



Call Scotland's Domestic Abuse Helpline: 0800 027 1234



Domestic Abuse Stakeholder Toolkit November 2021



What is the domestic abuse campaign?

When the new Domestic Abuse (Scotland) Act 2018 came into force, a new Scottish Government campaign ran to support the act and raise awareness that coercive and controlling behaviours are forms of domestic abuse.

The Act meant that as well as physical harm, psychological harms such as controlling behaviour can be punished by law. This reflects a growing understanding that domestic abuse is often a course of behaviour that extends over a period of time and can take many forms.

This year, the campaign is running again, based around the same key 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.

It shows that domestic abuse can take many forms and has a hugely damaging effects on victims/survivors, their families and communities.

Help is highlighted as available by signposting:

- Scotland's 24hr Domestic Abuse Helpline **0800 027 1234**
- Reporting a crime to the police on **101**
- Calling **999** in an emergency
- Visiting [safer.scot](https://www.safer.scot) for more information

The campaign will be seen throughout Scotland on digital and outdoor channels, including safe one-to-one spaces such as toilets and changing rooms, where people are generally on their own and can take time to digest the information. It is timed to coincide with the UN's 16 Days of Activism against Gender-Based Violence, an annual international campaign starting 25 November (International Day for the Elimination of Violence against Women).

The overall message is: 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](https://www.safer.scot).

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 film is
<http://bit.ly/DomesticAbuseTVAd>

Example tweets

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



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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, it also includes coercive and controlling behaviour. If you are, or someone you know is experiencing violent, abusive or controlling behaviour, help is available. To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234. For more info visit [safer.scot](https://www.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](https://www.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](https://www.safer.scot). To speak in confidence call Scotland's Domestic Abuse Helpline on 0800 027 1234.

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

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 know of anyone who would share their story anonymously or you would like to be involved in future PR campaigns as a spokesperson, please contact domesticabuse@smarts.agency.

Social media

Social media assets, film clips and campaign visuals will be made available through the Safer Scotland Facebook account for you to share on your own channels with hashtag #ReportDomesticAbuse and #DomesticAbuse. These can also be found on the campaign assets page of the Safer Scotland website <https://bit.ly/3HPPyVN>.

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

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 but also includes coercive and controlling behaviour.
 - ▶ Coercive and controlling behaviour is a pattern of behaviour which happens over time and undermines the survivor's independence. This might include monitoring and restricting mobile phone usage, controlling bank account access, dictating outfit choices, meal times or friendships.
 - ▶ The 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 such as controlling and coercive behaviour.
- ▶ Domestic abuse has hugely damaging effects on victims, survivors, their families and communities and can leave the person feeling isolated, frightened and humiliated.
 - ▶ It can happen to anyone in an intimate relationship. You don't need to live with your partner to experience domestic abuse.
 - ▶ Controlling behaviour takes away your choices in life and the things that make you, you.
 - ▶ 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 Scottish Government's domestic abuse campaign coincides with the UN's 16 Days of Activism against Gender-Based Violence.
 - ▶ The Domestic Abuse (Scotland) Act reflects 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 about 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



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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.

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PR:
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