

# WOMEN'S SAFETY CAMPAIGN

**MEN CAN HELP WOMEN FEEL SAFER**



**#DontBeThatGuy**

## CAMPAIGN TOOLKIT



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# ABOUT THE CAMPAIGN

## The Campaign

**MEN CAN HELP WOMEN FEEL SAFER** is a campaign being launched by **Fife Violence against Women Partnership (FVAWP)** which includes representatives from Fife Council, NHS Fife, Police Scotland and third sector partners.

After Increased media attention to women's safety, some of the content has been unhelpful:

- Increasing women's fear and alarm
- Putting responsibility onto women for their safety and thereby limiting women's opportunities

This is in a context of:

- Victim blaming
- Inequality and misogyny

Every woman has the right to feel safe when going about her daily life without fear. This Fife-wide campaign aims to encourage **all** men to be responsible in helping end violence against women and girls.



# AUDIENCE

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The campaign will primarily target men with a focus on challenging (and changing) existing attitudes, cultures, and behaviours.



# KEY OBJECTIVES

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## Key Objectives

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Encourage **all** men to think about their behaviour.

Promote/advise how men can make positive changes.

Highlight the Impact of a small act - for example crossing the road rather than walking up closely behind a woman.

Engage with the local community to raise awareness of Violence Against Women, the causes and consequences and the role they can play in tackling it.





# OUR ASK

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## Our Ask

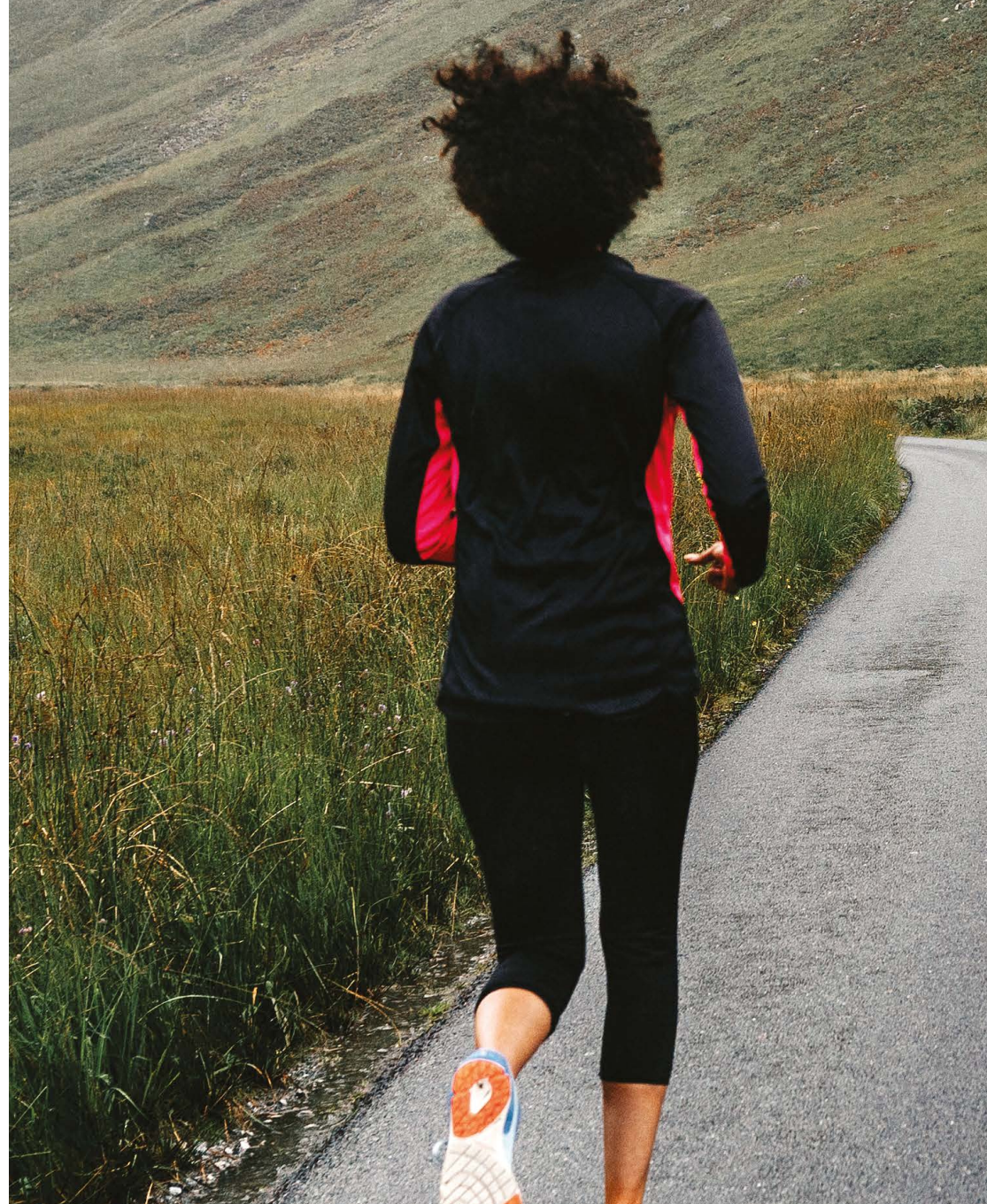
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We are asking partners, businesses and organisations to help with the promotion of the campaign and to raise awareness by using our toolkit campaign materials.

**Display posters** in your organisation or premises – digital versions can be downloaded **here**.

**Share information, imagery and the Police Scotland #Don'tBeThatGuy hashtag on your social media channels** - Social media assets and example posts can be downloaded **here**.

**Display images on digital screens** - Assets can be downloaded **here**.



# CAMPAIGN MATERIALS

## A4 Posters



Download all campaign materials [HERE](#)



## Social Media Images



## Digital Screens





# SOCIAL MEDIA POSTS

Download all campaign materials **HERE**



## How safe do you feel?



Over a third of women don't feel safe walking in their neighbourhood after dark. Women are afraid of being harassed or assaulted and this needs to change. It's not about women limiting their lives but needs to be about women feeling safe and going about their business safely.

Men can help women feel safer by thinking about their actions and body language. Small actions can make a big difference.

If you are concerned for someone's safety or see someone being harassed – do something. Call it out and in an emergency always call 999.

#DontBeThatGuy



## How can men help women feel safer?



Seven in ten women in the UK have experienced some sort of sexual harassment in a public space.

Men can help to make a change by calling out any form of harassment. Small actions can make a big difference.

If you are concerned for someone's safety or see someone being harassed – do something. Call it out and in an emergency always call 999.

#DontBeThatGuy





# SOCIAL MEDIA POSTS

Download all campaign materials **HERE**



## Social Media Posts

### Men can help women feel safer



Young women experience the highest proportion of sexual harassment. Every woman has the right to be safe when going about her daily life without fear.

Men can help women feel safer and small actions can make a big difference.

Women say these things would help them feel safer when out and about:

- Give me space - don't walk close behind me
- If I don't want to talk leave me alone
- Stay visible - cross the road where possible
- Help make a change - call out any form of harassment
- Just don't be that guy

If you are concerned for someone's safety or see someone being harassed - do something. Call it out and in an emergency always call 999.

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### Concerned for their safety, 39% of female runners have changed their route.



Too many women say that they feel on edge and don't feel safe when exercising outdoors alone. Some have switched to indoor activities or limited their exercise completely.

How can men help? Small actions can make a big difference. Consider the fact you might be intimidating to someone else who can't see you in the dark.

Women say these things would help them feel safer when exercising outdoors:

- Give me space - don't walk close behind me
- If I don't want to talk leave me alone
- Stay visible - cross the road where possible
- Help make a change - call out any form of harassment
- Just don't be that guy

If you are concerned for someone's safety or see someone being harassed - do something. Call it out and in an emergency always call 999.

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**MEN CAN HELP WOMEN FEEL SAFER**

**Thank you for  
your support.**



**POLICE  
SCOTLAND**  
POILEAS ALBA

**#DontBeThatGuy**

