

ENOUGH.

End Violence Against Women and Girls

Violence against women and girls (VAWG) is a national emergency.

Last year, one in eight women experienced domestic abuse, sexual assault or stalking.

That's:

- 2.2 million women experiencing domestic abuse
- 739,000 women experiencing sexual assault
- 984,000 women experiencing stalking

The UK Government has a mission to halve violence against women and girls in a decade. In December 2025, [it published a strategy](#) for how it will do this, which includes a long-term programme of behaviour change campaigns.

The ENOUGH Campaign

ENOUGH has been designed to help prevent violence against women and girls. It was developed in close collaboration with sector experts and is underpinned by rigorous audience insight and testing.

The campaign has three strands:

- Challenging perpetrators
- Responding to victims
- Educating young people

Why partners matter

Ending violence against women and girls is a moral mission for us all and it will require a whole society effort to achieve it. Partners have a unique power to boost the reach and impact of a campaign and people will engage when it comes from organisations they know, use and trust.

By working with us to reach your customers, users and staff, your organisation can help us deliver a lasting shift in the attitudes and behaviours underpinning abuse.

About this partner pack

We have designed this pack to make it easy to support the ENOUGH campaign. Our materials can be used in public and internal facing spaces, and you can add your own logo.

The pack includes:

- Social media imagery and digital assets
- Posters
- Internal comms products – including blog content for intranets, web banners and an email signature

If you have any questions or suggestions, please [get in touch with our campaigns team](#).

Interactive Tool

To help individuals recognise less well understood abusive behaviours, we have developed an interactive tool called '[Crossing the Line](#)'. It presents a series of scenarios and asks participants to judge whether the behaviour is crossing the line. It provides individual feedback to answers and signposts further resources, such as professional support services.

'Crossing the Line' can be used in training materials and as a call to action across your communications. It can be accessed from [this link](#) through the ENOUGH campaign website.

Thank You

Thank you for engaging with this partner pack and considering partnering with us on ENOUGH.

By working together, we can build a country where women and girls are safe, respected, and free.

The ENOUGH campaign team.