



HM Government

DOMESTIC ABUSE COVID-19 CAMPAIGN

#YOUARENOTALONE



**Partner Pack
April 2020**

DOMESTIC ABUSE COVID-19 CAMPAIGN

Information for partners

Measures announced over recent weeks to tackle coronavirus (COVID-19) have drastically altered people's day-to-day lives. Whilst it is essential that the vast majority of people do stay home in order to protect the NHS and save lives, the government acknowledges that the order to stay at home can cause anxiety for those who are experiencing or feel at risk of domestic abuse. **Domestic abuse is unacceptable in any situation, no matter what stresses people are under. There is no excuse for domestic abuse.**

The Home Office has worked with a number of key partners and charities to launch a new national campaign to raise awareness that there is still support available for victims of domestic abuse. Advertising on social media signposts to **gov.uk/domestic-abuse** where victims, perpetrators and members of the public can find out how to get support if they or someone they know may be experiencing domestic abuse. Paid search adverts will also be directing to support and advice.

The campaign launched with a shareable social media ask for people to post the campaign advert and/or share a picture or video of themselves showing the campaign symbol – a hand with a heart symbol in it – and using the campaign hashtag

#YouAreNotAlone, to show solidarity and support for victims of abuse. We hope that supporters and the public will continue to share this message to ensure we are reaching as many people as we can.

Support on the GOV.UK page signposts to organisations such as Refuge who run the National Domestic Abuse Helpline, the Live Fear Free Helpline in Wales, Men's Advice Line, Women's Aid, Galop, Hestia, Imkaan, SafeLives and Respect who run the perpetrator phoneline.

People that are affected by domestic abuse will be harder to reach at this time and we really need your help to promote the campaign and raise awareness of the advice and support available. We have produced some campaign assets, including digital assets, a leaflet and a poster, which are all available to download **here**. **We will continue to update the Brandworkz portal as more assets are created, and we will email you as new assets are added.**

We are grateful for all the support we have received so far from our stakeholders and would appreciate if you could share the campaign assets with your networks and include a link on your website to our GOV.UK campaign page: **gov.uk/domestic-abuse**

If you have any questions or feedback on the campaign, please contact the Home Office campaigns team on domesticabusecampaign@homeoffice.gov.uk

DOMESTIC ABUSE COVID-19 CAMPAIGN **Campaign assets**

We have developed campaign assets which are available for you to share with your networks and raise awareness of where people can get further advice and support. Please download the campaign assets, including digital assets, posters and leaflets, **here**.



We are planning further assets to add to the Brandworkz portal over the coming weeks and will notify you of any updates. This will include translated assets.

DOMESTIC ABUSE COVID-19 CAMPAIGN

Suggested social posts

#YouAreNotAlone. If you are at risk or experiencing **#DomesticAbuse** you can still seek refuge and support is still available to you. The National Domestic Abuse Helpline is free to call 24/7 on 0808 2000 247.

Find out more: gov.uk/domestic-abuse

There is **#NoExcuseForAbuse.** If you, or someone you know, is worried about their behaviour there is advice available at: <https://respectphonenumber.org.uk>

Nobody should suffer from **#DomesticAbuse.** If you're worried or suspect that someone you know may be a victim of domestic abuse, you can get more information here: gov.uk/domestic-abuse. **#YouAreNotAlone**

If you are worried you or someone you know is suffering from **#DomesticAbuse**, there is help available to you. But if you or anyone you know is in immediate danger call 999 and ask for the police.

Find out more at: gov.uk/domestic-abuse.
#YouAreNotAlone

At home shouldn't mean at risk. If you or someone you know is suffering from **#DomesticAbuse**, isolation rules do not apply. Police response & support services remain available.

Find support at gov.uk/domestic-abuse or call 999 if you are in immediate danger. **#YouAreNotAlone**

Get help for **#DomesticAbuse.** Call 999 if in immediate danger. If you can't speak and are calling from a mobile, listen to the operator and, when prompted, dial 55 to connect to the police, who will help.

Find support: gov.uk/domestic-abuse
#YouAreNotAlone

**These social posts can be used as a guide to help you promote the campaign.
Please do tailor these for your audience.**

DOMESTIC ABUSE COVID-19 CAMPAIGN

 [@ukhomeoffice](https://twitter.com/ukhomeoffice)

 [@ukhomeofficegov](https://www.facebook.com/ukhomeofficegov)

 [@ukhomeoffice](https://www.instagram.com/ukhomeoffice)

Thank you for your support