



# Disrespect NoBody Campaign

Partner brief and campaign materials

Spring 2018



## Dear Partner

The third phase of the Home Office Disrespect Nobody campaign will run from today, 29 March, to the beginning of May 2018.

The aim of the campaign is to prevent young people, both boys and girls aged 12 to 18 years old, from becoming perpetrators and victims of abusive relationships.

For 2018, the focus of the campaign will be consent, sexting and personal boundaries, which are the issues many young people need more education and information on. All campaign advertising including radio, video-on-demand and social media, directs young people to the website [www.disrespectnobody.co.uk](http://www.disrespectnobody.co.uk) where they can find further information and the details of organisations which can provide help and support.

We have produced a range of partner support materials to help you use the resources with the young people that you work with and promote it within your local area. These include posters, social media assets and materials developed specifically for LGBT young people.

Campaign assets are available to download here on [gov.uk](http://gov.uk) and the Home Office has [tweeted](#) about the campaign. Please help support the campaign on social media by retweeting our post.

We have also produced a DVD containing the campaign adverts, you can order up to 10 copies of the DVD by emailing [VAWGCampaigns@homeoffice.gsi.gov.uk](mailto:VAWGCampaigns@homeoffice.gsi.gov.uk)

Thank you for your support.



## Campaign background & objectives

### Background

The campaign was developed following the highly successful 'This is Abuse' campaign which ran from February 2010 to April 2014. A summary report of the 'This is Abuse' campaign is available to download [here](#).

Disrespect NoBody was developed through research with the target audience (12 – 18 year old boys and girls) which showed that the campaign name 'Disrespect Nobody' resonated strongly with young people. By using puppets the adverts make serious content easier to engage with and focus on the positive behaviours instead of 'risky' ones. The use of young people's voices and language in the adverts was felt to be effective in talking about sensitive issues in a non-lecturing way is age appropriate.

### Aim of the campaign

The aim of the campaign is to prevent young people from becoming perpetrators and victims of abusive relationships by encouraging young people to re-think their views of abuse, controlling behaviour and what consent and sexting mean within relationships.

### Target audiences

Boys and girls aged 12 to 18 years old (with a focus on 12-15).

## Campaign key messages (for young people)

### Consent

- Understand the meaning of sexual consent, which is mutual agreement without pressure
- Understand and act on signs of non-consent which include non-verbal signs such as body language
- Check your partner has consented to sex every time, just because they have agreed once, it doesn't mean they will again
- Sex without consent is rape. Rape is a crime.

### Sexting (explicit image sent from a phone or via email)

- It's never OK to pressure someone to send a sext
- No one should make you feel like you have to send a sext
- You can't control who sees or shares a sext, once it's been sent.
- Protect yourself online, don't share sexts with people you have only met online, they may not be who they claim.

### Personal boundaries

- Consent is about more than just sex; it's about knowing what the other person is happy with and respecting that
- Groping or touching someone in a sexual way when they don't want you to is sexual harassment. Is it not acceptable.
- Making sexual comments about someone or touching them in a sexual way when they don't want you to is sexual harassment. Is it not acceptable.
- It's never OK to make sexual comments about someone or call them names in way that makes them feel uncomfortable.
- Making someone feel uncomfortable with sexual remarks about their clothes or appearance is not OK.



## Social media & email signature

You can help support the campaign on twitter **#disrespectnobody**.

### Suggested tweets are as follows:

- Help teens understand about relationship abuse with the @ukhomeoffice #disrespectnobody campaign. More info on GOV.UK
- The @ukhomeoffice #disrespectnobody campaign helps teens rethink their views on consent and sexting.

Below is a graphic for use in social media, which we have tweeted. You can also use the email signature image below to add to the bottom of emails.

## Social media graphic



## Email signature image



## Campaign posters

These posters are available to download and print.



Consent



Sexting



Violence



## Digital/online adverts

These simple online GIF adverts can be placed on websites to drive to [www.disrespectnobody.co.uk](http://www.disrespectnobody.co.uk) where young people can get further advice and be signposted to further support.

### Consent 1

SEX WITHOUT **CONSENT** IS RAPE

BUT WHAT IF THEY SAID 'YES' **BEFORE**?

**DISRESPECT NOBODY** **FIND OUT** ▶

This is a vertical sequence of three black rectangular panels. The top panel contains the text 'SEX WITHOUT CONSENT IS RAPE' in white, with 'CONSENT' in blue. The middle panel contains 'BUT WHAT IF THEY SAID 'YES' BEFORE?' in white, with 'BEFORE' in blue. The bottom panel contains 'DISRESPECT NOBODY' in white and green, followed by 'FIND OUT' in white and a white right-pointing triangle.

### Consent 2

SEX WITHOUT **CONSENT** IS RAPE

EVEN IF WE ARE **GOING OUT**?

**DISRESPECT NOBODY** **FIND OUT** ▶

This is a vertical sequence of three black rectangular panels. The top panel contains the text 'SEX WITHOUT CONSENT IS RAPE' in white, with 'CONSENT' in blue. The middle panel contains 'EVEN IF WE ARE GOING OUT?' in white, with 'GOING OUT' in blue. The bottom panel contains 'DISRESPECT NOBODY' in white and green, followed by 'FIND OUT' in white and a white right-pointing triangle.

### Sexting 1

NOBODY SHOULD **PRESSURE YOU**

TO SEND A NUDE PIC

DOESN'T **EVERYONE** SEND THEM?

**DISRESPECT NOBODY** **FIND OUT** ▶

This is a vertical sequence of four black rectangular panels. The top panel contains 'NOBODY SHOULD PRESSURE YOU' in white, with 'PRESSURE YOU' in pink. The second panel contains 'TO SEND A NUDE PIC' in white. The third panel contains 'DOESN'T EVERYONE SEND THEM?' in white, with 'EVERYONE' in pink. The bottom panel contains 'DISRESPECT NOBODY' in white and green, followed by 'FIND OUT' in white and a white right-pointing triangle.

### Sexting 2

NOBODY SHOULD **PRESSURE YOU**

TO SEND A NUDE PIC

WHAT IF I'M **GOING OUT** WITH THEM?

**DISRESPECT NOBODY** **FIND OUT** ▶

This is a vertical sequence of four black rectangular panels. The top panel contains 'NOBODY SHOULD PRESSURE YOU' in white, with 'PRESSURE YOU' in pink. The second panel contains 'TO SEND A NUDE PIC' in white. The third panel contains 'WHAT IF I'M GOING OUT WITH THEM?' in white, with 'GOING OUT' in pink. The bottom panel contains 'DISRESPECT NOBODY' in white and green, followed by 'FIND OUT' in white and a white right-pointing triangle.

## LGBT materials

We have developed resources with Government Equalities Office and LGBT organisations targeted specifically to LGB&T young people, including animated online GIF adverts, and a poster which can be downloaded and printed.



Poster



Online GIFs



The logo consists of the word "DISRESPECT" in white, uppercase letters above the word "NOBODY" in green, uppercase letters. Both words are set against a dark, rectangular background.

## Additional resources

### **Violence against Women and Girls strategy 2016**

This document provides an overview of the wide range of actions the government will be taking towards its strategy of ending violence against women and girls between 2016 and 2020. It was launched on 8 March 2016.

<https://www.gov.uk/government/publications/strategy-to-end-violence-against-women-and-girls-2016-to-2020>

### **‘This is Abuse’ campaign summary report**

The ‘This is Abuse’ campaign ran from 2010 to 2014 and the Home Office produced this report which summaries the development and evaluation of the campaign.

[www.gov.uk/government/publications/this-is-abuse-summary-report](http://www.gov.uk/government/publications/this-is-abuse-summary-report)

### **Thinkuknow**

The National Crime Agency’s CEOP Command is the UK’s national law enforcement agency committed to tackling the sexual abuse and exploitation of children, both online and off. CEOP’s Education programme is called Thinkuknow [www.thinkuknow.co.uk](http://www.thinkuknow.co.uk)

On the Thinkuknow website the focus for 11-13s is on broad internet safety advice and the introduction of advice about abusive or exploitative relationships, whilst the 14+ site focuses on sex, relationships and how the internet affects them. The 14+ site also introduces topics to reflect the vulnerabilities of young people who suffer abuse and exploitation: online dating, pornography and some of the specific vulnerabilities of LGBT young people. Furthermore, the sites also provide advice on how to respond if young people are worried about a friend. Do take a look at the sites – they’re mobile and tablet friendly – and encourage the young people that you work with to visit too! If you have any queries or feedback, please don’t hesitate to contact CEOP’s Education team:

[ceopeducation@nca.x.gsi.gov.uk](mailto:ceopeducation@nca.x.gsi.gov.uk)

### **Zipit**

ChildLine also has a free app called Zipit for young people. The app has handy tips to help young people if they are feeling uncomfortable when someone’s trying to get them to send naked images. Zipit helps young people take control of the situation with killer comebacks to flirty chat. Find out how to download the app on the ChildLine website <https://www.childline.org.uk/play/getinvolved/pages/sexting-zipit-app.aspx>