**Suggested Domestic Abuse campaign plan, using resources from the** [**Neighbourhood Watch Domestic Abuse information pack**](https://www.ourwatch.org.uk/crimes-archive/domestic-abuse/) **and** [**Toolkit**](https://www.ourwatch.org.uk/crimes-archive/toolkit-2/)

* Before planning a new campaign, it’s always worthwhile finding out what initiatives are already under way on domestic abuse within your local police force and local authority? It might be that you can add and support something that’s already under way too.
* It might be worthwhile contacting your local Police Community Support Officer (PCSO) office to ask if they can help to cover the cost of any printing.
* During each week of the campaign, start at least three conversations with people about domestic abuse.
* And, please always remember:

When posting anything about domestic abuse online, please include the following information:

***Covering your tracks online*** *If you are worried about someone seeing what you have been doing online, use a different computer, either at a local library, internet cafe, at a friend's house or at work. Find more information on covering your tracks online* [*here*](%3A%20https%3A/www.womensaid.org.uk/cover-your-tracks-online)*.*

***Getting support or help***

*For help or support please contact the Freephone 24 hour National Domestic Violence Helpline on****0808 2000 247****(run in partnership between Women's Aid and Refuge). For information and support online you can go to*[*http://www.womensaid.org.uk*](http://www.womensaid.org.uk/)

*In an emergency, call the police on 999.*

**Week 1: Stop Domestic Abuse campaign launch**

Hold a public meeting to launch your campaign.

* Invite your local police, local authority domestic abuse lead, and Women’s Aid service or another local domestic abuse charity, to come and present with you - find them here: www.womensaid.org.uk/domestic-abuse-directory/
* Put up notices at your local church or other places of worship/school/community hall, send email notices to your trusted contacts and ask them to spread the word
* Present the NW Domestic Abuse slide presentation
* Print off and hand out Neighbourhood Watch leaflets on Domestic Abuse: The facts; Talking About Abuse, and Honour-based Abuse. Find these in the Downloads section of the [Toolkit](https://www.ourwatch.org.uk/crimes-archive/toolkit-2/).
* Print off and hand out the government’s ‘FGM: The facts’ leaflet; and/or any leaflets from the Women’s Aid website [here](https://www.womensaid.org.uk/information-support/downloads-and-resources/posters-and-leaflets/).
* Remember to provide essential safety information at the meeting - such as: why intervening or reporting on a victim’s behalf may not be safe; why safety and confidentiality are essential in responding to domestic abuse; and where to signpost survivors to help and support.
* Before the meeting, find out if Women’s Aid is running a programme in your area to train people to become ‘Change that Lasts community ambassadors’. If so, you can tell people about it using the information on [this page](https://www.ourwatch.org.uk/crimes-archive/how-to-help/) and point people to more information [here](https://www.womensaid.org.uk/our-approach-change-that-lasts/askme/). However, be aware that although the programme is continuing to expand across the UK, training to become an ambassador is still only available in a few areas at present.

**Week 2:** **‘How healthy is your relationship?’ Week**

* Day 1: Post on your NW Facebook or Twitter account, the quiz from Avon & Somerset Police called ‘[How healthy is your relationship?](https://www.thisisnotanexcuse.org/domestic-abuse/how-healthy-is-your-relationship/)’ and encourage your members to share it widely with their networks.
* Days 2-7: Post on your NW Facebook or Twitter account, one a day, each of the six short films from [the Love Don’t Feel Bad campaign website](http://www.lovedontfeelbad.co.uk), showing [different healthy and unhealthy relationship scenarios](%E2%80%A2%09http%3A/www.lovedontfeelbad.co.uk/is-this-a-healthy-relationship/).

**Week 3: Coercive Control week**

Post on your NW Facebook or Twitter account, some of the information about coercive control from [this webpage](https://www.ourwatch.org.uk/crimes-archive/coercive-or-controlling-behaviour/) along with this film called [‘Everything you wanted to know about coercive control’.](http://www.lovedontfeelbad.co.uk/everything-you-wanted-to-know-about-coercive-control/)

**Week 4:** **Honour-based Abuse Week**

On various days over the week, post on your NW Facebook or Twitter accounts, some of the information from these webpages:

<https://www.ourwatch.org.uk/crimes-archive/honour-based-crimes/>

<https://www.ourwatch.org.uk/crimes-archive/fgm/>

<https://www.ourwatch.org.uk/crimes-archive/forced-marriage/>

along with the following films:

<https://www.youtube.com/watch?v=pSPxOa9tCOI>

<https://www.youtube.com/watch?v=nF2_4uRtHJs>

<https://www.youtube.com/watch?v=RmDjddEJL1M&list=PLOEg6TE9fgw+XTFxzJqXb70u9RO4uIwP95>

Again, encourage sharing.

**Week 5: Domestic Abuse and Young People Week**

Day 1: Email to your NW group members and other contacts, and post on your social media accounts, the government website [Disrespect NoBody](http://www.disrespectnobody.co.uk), which aims to prevent teenagers from becoming victims or perpetrators of domestic abuse.

Day 2 (or later in the week): Email to your NW group members and other contacts, and post on your social media accounts, the Women’s Aid-produced [The Hideout](http://thehideout.org.uk/) - an online space to help children and young people understand domestic abuse, and how get help and support. Encourage sharing with parents, teachers and others that have contact with children and young people.

**Week 6:** **Spread the Word Week**

Email your NW members to request that they print out posters/leaflets from the Toolkit page [here](https://www.ourwatch.org.uk/crimes-archive/toolkit-2/) and distribute them to local GP surgeries, nurseries, schools and community centres. However, leaflets should not be put through people’s letterboxes in case an abuser sees it and suspects the victim is seeking help or reporting their behaviour.