

Be a Lover not a Fighter
Campaign Briefing

Launch Date: 8th February 2016





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1. CAMPAIGN BACKGROUND

Domestic abuse is a significant public health issue, having a major impact upon those directly affected and their families. It affects one in three women and one in six men. Two women a week and two men a month are killed in domestic abuse incidents every year in the UK. There were 33,261 (Merseyside), 4,537 (Cheshire) and 30,505 (Lancashire) domestic abuse incidents recorded by police in 2012/13.

There is a strong body of evidence around the impacts of domestic abuse – witnessed or experienced - on children, not least through considering Adverse Childhood Experiences (ACE). ACEs are a complex set of related childhood experiences that directly affect a child or the environment in which they live, which can be linked to early experience of living in a domestic abuse household. Living with domestic abuse has negative impacts which can be carried into adulthood, affecting a child's health development, relationship, behaviour and emotional wellbeing.

The Directors of Public Health in Cheshire, Merseyside and Lancashire have prioritised the delivery of a campaign focusing on domestic abuse and its impact on children from a public health perspective, supporting and enhancing the impact of local services which work to support victims and perpetrators. The campaign has been developed with input from local partners in public health, domestic abuse and police. It is supported by Public Health England North West Centre and commissioned by the Cheshire & Merseyside Public Health Collaborative (Champs).

Launching on 8th February 2016, the 'Be a Lover not a Fighter' campaign will run for 4 weeks across the following Local Authority areas:

- Blackpool
- Blackburn with Darwen
- Cheshire West & Chester
- Halton
- Knowsley
- Lancashire (focusing on Burnley, Lancaster and Preston)
- Liverpool
- Sefton
- St Helens
- Wirral

All stakeholders are invited to support the campaign and get involved.

2. EVIDENCE FOR THE APPROACH

The 'Be a Lover not a Fighter' campaign first ran across Cheshire & Merseyside in February 2015 and was evaluated using stakeholder and public comments during engagement as well as a large public survey, representative of the population and significant to 95%CI.

The survey reported that 39% of the Cheshire & Merseyside population (almost 1 Million people) was aware of the campaign and had a strong impact through making people think more about domestic abuse, in particular the importance of talking about it.

Local residents' understanding of domestic abuse – especially that it is emotional as well as physical increased following the campaign, though people still underestimate the scale of domestic abuse in both men and women.

Whilst police are seen to have the main responsibility for tackling domestic abuse, there is some indication that this campaign helped people recognise that it is everyone's responsibility.

A recommendation from the survey was to refocus the campaign around both children and wellbeing and these have been prioritised for the 2016 campaign.

Campaign reports can be found at <http://www.champspublichealth.com/be-lover-not-fighter-domestic-abuse-campaign>

3. INSIGHT

In addition to educating, a broad aim is to reduce the acceptability of domestic abuse – to take steps to ‘de-normalise’ domestic abuse amongst the public, who will be engaged to pledge their support to help end domestic abuse. The campaign will highlight the nature and scale of the issue and the impact of domestic abuse on children to generate discussions in communities and on social media.

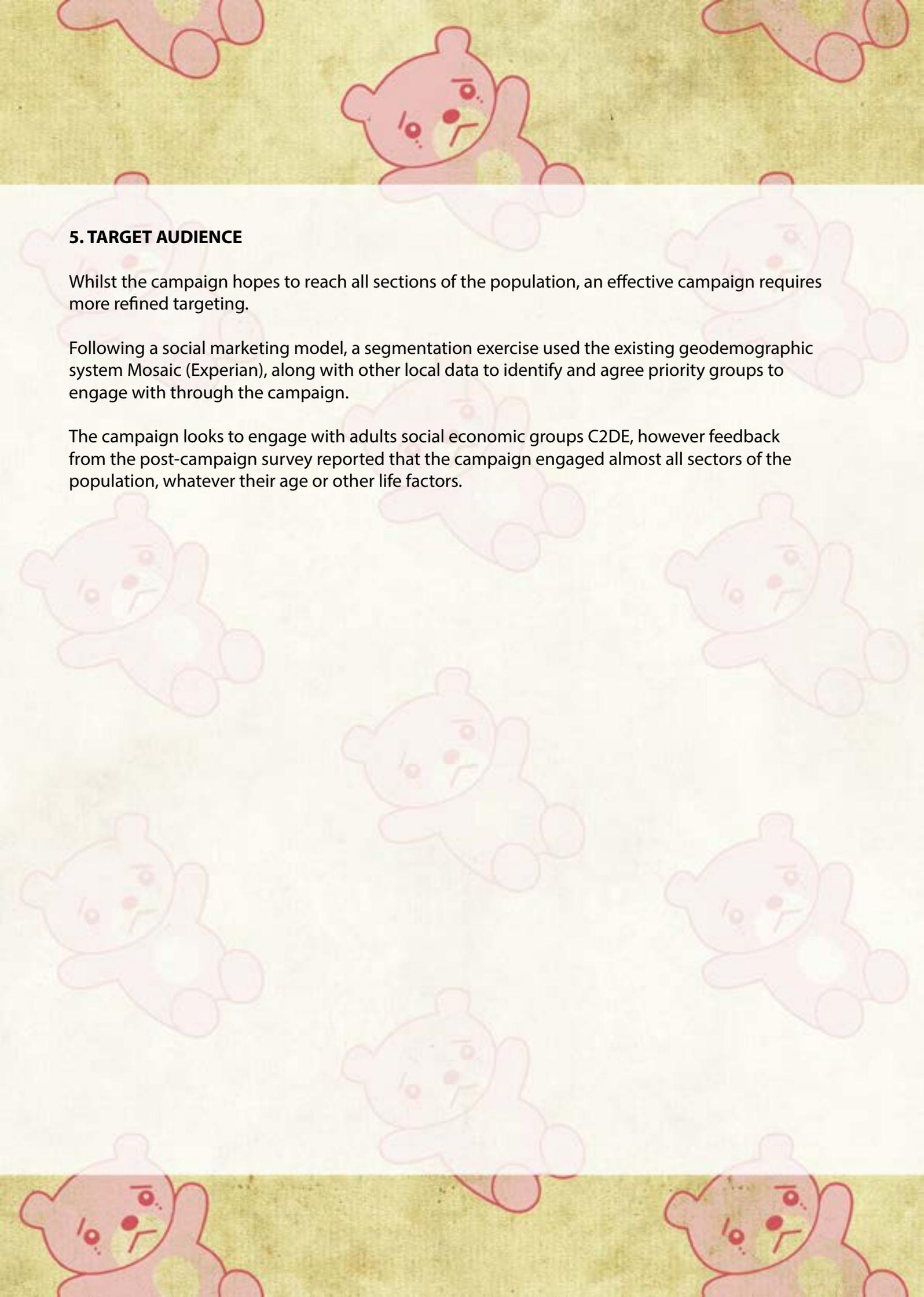
The original campaign development is based on the insight that:

- There is low understanding of the nature/prevalence/latest definition (including psychological abuse and coercive control).
- Domestic abuse is seen as a private issue - so do not intervene; there may be repercussions.
- There exists a broad acceptance that domestic abuse is the social norm in some communities.
- The default opinion is that domestic abuse is mainly in “working class women”.
- People do want domestic abuse to reduce.

4. AIMS & OBJECTIVES

The 'Be a Lover not a Fighter' campaign aims to raise awareness around the issue of domestic abuse and gain public support to help end it. Responding to the insight, the campaign aims to:

- Improve public understanding of the new definition of domestic abuse;
- Highlight the impact on children;
- Increase understanding of the prevalence, nature and effects of domestic abuse;
- Contribute to 'denormalising' domestic abuse and its acceptance;
- Facilitate conversations about domestic abuse and gain public support for ending domestic abuse.



5. TARGET AUDIENCE

Whilst the campaign hopes to reach all sections of the population, an effective campaign requires more refined targeting.

Following a social marketing model, a segmentation exercise used the existing geodemographic system Mosaic (Experian), along with other local data to identify and agree priority groups to engage with through the campaign.

The campaign looks to engage with adults social economic groups C2DE, however feedback from the post-campaign survey reported that the campaign engaged almost all sectors of the population, whatever their age or other life factors.

6. CAMPAIGN CREATIVE

Concept testing was undertaken with the primary target audience to examine how the campaign creative, headline and copy would be perceived.

Based on testing results, the chosen route consists of an image of a child's bear and two other key engaging elements:

1. The main campaign headline will be – 90% of domestic abuse is witnessed by children
2. This striking fact will be balanced with a campaign motif which encourages support to end domestic abuse using the line 'Be a Lover not a fighter', which is well used phrase locally denoting peaceful individual, providing a positive slogan for the campaign.



7. THE CAMPAIGN

The campaign is an integrated, multi-channel campaign that enables all people across Cheshire, Merseyside and Lancashire to be informed, get involved and lend their support to help end domestic abuse. Utilising a mix of tactics, the campaign consists of:

Campaign Website www.lovernotfighter.org.uk

A point of contact to inform users about the campaign and how they can support it. It provides positive messaging, highlighting that people can move on from abusive situations and go on to form healthy relationships, as well as signposting to other websites for detailed information and where to get help locally. It will also provide information for children that are affected by domestic abuse. The new website will launch around the 3rd February 2016.

A4 Posters

Posters will be provided to partners for distribution to a range of settings, including GP's, Health Centres, Leisure Centres, Pharmacies and Hospitals. A separate poster mailshot will also be sent to hairdressers, supermarkets and dentists. Posters will be distributed prior to the week commencing 8th February 2016.



Leaflet & Badges

Leaflets and badges will be used in face to face engagement and in other central locations determined by local leads, such as Local Authority One Stop Shops.

At the engagement events, members of the public can pledge their support to help end domestic abuse and pick up a free badge pack, which will be in pairs so that one can be given to a friend – initiating conversations within the community.

90% of domestic abuse is witnessed by children



Sadly the effects on children can last a lifetime. It's not just physical abuse but emotional too, like threats and controlling behaviour. Show your support to help end domestic abuse. Visit lovernothfighter.org.uk

Developed by a Public Health partnership across Cheshire, Merseyside & Lancashire.

1 in 3 women and 1 in 6 men have suffered domestic abuse. 90% is witnessed by children.

It's not just physical violence, abuse can be emotional too like threats and controlling behaviour. And it can happen to anyone.

Children who see or suffer domestic abuse are often the forgotten victims. But this can seriously affect their physical, emotional and mental health as well as their behaviour, education and future job prospects. It also increases their risk of suicide, self harm and of becoming a victim or a perpetrator of domestic abuse themselves. So for children, the scars can last a lifetime.

There's never an excuse for domestic abuse. Ever.

You can make a difference to help end domestic abuse. Wear your badge. Talk about it. Give a badge to a friend or family member who, like you, wants this to end.

Join other supporters and have your say via:

Facebook: [facebook.com/bealovernofighter](https://www.facebook.com/bealovernofighter)

Twitter: twitter.com/ilovernofighter

Instagram: [instagram.com/bealovernofighter](https://www.instagram.com/bealovernofighter)

This story can be changed. Let's not keep it in the dark.

People can and do escape domestic abuse and recover from their experience. Even children.

For more information about the campaign and where to get help visit lovernothfighter.org.uk

If you see, hear or experience domestic abuse, do something about it. Report emergencies to the police. Call the 24 Hour National Domestic Violence Helpline free on 0808 2000 247, run in partnership between Women's Aid and Refuge. Or the Mankind Initiative 01823 334244 (10am-4pm) offer confidential telephone advice and support.



8. PR & CELEBRITIES

PR will be targeted at all media (print, online and broadcast) across Cheshire, Merseyside and Lancashire and beyond. PR will launch the week commencing the 8th February 2016.

At a local level, photo opportunities with Cabinet members and/or Directors of Public Health, as well as other stakeholders, will facilitate local media engagement via locally adapted template press releases.

Following the PR launch, a series of press releases will be distributed focusing on the impact of domestic abuse on children. The PR will use Valentine's Day as a hook.

Celebrities confirmed as supporting the campaign to date (24th January) include:

- Nick Knowles, DIY SOS
- Carl Fogarty, Superbike Champion
- Paul Heaton, Beautiful South
- Dan Whiston, Dancing on Ice
- Dan Forshaw, Award winning musician
- Hannah Hobley, Actress Benidorm
- Keith Chegwin, I'm a Celebrity
- Crissy Rock, Actress Benidorm & I'm a Celebrity
- Pete Price, Radio DJ & Media Personality
- Ed Byrne, Comedian
- Justin Moorhouse, Comedian
- Joe McElderry, Singer
- Lee Charles, Actor
- Claire Sweeney, Actress
- Karen Bryson, Actress Shameless
- Ann-Marie Davies, Actress Brookside
- MGP MADD Team UK
- Asa Murphy, Singer
- EFC

Celebrities are being asked to endorse the campaign in a number of ways from attending the press call to social media and pledges of support. Celebrity engagement will continue throughout the life of the campaign to help in spreading the message.

At the time of this briefing, celebrity support will mean the campaign will reach over 1.5m people on social media networks.

9. SOCIAL MEDIA

Social Media will play a key role in the campaign and aim to raise general awareness of domestic abuse, its causes and impact. It will ask for public support by introducing activity of a viral nature via the 'Heart Hands'.

Heart Hands

To generate support via social media, the 'heart hand' will be used. This provides a very quick and easy way for the public and people in the public eye alike to show their support to end domestic abuse.

The campaign will appear on Facebook, Twitter and Instagram. The campaign is being supported by high profile people including actors/actresses/singers/sportspeople and organisations of relevance to the target audience, to help spread the message.

The campaign social media pages are:

- [facebook.com/bealovernotfighter](https://www.facebook.com/bealovernotfighter)
- twitter.com/ilovernotfighter
- [instagram.com/bealovernotfighter](https://www.instagram.com/bealovernotfighter)

There is also a YouTube channel called Be a Lover not Fighter which will show videos of support. Campaign hashtags are #lovernотfighter and #hearhands.



10. ENGAGEMENT EVENTS

A series of public engagement events held in central locations across Cheshire, Merseyside and Lancashire will aim to engage with the target audience to encourage participation and support for the campaign. Engagement will reflect the understanding from insight that people do care that domestic abuse is a serious issue that no-one wants to talk about but that they want it to end.

The engagement will use the same creative approach and focus on the impacts on children, as well as highlighting the scale of the issue and offering a way for people to support ending domestic abuse through their pledge, encouraging people to talk to at least one other person about it and wear a badge if they want to. Events will run from 8th February to 11th March 2015.



Please find below a full list of dates and locations (subject to change).

Area	Location	Date
Lancaster	Marketgate, Lancaster	Wednesday 10th February 2016
Blackburn with Darwen	The Mall Shopping Centre	Thursday 11th February 2016
Preston	St Georges, Preston	Tuesday 16th February 2016
Blackpool	Houndshell Shopping Centre	Wednesday 17th February 2016
Burnley	Charter Walk, Burnley	Thursday 18th February 2016
Halton	Runcorn Shopping Centre	Friday 19th February 2016
Knowsley	Kirkby Market, Knowsley	Tuesday 23rd February 2016
St Helens	The Hardshaw Centre	Wednesday 24th February 2016
Liverpool	St Johns Shopping Centre	Thursday 25th February 2016
Sefton	The Strand, Bootle, Sefton	Tuesday 1st March 2016
Chester	Forum Shopping Centre	Wednesday 2nd March 2016
Wirral	Pyramids, Wirral	Thursday 3rd March 2016

11. ADVERTISING

Bus Advertising

Bus advertising, using the same artwork, will run across main routes in Cheshire, Merseyside and Lancashire, appearing on the bus rear and internal panels. Bus Advertising will run from 8th February 2015 for a four week period.



Radio Advertising

The campaign will appear on Radio City 96.7 (Cheshire and Merseyside) and Rock FM (Lancashire). The advert will promote the campaign and the story it tells will be from a child's perspective. Advertising will run for one week commencing 13th February.



12. GET INVOLVED

Everyone is encouraged to get involved and support the campaign. A password protected area will be available on the campaign website www.lovernotfighter.org.uk for stakeholders to download all campaign assets including the logo, email footers and presentation templates etc.

Ways to get involved include:

Pledge your Support

Enter your initials and postcode at lovernotfighter.org.uk

Wear your Badge

Badges will be available from Local Authority One Stop Shops. Stop by and pick one up.

Campaign Brand

The 'Be a Lover not a Fighter' logo is available electronically in a number of formats to be used on your own literature and marketing collateral. Please email hello@lovernotfighter.org.uk

Email Footers/Website Banners

Images can be supplied to promote the campaign via your email signatures or on your organisation's website. Please be aware of your organisations internal policy regarding email signatures. Please email hello@lovernotfighter.org.uk

Intranet/Message of the Day

Promote the campaign on the intranet.

Internal Newsletters

Promote the campaign in the internal newsletter with details of how to pledge support.

Social Media

Support the campaign via social media channels; Facebook ,Twitter and Instagram. Use the hashtags #lovernotfighter and #hearhands

Heart Hands

Take part in #hearhands - instructions below: #hearhands Instructions

1. Make a heart shape with your hands
2. Get someone to take a photo/video of you
3. Post the photo/video with the words 'I'm a lover not a fighter, Let's help end domestic your support'
4. Nominate a couple of your friends
5. Use #lovernotfighter #hearhands

Share on Social Media

Alongside sharing and promoting the campaign on social media, a key focus of the campaign is to encourage people to talk about the domestic abuse issue. It is important that messages remain positive as people can and do recover from domestic abuse and go on to have healthy relationships. Here is a sample of postings that can be used:

- Where domestic abuse is taking place in families, children are in the same or adjoining room 90% of the time #lovernothfighter #hearhands
- You will spend about 30 seconds reading this post...in that time Police in the UK have received another call about domestic abuse... isn't it time to stop it? #lovernothfighter
- If your partner abuses you, whether with violence, verbally or psychologically that control is domestic abuse not a healthy relationship. Find out more at www.lovernothfighter.org.uk
- I'm pledging my support to help end domestic abuse in Chester today...why not stop by and do the same? #lovernothfighter
- Show us your heart hands, nominate three of your friends to do the same and help put a stop to domestic abuse find out what to do here... #lovernothfighter#hearhands
- Share and show you care. Let's see your heart hands and pledge your support online to end domestic abuse #lovernothfighter#hearhands

CONTACT:

**FOR MORE INFORMATION ABOUT THE CAMPAIGN, TO ORDER CAMPAIGN MATERIALS OR IF YOU HAVE YOUR OWN IDEA TO HELP PROMOTE THE CAMPAIGN, PLEASE EMAIL:
HELLO@LOVERNOTFIGHTER.ORG.UK**

Information correct as of 28th January 2016.