



Call Scotland's Domestic Abuse Helpline: 0800 027 1234



Safer
Scotland
Scottish
Government

| safer.scot

Domestic Abuse Stakeholder Toolkit April 2019



Safer
Scotland
Scottish
Government

What is the domestic abuse campaign?

On 1st April 2019 a new domestic abuse law will come into force in Scotland. This law creates a new offence covering psychological harm, as well as physical harm. This means abusers engaging in patterns of coercive and controlling behaviour can be punished by law.

To coincide with the legislation change, the Scottish Government is launching a new integrated campaign which will run throughout Scotland across TV, outdoor, digital and social media.

The TV and media campaign is based around the insight that when people are in abusive, controlling relationships they aren't allowed to make their own decisions, their freedom to make choices is taken away and they lose their sense of self identity. The TV advert communicates the hugely damaging effect of coercive and controlling behaviour on victims by telling the story of someone's life quite literally being taken away, bit by bit, before their eyes. This is supported by an outdoor and digital campaign

signposting the support available by calling Scotland's Domestic Abuse Helpline or visiting safer.scot where you can find out more about the change in the law, read others' experiences and search for the support most relevant to you.

The voiceover highlights different types of controlling behaviour - 'A loving partner shouldn't take away your choice of clothes'; 'A loving partner shouldn't take away your phone, so that when your daughter rings, again and again, you can't answer.'

The ad ends with a mobile phone vibrating (another missed call from the victim's daughter) in the pile of belongings and the camera pans back to reveal a surreal pile of personal items in a huge room with the end line - 'Controlling behaviour takes away your choices in life and the things that make you, you.'
If your partner is controlling you it's domestic abuse. To talk in confidence call Scotland's Domestic Abuse Helpline on **0800 027 1234** or visit safer.scot

View the ad at: bit.ly/DomesticAbuseTVAd

How can you help?

There are lots of ways you can get involved and we appreciate your help in spreading this important message. Collectively we can make a difference.



**GET
HOME
NOW**

If your partner's
controlling your social life,
it's domestic abuse.

PR

We are working with a number of survivors who have bravely agreed to tell their stories (publically and anonymously) to create short films, which will run across social media and the Safer Scotland website safer.scot, signposting people to the website and Scotland's Domestic Abuse Helpline.

Real stories featuring real people have a greater impact in terms of communicating campaign messages in the media and we are always on the lookout for suitable people to be involved. If you would like to be involved in the PR campaign as a spokesperson or case study, want to tell us about local initiatives, or just need some advice about getting local publicity, please contact domesticabuse@smartscommunicate.com

Social media

Through the Safer Scotland Facebook account a number of social media and digital assets, including the film clips, campaign visuals and infographics will be made available for you to share on your own channels. These can also be found on the campaign assets page of the Safer Scotland website <http://bit.ly/2FqfRme> from 1st April.

By collectively sharing details about the campaign via social media and online we can help create a continual spread of messages, to let people know who are suffering from domestic abuse that they are not alone and to encourage more people to seek the help they need.

Social media

We are looking to support partners and stakeholders on social media, which would include us retweeting / sharing your information through our Facebook and Twitter accounts. Similarly, we would appreciate your support in sharing our messages through your own channels.

Our Facebook page is here
[facebook.com/saferscot](https://www.facebook.com/saferscot)

A shortened URL which links to the website is
<http://bit.ly/2us89CY>

A shortened URL which links to the ad is
<http://bit.ly/DomesticAbuseTVAd>

Example tweets

Here's an example of tweets you might want to send out to your followers to show your support:



The law on domestic abuse in Scotland is changing on 1st April and will cover psychological and physical harm. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234.



If your partner is controlling you it's domestic abuse. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234.



Controlling behaviour takes away your choices in life and the things that make you, you. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234

Example Facebook posts

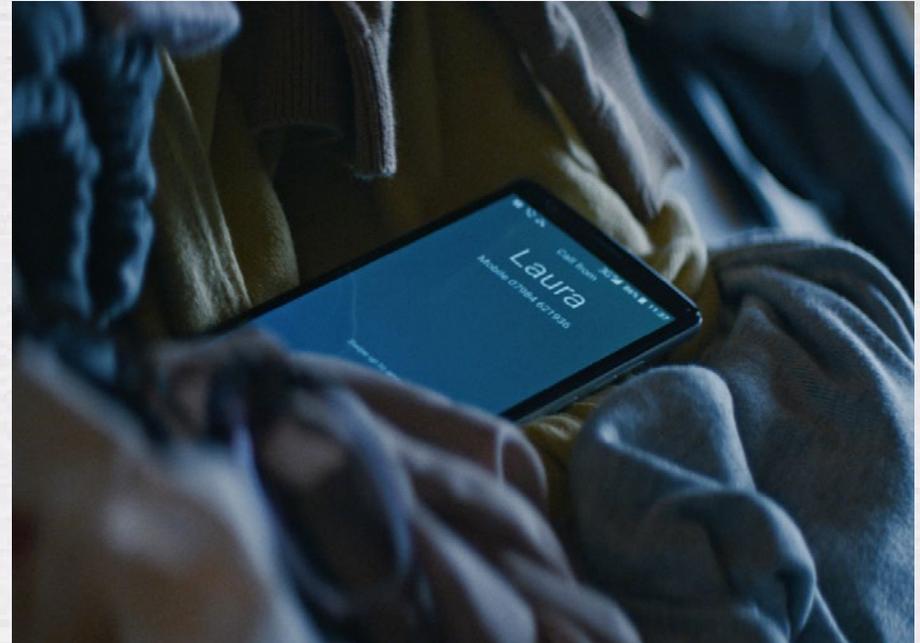
Here are some examples of Facebook posts you might want to use too:



Domestic abuse can take many forms. It's not just physical abuse and also includes coercive and controlling behaviour, which is a pattern of conduct that undermines the victim's independence. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234. For more info visit safer.scot



Controlling behaviour takes away your choices in life and the things that make you, you. It can happen to anyone in an intimate relationship. You don't need to live with your partner to experience domestic abuse. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234. For more info visit safer.scot



It's important to talk to someone if you think you are experiencing domestic abuse. If you're not ready to report it, you can still seek support. For more information on domestic abuse, how to get help and how to report it visit safer.scot. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234. For more info visit <http://bit.ly/2us89CY>

YOU'RE NOT WEARING THAT

If your partner's
controlling what you wear,
it's domestic abuse.

Call Scotland's Domestic
Abuse Helpline in confidence:
0800 027 1234 or [safer.scot](https://www.safer.scot)



WHERE DO YOU THINK YOU'RE GOING?

If your partner's
controlling where you go,
it's domestic abuse.

Call Scotland's Domestic
Abuse Helpline in confidence:
0800 027 1234 or [safer.scot](https://www.safer.scot)



THAT'S TOO MUCH MAKE UP

If your partner's
controlling your appearance,
it's domestic abuse.

Call Scotland's Domestic
Abuse Helpline in confidence:
0800 027 1234 or [safer.scot](https://www.safer.scot)



Key messages

- ▶ Domestic abuse can take many forms. It's not just physical abuse and also includes coercive and controlling behaviour.
 - ▶ Domestic abuse has hugely damaging effects on victims, their families and communities and can leave victims feeling isolated, frightened and humiliated.
 - ▶ From 1st April 2019 the new Domestic Abuse (Scotland) Act 2018 allows the police and courts to charge someone for a single offence of domestic abuse, covering both physical abuse and psychological abuse/controlling and coercive behaviour.
- ▶ Coercive and controlling behaviour is a pattern of conduct which undermines the victim's independence and might include monitoring and restricting mobile phone usage, controlling bank account access, dictating outfit choices, meal times or friendships.
 - ▶ Controlling behaviour takes away your choices in life and the things that make you, you.
 - ▶ It can happen to anyone in an intimate relationship. You don't need to live with your partner to experience domestic abuse.
- ▶ It's important to talk to someone if you think you are experiencing domestic abuse. If you're not ready to report it, you can still seek support.
 - ▶ For more information on domestic abuse, how to get help and how to report it visit [safer.scot](https://www.safer.scot.nhs.uk).
 - ▶ If your partner is controlling you it's domestic abuse. To speak in confidence call Scotland's Domestic Abuse Helpline on **0800 027 1234**
 - ▶ The Domestic Abuse Act is the only UK legislation to reflect the harm that can be caused to children growing up in an environment where domestic abuse takes place.

Website/ newsletters

If you plan to include information on the domestic abuse campaign in your newsletters, or online, here is some example copy you may want to use:

If your partner is controlling you it's domestic abuse



From 1st April 2019 the new Domestic Abuse (Scotland) Act 2018 allows the police and courts to charge someone for a single offence of domestic abuse, covering both physical abuse and psychological abuse/controlling and coercive behaviour.

Coercive and controlling behaviour is a pattern of conduct which undermines the victim's independence and might include restricting mobile phone usage, controlling bank account access, dictating outfit choices, meal times or friendships.

It can happen to anyone in an intimate relationship. You don't need to live with your partner to experience domestic abuse.

It's important to talk to someone if you think you are experiencing domestic abuse. If you're not ready to report it, you can still seek support.

For more information on domestic abuse, how to get help and how to report it visit [safer.scot](https://www.safer.scot.nhs.uk/).

If your partner is controlling you it's domestic abuse.

To speak in confidence call Scotland's Domestic Abuse Helpline on **0800 027 1234**

Campaign contacts

We're looking forward to working with you during the domestic abuse campaign. If you want to get involved or have any questions, suggestions or comments, please contact the team.

Lee-Anne Chapman

Scottish Government

LeeAnne.Chapman@gov.scot

PR:

Katrina Muir

Smarts

0141 222 2040

domesticabuse@smartscommunicate.co.uk