

Teenage Relationship Abuse Campaign Brief

Introduction

This campaign brief has been written to provide you with information on the new Teenage Relationship Abuse campaign: 'Disrespect NoBody'.

The 'Disrespect NoBody' campaign is being jointly funded by the Government Equalities Office and the Home Office.

The campaign is aimed at 12 to 18 year old boys and girls with the aim of preventing them from becoming perpetrators and victims of abusive relationships by encouraging young people to re-think their views of violence, abuse, controlling behaviour and what consent means within their relationships. All campaign advertising directs young people to the new website www.disrespectnobody.co.uk where they can get further information and organisations which can provide help and support.

This brief contains background information on the development of the campaign, along with key messages, target audiences, a top line media schedule and resources which are available to help you promote the campaign in your local area.

The new campaign was developed following the highly successful 'This is Abuse' campaign which ran from February 2010 to April 2014. A summary report of the 'This is Abuse' campaign is available to download in the Section Three of this campaign brief.

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Section One: Information on the ‘Disrespect NoBody’ campaign

Aim of the campaign

The aim of the campaign is to prevent young people from becoming perpetrators and victims of abusive relationships by encouraging young people to re-think their views of violence, abuse, controlling behaviour and what consent means within their relationships. All campaign advertising directs young people to the new website www.disrespectnobody.co.uk where they can get further information and organisations which can provide help and support.

Target audiences

Overall campaign audience

- Boys and girls aged 12 to 18 years old

Core audience / Primary audience

- Boys and girls aged 13 to 15 years old

Secondary audience

- professionals who work with young people. We have worked with the PSHE Association to produce a new discussion guide which uses the campaign adverts to facilitate discussions with young people on these issues (*details on how to access the discussion guide are in Section Two*)
- parents and carers: to overhear messages and be directed to information that helps them address the subject and support their teenagers
- third sector and partners: the campaign was developed in consultation with third sector partners and other government departments who are very supportive of the approach

Key messages

There are a number of key messages in the campaign which young people need to understand and believe, they are:

- the person seeking consent is responsible (ethically and legally) for ensuring that consent is given by another person, and for ensuring that the person has the freedom and capacity to do so
- in healthy relationships both parties respectfully seek agreement from one another, regularly check that consent is still being given and respect one another when it is not
- agreement that is brought about by wearing the other person down, intimidation, physical threats or emotional threats is not consent
- pressurising someone to have sex or take part in sexual activity (i.e. groping, sexual touching, sending a nude selfie) who doesn't want to or hasn't given their consent is never acceptable for any reason
- abuse is never OK – blaming abuse on anger, jealousy, alcohol or the other person's behaviour is not acceptable

- it's not just physical violence, like punching or kicking, that makes a relationship abusive – if you are threatened with violence, have no say over what you wear or who you see or speak to, or are constantly criticised it is still abuse
- abuse can happen in any relationship; in heterosexual relationships the male or the female could be the perpetrator, and it can also happen in same-sex relationships. Abuse can include threatening to break someone's confidence and 'out' someone who is lesbian, gay, bi or transgender
- sex with someone who doesn't want to, or someone who has not given their consent and permission, is rape. It does not make a difference whether the people know each other or not, or what relationship they have. If a woman has sex or does something sexual with another woman who didn't want to and didn't give consent, this is 'sexual assault'. It might have a different name, but the crime and the consequences for both the victim and the perpetrator are still very serious
- rape does not have to involve physical force – threatening violence, or having sex with someone who is incapable of consenting (for example because they're drunk or asleep) is rape
- you should never have to do something sexual that you don't feel comfortable with, even if many of your friends are comfortable with similar situations
- pornography can give young people an unrealistic expectation of what sex is like, which can have a damaging effect on their lives and relationships
- no one should pressure you into doing something you don't feel comfortable with, or acting or looking like someone in pornography
- help and advice on healthy relationships is available – visit the 'Disrespect NoBody' campaign website www.disrespectnobody.co.uk for more information

Development of the campaign

The new campaign was developed through research with the target audience (12 – 18 year old boys and girls) which showed that the campaign name 'Disrespect Nobody' resonated strongly with young people. By using puppets the adverts make serious content easier to engage with and focus on the positive behaviours instead of 'risky' ones. Also, the use of young people's voices and language in the adverts was felt to be effective in talking about sensitive issues in a non-lecturing way is age appropriate.

The campaign follows the highly successful 'This is Abuse' campaign which ran from 2010 to 2014 and focussed on messages on relationship abuse, as well as consent and rape. The new campaign includes messages on new issues such as sexting as evidence shows that young people are normalising 'sexting' (sending nude photo's). The new campaign shows young people that it is wrong to pressure someone into sending a nude photo of themselves and the possible legal implications of doing so.

Boys

Most teenage boys have normal and healthy relationships. However, in abusive heterosexual relationships the statistics show that it is predominantly the male in the relationship that is the abuser and the female the victim and therefore it is important the campaign reflect this. However, we are using a range of digital and audio adverts which address many different forms of relationship abuse and situations including in same sex relationships. Some contain gender-neutral messaging, others depict male victims and female perpetrators.

All advertising signposts the campaign website as a place for young people to get more help and support. The content on the website has specifically been written in a gender neutral way, where possible, so the advice can be for anyone who is worried about abuse within their relationships. The need help section also signposts organisations which provide help and support to male victims.

For example, the digital adverts follow the format of: clear statement on abuse → question that a teen might ask in response → call to action to find out the answer by visiting the website.

Also, several digital adverts cover the same issue e.g. controlling behaviour but refer to abusive behaviour by males and females e.g:

- No boyfriend should be controlling / But can't I check her phone when I want? / Find out (link to website)
- No girlfriend should be controlling / But can't I check his phone when I want? / Find out (link to website)

Other digital adverts are gender neutral, to communicate that relationship abuse isn't acceptable in any type of relationship e.g:

- Nobody should pressure you to send a nude pic / Doesn't everyone send them? / Find out (link to website)

Lesbian, Gay, Bisexual and Transgender (LGB&T) young people

We have engaged a range of partners in the development of the campaign and we are working closely with organisations including Stonewall Housing to ensure the campaign works for LGB&T young people. We are also developing resources targeted more specifically to LGB&T young people, including an audio advert that will be launched during the campaign. If you are interested in accessing these resources for LGBT young people please email VAWGCampaigns@homeoffice.gsi.gov.uk. Also, the campaign website has been written in a gender neutral way which provides advice for all young people on abuse within relationships. It also provides specific advice for LGB&T young people and signposts specialist organisations where they can get help.

We are also working with the PSHE Association to ensure the discussion guide, which accompanies the new campaign, facilitates discussion with teenagers on what constitutes abuse and consent in all types of relationships – including in relationships involving LGB&T young people.

Campaign website

The campaign is supported by a dedicated website www.disrespectnobody.co.uk where young people can go to get further information on these issues. The website contains interactive polls, quizzes and young people can also read case studies about other young people who have experienced abuse and how they sought help. The 'need help' section gives further information on the different types of organisations which are there to help young people and the types of services they provide. This website has been designed specifically for young people and further information for practitioners working with young people is included in this brief. See Section Two which has further information on the resources available to partners.

Campaign launch

The Government Equalities Office and Home Office announced on 5 December 2016 that they were jointly funding (£3.85m) the development of the new campaign. The adverts started running on TV and online on 24 February 2016 and advertising will run until the end of April 2016. The campaign was officially launched on 8 March 2016 (International Women's Day) alongside the publication of the Violence against Women and Girls strategy.

You can help support the campaign via twitter #disrespectnobody

Media schedule

All media has been targeted to our target audience of 12-18 year olds. Adverts started running on 24 February and advertising will run until the end of April 2016. Advertising is targeted to our audience of 12 to 18 year old boys and girls.

The adverts are appearing in programmes that teenagers are most likely to watch, such as Take Me Out and the Big Bang Theory. In addition the reach of TV will be extended through cinema, video on-demand advertising, on platforms such as YouTube, ITV Player and 4OD.

Online adverts will run on key teen websites such as X-Box, Heatworld and Skype. Radio adverts will run on stations popular with teenagers, such as Capital and Kiss, as well as on digital radio such as Spotify. This advertising will run through March and April 2016.

Evaluation

The campaign will be evaluated, before and after the campaign advertising, through tracking research with the target audience. This will measure awareness, engagement and impact on attitudes and behaviours. We will also use analytics and social media monitoring to measure reach, frequency and sentiment around the campaign. All learning will be fed into future campaign development to continually improve and refine the campaign.

We will also be evaluating the resources we produce to help you support the campaign in your local area and would be grateful for your feedback on these. We will be emailing out an evaluation form for you to complete once you have used the materials.

Section Two: Resources to support the campaign

We have produced a range of support materials to help you extend the reach of the campaign and promote it within your local area.

You can help support the campaign on twitter #disrespectnobody

DVD of campaign adverts

You can view the campaign adverts on the 'Disrespect Nobody' website www.disrespectnobody.co.uk.

We are also producing a DVD of the campaign adverts. Please note there will be a delay in distributing the DVDs as we are waiting until the DVD is completed and printed. However, you can pre-order DVDs by emailing VAWGCampaigns@homeoffice.gsi.gov.uk. Please note there is a maximum order limit of 5 DVDs per order. If you require over this amount please let us know what you will be using the DVDs for and we will consider each request for DVDs over the maximum order limit on a case by case basis.

If you place an order for DVDs we will advise you on the approximate length of time until we can send you a hard copy.

Posters

We are producing PDF print ready proofs of posters to accompany the campaign in English and Welsh. If you are interested in receiving the PDFs please email VAWGCampaigns@homeoffice.gsi.gov.uk and we will contact you when they are ready.

PSHE Association discussion guide

We have worked with the PSHE (personal, social, health, economic) Association to produce a discussion guide which accompanies the campaign. The guide was developed from the previous 'This is Abuse' discussion guide and uses the new campaign adverts as a prompt to start discussions. The new discussion guide sets out lesson plans for each of the issues covered by the campaign: relationship abuse, consent and sexting and enables professionals who work with young people to use the adverts to continue the conversation and answer questions that might be raised regarding these complex issues, to embed messages and develop positive relationship behaviours. This acknowledges the valuable role that in-person discussions have in extending the impact of the adverts and consolidating learning, but recognises that these are challenging topics to hold discussions on with young people. The discussion guide will develop as campaign content develops and we will notify you of any updates.

You can access the discussion guide on www.pshe-association.org.uk/curriculum-and-resources/resources/disrespect-nobody-discussion-guide

Section Three: Other useful background information and resources

Violence against Women and Girls strategy 2016

This document provides an overview of the wide range of actions the government will be taking towards its strategy of ending violence against women and girls between 2016 and 2020. It was launched on 8 March 2016.

<https://www.gov.uk/government/publications/strategy-to-end-violence-against-women-and-girls-2016-to-2020>

'This is Abuse' campaign summary report

The 'This is Abuse' campaign ran from 2010 to 2014 and the Home Office produced this report which summaries the development and evaluation of the campaign.

www.gov.uk/government/publications/this-is-abuse-summary-report

Thinkuknow

The National Crime Agency's CEOP Command is the UK's national law enforcement agency committed to tackling the sexual abuse and exploitation of children, both online and off. CEOP's Education programme is called Thinkuknow

www.thinkuknow.co.uk

On the Thinkuknow website the focus for 11-13s is on broad internet safety advice and the introduction of advice about abusive or exploitative relationships, whilst the 14+ site focuses on sex, relationships and how the internet affects them. The 14+ site also introduces topics to reflect the vulnerabilities of young people who suffer abuse and exploitation: online dating, pornography and some of the specific vulnerabilities of LGBT young people. Furthermore, the sites also provide advice on how to respond if young people are worried about a friend. Do take a look at the sites – they're mobile and tablet friendly – and encourage the young people that you work with to visit too! If you have any queries or feedback, please don't hesitate to contact CEOP's Education team: ceopeducation@nca.x.gsi.gov.uk.

Zipit

ChildLine also has a free app called Zipit for young people. The app has handy tips to help young people if they are feeling uncomfortable when someone's trying to get them to send naked images. Zipit helps young people take control of the situation with killer comebacks to flirty chat. Find out how to download the app on the ChildLine website <https://www.childline.org.uk/play/getinvolved/pages/sexting-zipit-app.aspx>