



16 Days of action campaign toolkit

Monday 25 November marks the start of '16 Days of Action to end violence against women and girls,' an international movement supported by international, national and local organisations fighting to end violence against women and girls. 25 November is also White Ribbon Day, where men are encouraged to wear a white ribbon, and pledge never to commit, excuse or remain silent about male violence against women.

We'd like to invite you to join us in supporting the 16 Days of Action (also known as 16 days of activism) and related campaigns by reaching out to employers, employees and the general public about the prevention of and response to domestic and sexual violence. The PHE campaign will be as inclusive as possible, acknowledging that domestic and sexual violence and abuse can affect anyone, regardless of gender, ethnicity, sexuality or religion, and will have two primary operational aims:

1. To increase use of the BiTC domestic abuse workplace toolkit, designed to help organisations make a commitment to respond to domestic abuse and build an approach that ensures all employees feel supported and empowered by their workplace to deal with domestic violence and abuse.
2. To increase use of the South West Survivor Pathway website, a comprehensive online directory providing information about local sexual violence services across the South West to providers and survivors.

How you can get involved

We know that there are lots of organisations across the South West already planning great things locally to support the 16 days of action. We'd like to encourage any interested partners to get involved with our digital campaign activity by tweeting or retweeting the content we have developed. (See resources section below for more info). We'll also be reaching out to employers via local chambers of commerce, and working in partnership with Police and Crime commissioner offices to develop press releases to issue to local media.

If you have developed your own content and would still like to get involved in promoting the toolkit and website, you can use our trackable bit.ly links <http://bit.ly/BITCtoolkitSW> and <http://bit.ly/survivorpathSW> - and add the hashtag **#SW16Days** to your tweets.

If you'd like more info on this or a copy of the full comms plan for the 16 days campaign, contact Georgie.tombleson@phe.gov.uk

How we'll evaluate the campaign

Evaluation is a really important process for us and we want to be able to show you all after the campaign what we've achieved together. We'll be using the GCS evaluation framework to measure outputs, outtakes and outcomes. As well as monitoring social media activity, toolkit downloads and visits to the website, we'd like to hear from you if you produce newsletters, posters, staff training or presentations. You can request a copy of the full evaluation report by emailing Georgie.tombleson@phe.gov.uk and we'd love to hear how the campaign has worked for you.



Social media content

The campaign will start with a number of press releases, issued in partnership with Police and Crime Commissioner offices, about the challenges around tackling domestic abuse.

To complement this activity, we'll issue tweets every day during the campaign, with each tweet including a related image which you can find in the zip file attached to the email containing this toolkit. Please feel free to retweet content from @PHE_Southwest, or use this text to create tweets, Instagram or Facebook posts from your own account. If you draft your own content we'd be very grateful if you could use our hashtag #SW16Days and bit.ly link so we can track activity.

Theme	Tweets
Business in the community toolkit	<ul style="list-style-type: none"> - Did you know that an estimated 1.9 million adults aged 16-59 experienced #DomesticAbuse in the last year? We're urging all employers to download our toolkit and help #EndTheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert 1.9madults image> - Employers have a legal responsibility to provide a safe work environment for employees. Preventing and tackling domestic abuse is integral to this. Download our toolkit & help #EndTheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert 86pc of HR leads image> - Domestic abuse is the abuse of power & control over one person by another & can take many different forms - psychological, physical, sexual, emotional, verbal, economic. If you are an employer download our toolkit to learn more http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert abuse not just physical image> - Domestic abuse estimated to cost business £1.9 billion / yr in decreased productivity, time off work, lost wages & sick pay. It can impact on staff morale, an organisation's image & reputation. Download our toolkit at http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <Insert cost of DA 1.9bn image> - Taking a proactive and supportive approach can help prevent domestic abuse. An organisation's response to #DomesticAbuse begins with raising awareness and breaking down stigma. Download our toolkit and help #EndTheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert positive partnership quote image> - It is not always easy to detect when an employee is experiencing #DomesticAbuse. Abuse is often associated with physical violence, but it may also be emotional or psychological. Download our toolkit and help #EndTheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert indicators of DA image> - Employers needs to understand legal context around #DomesticAbuse - new Sentencing Council guidelines include abuse perpetrated through technology, & recognise that offences can affect people of all backgrounds. Find out more http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert only 5 percent image> - Myth: Alcohol and drugs are to blame for most incidences of #DomesticAbuse. Help bust the myths – download our toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert myth alcohol and drugs image>



Theme	Tweets
	<ul style="list-style-type: none"> - Myth: Some people like violence. Help bust the myths about domestic abuse – download our toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert myth people like violence image> - Myth: Men can't experience #DomesticAbuse. Help bust the myths – download our toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert myth men DA image> - An effective workplace policy is critical to raise awareness of #DomesticAbuse, identify responsibilities & ensure support & safety for employees. Take a look at this Unison template on P25 & help #EndTheCycle http://bit.ly/UnisonDASW #16DaysOfAction #SW16days @BITC <insert 86pc of HR leads image> - Whether your organisation is starting on its journey – or wants to develop a progressive approach – to tackling domestic abuse, there are 3 simple stages to move through. Download our toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert taking action image> - The aim of starting a conversation about #DomesticAbuse with an employee, if you think there is a risk, is to be supportive rather than to encourage disclosure. Download our toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert opening the conversation image> - If an employee discloses that they are experiencing domestic abuse, it can be challenging for the manager or colleague too. Download our workplace toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert respond to a disclosure image> - Employers have a duty to support employees dealing with domestic abuse – a key aspect is to be proactive about dealing with employees who use abusive behaviours. Download our workplace toolkit and #EndtheCycle http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert dealing with perpetrators image> - PHE worked in partnership with @BITC to develop a workplace toolkit to help employers fulfil their duty to tackle domestic abuse. Download the toolkit to hear powerful stories from employers and survivors http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days @BITC <insert anonymous female case study image> OR <Insert Kelly Gentoo group quote image>
White ribbon campaign	<ul style="list-style-type: none"> - Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We're supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
Survivor Pathway <insert survivor pathway logo image>	<ul style="list-style-type: none"> - The Survivor Pathway is a free resource for anyone who's experienced sexual violence and abuse. Developed by experts, this directory is the first step in accessing support http://bit.ly/survivorpathSW #16DaysOfAction #SW16days - Are you a professional supporting survivors of rape and sexual assault? The South West Survivor Pathway is a easy to use directory of services for ALL survivors - access here - http://bit.ly/survivorpathSW #16DaysOfAction #SW16days - Rates of reporting of sexual violence have been increasing across the SW year-on-year. The SW Survivor Pathway is the first step in providing survivors with the support they need - http://bit.ly/survivorpathSW #16DaysOfAction #SW16days - Sexual violence and abuse is everyone's issue. The South West Survivor Pathway is a simple, easy to use resource for ALL survivors of sexual violence and abuse http://bit.ly/survivorpathSW #16DaysOfAction #SW16days - 1 in 4 women and 1 in 6 men will be victims of domestic or sexual violence in their lifetime. It's NEVER too late to talk. The Survivor Pathway is a



Theme	Tweets
	<p>first step in accessing support http://bit.ly/survivorpathSW #16DaysOfAction #SW16days</p> <ul style="list-style-type: none"> - Anyone who has experienced rape, sexual assault or abuse at any time in their life needs to be involved in decisions about what happens next, informed enough to make their own choices & have control over their journey http://bit.ly/survivorpathSW #16DaysOfAction #SW16days - People rarely lie about rape or sexual abuse. It's important to believe what the person is saying. Being believed helps reduce barriers to accessing support & helps someone start their healing journey. Tips on good practice here http://bit.ly/survivorpathSW #16DaysOfAction #SW16days - The Crime Survey for England & Wales estimates 20% of women & 4% of men have experienced some type of sexual assault since the age of 16. Survivor pathway website is designed to guide survivors through available services in SW http://bit.ly/survivorpathSW #SW16days #16daysofAction
Key actions for employers (You can use the thread function to link these tweets on Twitter)	<ul style="list-style-type: none"> - Employers can play a part in preventing abuse by providing support for employees affected by domestic abuse. The first of the 3 key actions is to acknowledge your responsibility to address #DomesticAbuse. Download our toolkit http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days <insert acknowledge key action image> - Employers can play a part in preventing abuse by providing support for employees affected by domestic abuse. The second of the 3 key actions is to respond by reviewing your policies on tackling #DomesticAbuse. Download our toolkit http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days <insert respond key action image> - Employers can play a part in preventing abuse by providing support for employees affected by domestic abuse. The third of the 3 key actions is to refer employees to organisations who can help. Download our toolkit http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days <insert refer key action image>
Other supportive apps and initiatives	<ul style="list-style-type: none"> - A supportive working environment may help employees affected by domestic abuse acknowledge that their relationships are abusive or coercive. The free Bright Sky app provides support for anyone in an abusive relationship. http://bit.ly/brightskySW #SW16days #BrightSky <insert bright sky image> - One size doesn't fit all when it comes to the individual needs and experiences of victims of #DomesticAbuse. Men find it harder to disclose abuse & often find more barriers to accessing support. Visit ManKind website for info http://bit.ly/mankindSW #16DaysOfAction #SW16days <insert one size doesn't fit all image>