



HM Government

ENOUGH.



I've had **ENOUGH.**
OF MY MATE
HARASSING WOMEN
ON THE STREET,
SO I CALL IT OUT.

STREET HARASSMENT IS ABUSE.
We can stop violence against women and girls.
Get information and support at gov.uk/enough
Only intervene if safe to do so.



I've had **ENOUGH.**
of my friend's partner
controlling her,
so I tell her I'm here
if she wants to talk.

COERCIVE CONTROL IS ABUSE.
We can stop violence against women and girls.
Find out how to get support or report safely at gov.uk/enough
Only intervene if safe to do so.



We've had **ENOUGH.**
OF WOMEN BEING
TOUCHED WITHOUT CONSENT,
SO WE REPORT IT
WHEN WE SEE IT.

UNWANTED TOUCHING IS ABUSE.
We can stop violence against women and girls.
Find out how to get support or report safely at gov.uk/enough
Only intervene if safe to do so.



I've had **ENOUGH.**
of my mate sharing
nudes of women
without their consent,
so I tell him to stop.

'REVENGE PORN' IS ABUSE.
We can stop violence against women and girls.
Get information and support at gov.uk/enough
Only intervene if safe to do so.

Tackling violence against women and girls Enough campaign partner pack

March 2022

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Campaign overview

Enough. We all have the power to stop violence against women and girls.

In July 2021, the government published its [Tackling Violence Against Women and Girls Strategy](#) and announced a communications campaign across England and Wales, focused on behaviour change.

The 'Enough' campaign has been created in collaboration with victims and survivors, the violence against women and girls sector, academics and victims' services.

During March 2022, a TV advert, supported by billboards, radio and digital content, will feature the simple actions people can take to safely challenge and disrupt the abuse of women and girls. An accompanying campaign website will include further guidance and the support available for people affected by these crimes.

We need your help.

This partner pack contains resources and key messages to help amplify the campaign and we would greatly appreciate your support. **Please share, print, hand out and display the content and messages.**

Thank you.

Campaign overview

This is the start of a multi-year communications campaign which will address multiple audiences to tackle violence against women and girls. The first phase of activity will challenge perpetrators and mobilise bystanders to safely disrupt the abuse of women and girls. This could be among friends, colleagues, family or members of the public.

Future phases will go further to educate young people about healthy relationships (including consent) and help victims access support.

Phase 1 objectives

Increase recognition among perpetrators that violence against women and girls is unacceptable and a form of abuse.

Increase bystanders' understanding of the role they can play in disrupting abuse and the techniques for intervening safely.

Increase the likelihood that members of the public will feel confident to act when they see or experience violence against women and girls.

Target audiences

Perpetrators

Bystanders

Victims and survivors

Key messages

These can be used as a guide for any communication to support the campaign.

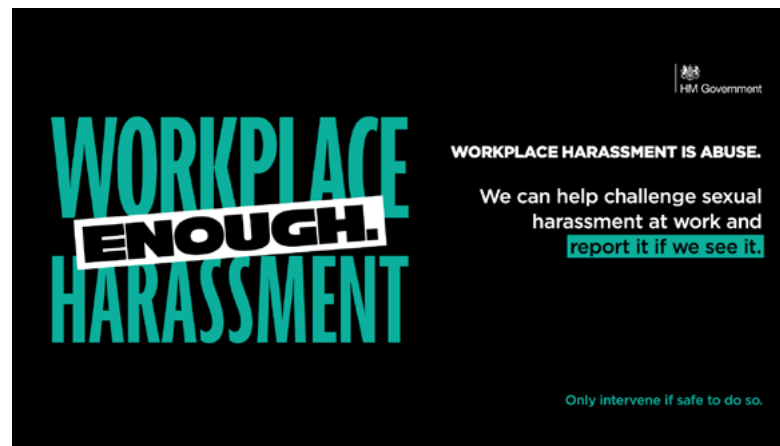
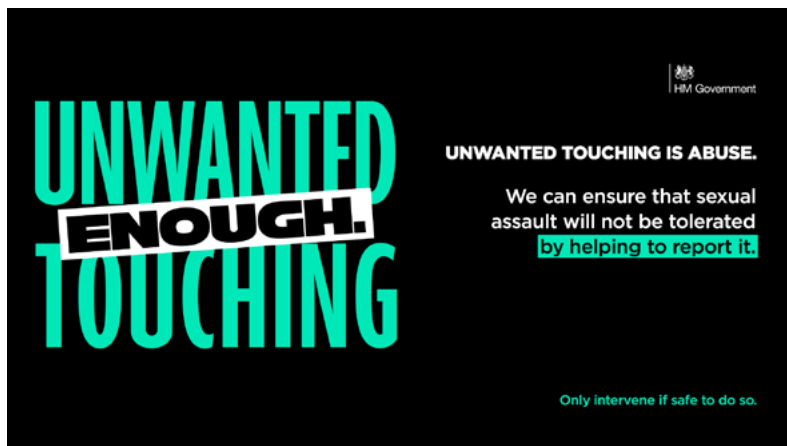
- We all have the power to stop violence against women and girls.
- Knowing what abuse is helps all of us to recognise it when it happens. It can be words or actions. Online or in person. At home, at work or in the street. Anywhere.
- By standing against all forms of abuse, and holding perpetrators accountable, we can create a society where women and girls are equal, respected and safe.
- Even small acts of recognition and support can help prevent abuse. Find out how you can be part of the change at [gov.uk/enough](https://www.gov.uk/enough)
- If you are experiencing abuse, it's never your fault and you do not have to deal with it alone. Find out what support there is for you at [gov.uk/enough](https://www.gov.uk/enough)
- Letting acts of abuse pass can make the people who commit them think their behaviour is acceptable. You can help by stepping in or reporting abuse when you witness it. Find out how to intervene safely at [gov.uk/enough](https://www.gov.uk/enough)
- If you are worried about your or someone else's behaviour, it's not too late to make a change. Find out how to change for the better at [gov.uk/enough](https://www.gov.uk/enough)

Content catalogue

Social media assets

These can be shared across your social media channels including Instagram, Twitter and Facebook.

[Click here to download.](#)



Content catalogue

Suggested social media posts

Here is some suggested wording to post alongside the social media assets, as captions, or on your display screens. Remember to include the campaign website [gov.uk/enough](https://www.gov.uk/enough) to make sure your audience can find the guidance.

Street harassment

- Street harassment is abuse. We can call out our friends when they make offensive or abusive comments. Get information and support at [gov.uk/enough](https://www.gov.uk/enough)

Coercive control

- Control, threats and humiliation in a current or former relationship is domestic abuse. We can help our friends get support. Find out how to get support or report safely at [gov.uk/enough](https://www.gov.uk/enough)

Unwanted touching

- Touching someone without consent is abuse. We can show support and help report sexual assault when we see it. Find out how to get support or report safely at [gov.uk/enough](https://www.gov.uk/enough)

Workplace harassment

- Workplace harassment is abuse. We can help challenge sexual harassment at work and report it if we see it. Find out how to get support or report safely at [gov.uk/enough](https://www.gov.uk/enough)

Cyberflashing

- Cyberflashing is abuse. We can call out friends who send women intimate photos they didn't ask for. Get information and support at [gov.uk/enough](https://www.gov.uk/enough)

'Revenge porn'

- 'Revenge porn' is abuse. We can tell our friends that it's never OK to share intimate photos of women without their consent. Get information and support at [gov.uk/enough](https://www.gov.uk/enough)

Violence against women and girls

- We can challenge abuse when we see it. Even small acts can help stop violence against women and girls. Get information and support at [gov.uk/enough](https://www.gov.uk/enough)

Content catalogue

Video

These videos can be shared on your social media channels as well as on display screens in your workplace.

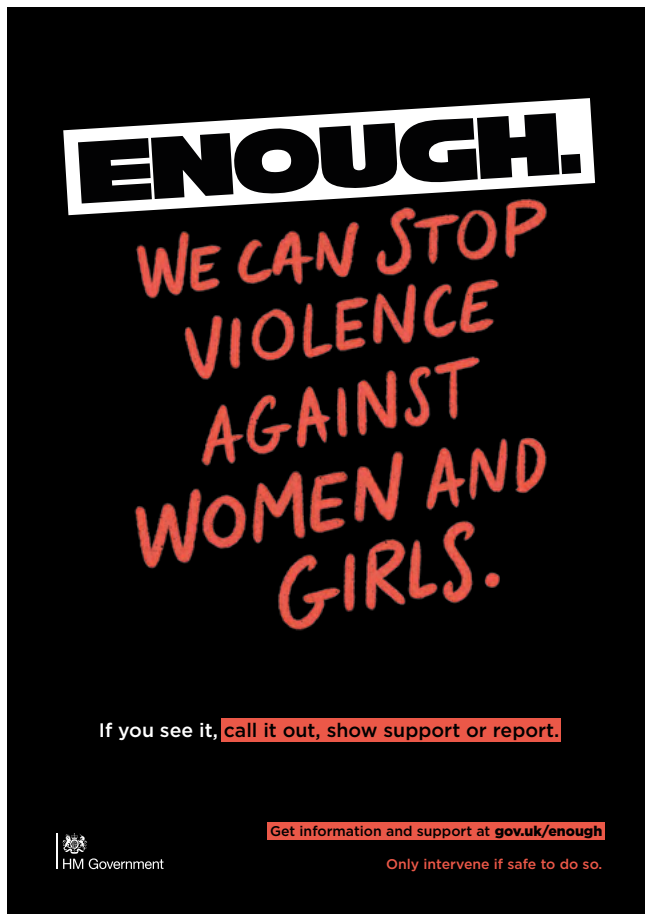
[Click here to download.](#)



Content catalogue

Posters

Our full range of posters can be printed out and displayed in your venues. [Click here to download.](#)



ENOUGH.
WE CAN STOP
VIOLENCE
AGAINST
WOMEN AND
GIRLS.

If you see it, **call it out, show support or report.**

HM Government

Get information and support at gov.uk/enough

Only intervene if safe to do so.



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OF MY MATE
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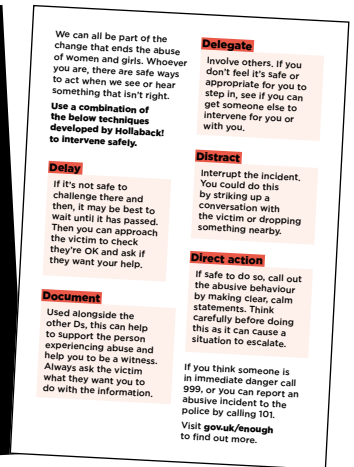
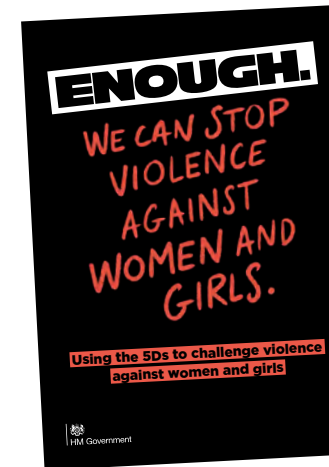
Content catalogue

Internal communications

Below are some assets you can download to use on your internal communications channels to highlight the campaign and its key messages to staff. This includes:

- a template blog post which introduces the campaign
- a leaflet that can be printed or shared digitally on how to safely intervene when witnessing abuse
- a digital background which can be used during video meetings or across internal digital screens
- a message of support for the campaign which can be placed on your email signature

[Click here](#) to download these assets.



How you can support the campaign

- ❑ Share campaign assets with customers, employees and stakeholders via your channels. This could include social media posts, internal communications, or putting posters up on noticeboards in your workplace or in your customer-facing spaces.
- ❑ Create your own content using the key messages.
- ❑ As an individual, familiarise yourself with the 5Ds intervention model (developed by Hollaback!) so that you have the confidence to intervene if you witness abuse. Find it at [gov.uk/enough](https://www.gov.uk/enough)

A full list of campaign assets (including assets in Welsh) can be downloaded [here](#).

If you have any comments, questions on the campaign, or would like to partner with us, please email enough@homeoffice.gov.uk

We would love to hear how you have used the partner pack and campaign assets, and will be in touch in due course to ask for your feedback.

Thank you so much for your support. Together we can all be part of the change to stop violence against women and girls.