

SAY NO TO ASB CAMPAIGN

DIGITAL CAMPAIGN PACK
2021



SAY NO TO ASB CAMPAIGN



THE FACTS

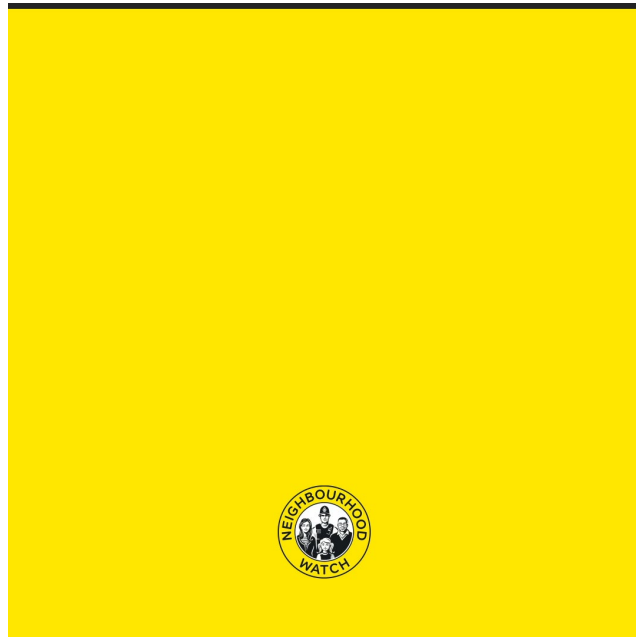
- Antisocial behaviour (ASB) incidents have increased over the last three years. Police forces, councils and housing associations are reporting significant spikes in ASB cases – and these are not minor incidents. They are complex and serious cases causing real harm to many people.
- 45% of people say ASB is a problem where they live, and 56% of those who had either been a victim of or a witness to ASB did not report it to anyone. * Data source: [Taking Back our Communities - working together to make communities safer](#) report, commissioned in 2021 by [RESOLVE](#), a Centre of Excellence solely focused upon community safety and antisocial behaviour
- To help tackle the issue, Neighbourhood Watch Network has released a campaign encouraging people to SAY NO TO ASB. The campaign will be run from the 25th October through to the 21st November on their social channels with key information on recognising, recording, and reporting ASB on their website: ourwatch.org.uk/asb.
- The campaign can be re-run at any point by local Neighbourhood Watch groups

SAY NO TO ASB CAMPAIGN



SOCIAL MEDIA SUGGESTED WORDING

Antisocial behaviour (ASB) can have a negative effect on you and your community – 43% of victims say it's affected their mental health. SAY NO to ASB by RECOGNISING, RECORDING and REPORTING it.



[DOWNLOAD
ANIMATION FOR
ALL SOCIAL
CHANNELS](#)

TAGGING

Please tag Neighbourhood Watch Network on all ASB campaigns posts.

Facebook: @ourwatch

Twitter: @n_watch

Instagram: @neighbourhood.watch insta

LinkedIn: @neighbourhood.watch

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SOCIAL MEDIA SUGGESTED WORDING

The first step to speaking out against antisocial behaviour (ASB) is RECOGNISING It. Recognising what ASB is and what it isn't can be difficult. What you may consider to be ASB someone else may not - it can be extremely subjective, but our case studies and examples should help make it clearer. To find out more about recognising ASB and the devastating effects of ASB visit ourwatch.org.uk/asb Speak out to protect your community and #SayNoToASB with [TAG NEIGHBOURHOOD WATCH]



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[DOWNLOAD FOR FACEBOOK/ INSTAGRAM](#)

NEIGHBOURLY - COMMUNITY FOCUSED - INCLUSIVE - PROACTIVE - TRUSTED - COLLABORATIVE

Neighbourhood Watch Network is a charity registered in England & Wales, CIO no: 1173349

ourwatch.org.uk

SAY NO TO ASB CAMPAIGN



SOCIAL MEDIA SUGGESTED WORDING

56% of those who either witnessed or were a victim of ASB did not report it. If you suspect it, report it. Find out more about the impact of ASB on real lives by visiting ourwatch.org.uk/asb Speak out to protect your community and #SayNoToASB with [TAG NEIGHBOURHOOD WATCH]



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SOCIAL MEDIA SUGGESTED WORDING

45% of people say antisocial behaviour (ASB) is a problem where they live. It can be downplayed as a low-level crime but suffering from ASB can lead to anxiety, depression, sleep, work and relationship issues. Victims can feel unsafe and afraid in their own homes. It can feel like you are living a nightmare. To find out more about ASB visit ourwatch.org.uk/asb Speak out to protect your community and #SayNoToASB with [TAG NEIGHBOURHOOD WATCH]

PARTY

OR PERSISTENT?

SAY NO TO NOISE NUISANCE

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SOCIAL MEDIA SUGGESTED WORDING

The first step to speaking out against antisocial behaviour is RECOGNISING It. 47% of people who have experienced ASB say they have considered moving home. To find out more about the effects of ASB visit ourwatch.org.uk/asb. Speak out to protect your community and #SayNoToASB with [TAG NEIGHBOURHOOD WATCH]



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SOCIAL MEDIA SUGGESTED WORDING

Do you feel confident reporting antisocial behaviour? 43% of people say ASB has affected their mental health and 47% of victims say they have considered moving home. ASB can have a very negative effect on someone's mental wellbeing. Report it, before it escalates. Find out more - > ourwatch.org.uk/asb Speak out to protect your community and #SayNoToASB with [TAG NEIGHBOURHOOD WATCH]



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TARGETED ANIMATIONS

As part of our campaign launch, we have created targeted Facebook animations to be used in areas in which ASB incidents are high. If you live in Cleveland, Gloucestershire, Lancashire, London or Northumbria, or South Wales you can use these digital animations.

- [Cleveland animation](#)
- [Gloucestershire animation](#)
- [Lancashire animation](#)
- [London animation](#)
- [Northumbria animation](#)
- [South Wales animation](#)



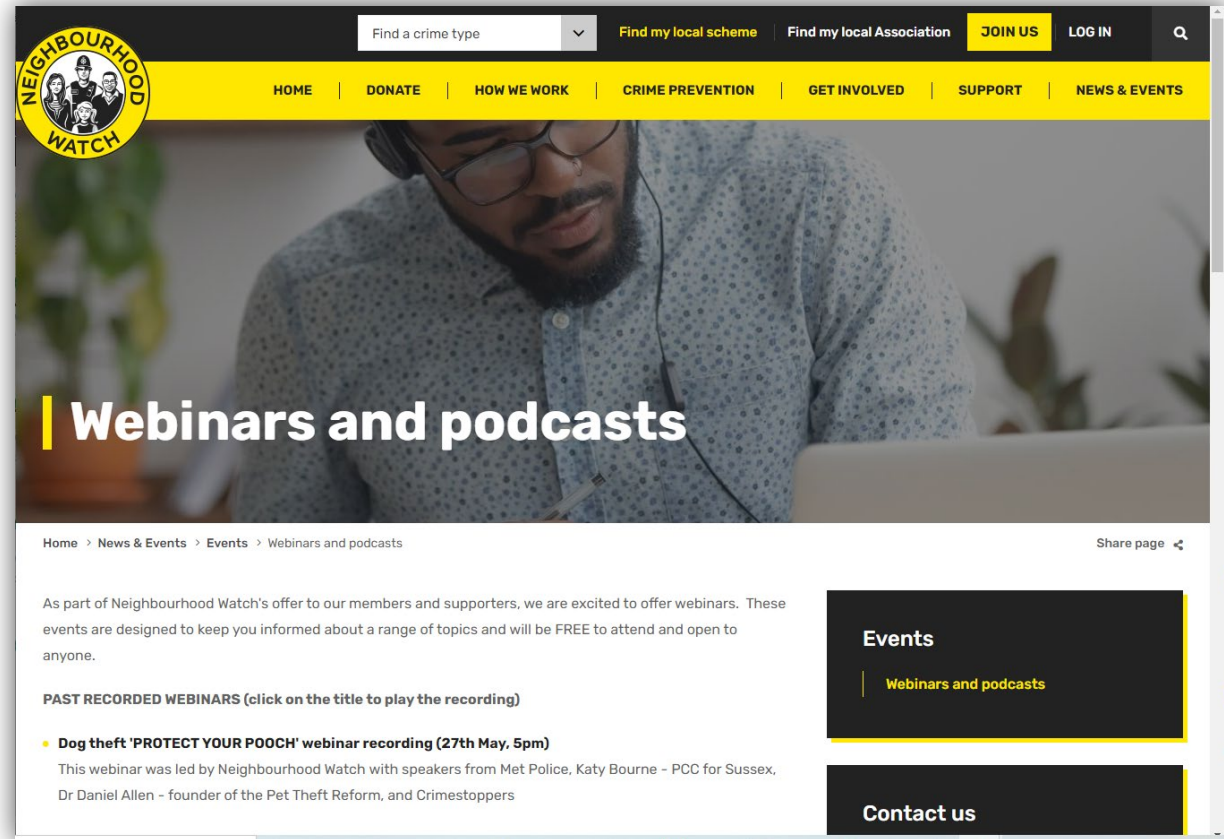
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ASB WEBINAR

We will be running an ASB webinar, with a guest speaker from ASB Help, on the 15th November at 5pm.

Visit ourwatch.org.uk/webinars to book your place or watch the recording after the event.

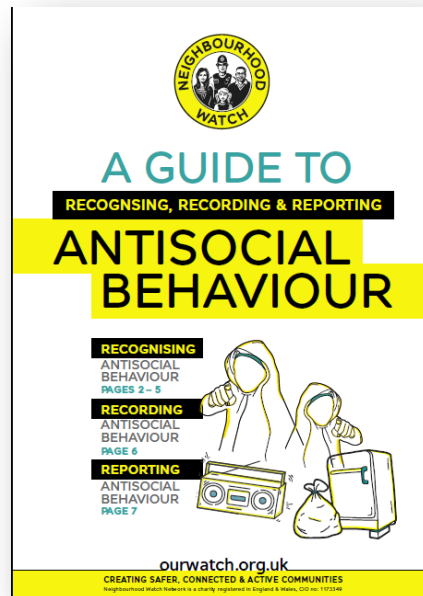




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DOWNLOADS

Visit ourwatch.org.uk/asb to download and share a 14-day ASB DIARY and a GUIDE TO RECOGNISING, RECORDING AND REPORTING ASB. Both guides can be shared digitally or printed.



**A GUIDE TO
RECOGNISING,
RECORDING AND
REPORTING ASB**



ASB DIARY

SAY NO TO ASB CAMPAIGN



CONTACT US

We want to reach as many people as we can particularly those in high crime areas.

If you run this campaign locally, please let us know how it went. Demonstrating our impact as a charity is vital to securing more funding, so we can reach more people.

To get in touch contact us on enquiries@ourwatch.org.uk.