gov.uk/enough