**16 Days of action campaign toolkit**

25 November marks the start of ‘16 Days of Action to end violence against women and girls,’ an international movement supported by international, national and local organisations fighting to end violence against women and girls. 25 November is also White Ribbon Day, where men are encouraged to [wear a white ribbon](https://www.whiteribbon.org.uk/shop/white-ribbon-with-pin), and [pledge](https://www.whiteribbon.org.uk/pledge) never to commit, excuse or remain silent about male violence against women.

We’d like to invite you to join us in supporting the 16 Days of Action (also known as 16 days of activism) and related campaigns by reaching out to employers, employees and the general public about the prevention of and response to domestic and sexual violence. The PHE campaign will be as inclusive as possible, acknowledging that domestic and sexual violence and abuse can affect anyone, regardless of gender, ethnicity, sexuality or religion, and will have two primary operational aims:

1. To increase use of the BiTC domestic abuse workplace toolkit, designed to help organisations make a commitment to respond to domestic abuse and build an approach that ensures all employees feel supported and empowered by their workplace to deal with domestic violence and abuse.
2. To increase use of the South West Survivor Pathway website, a comprehensive online directory providing information about local sexual violence services across the South West to providers and survivors.

**How you can get involved**

We know that there are lots of organisations across the South West already planning great things locally to support the 16 days of action. We’d like to encourage any interested partners to get involved with our digital campaign activity by tweeting or retweeting the content we have developed. (See resources section below for more info). We’ll also be reaching out to stakeholders via email about the campaign, and possibly offering a webinar during the 16 days to introduce the toolkit to organisations.

If you have developed your own content and would still like to get involved in promoting the toolkit and website, you can use our trackable bit.ly links <http://bit.ly/BITCtoolkitSW> and <http://bit.ly/survivorpathSW> - and add the hashtag **#SW16Days** to your tweets.

Here at PHE SW centre we’ll promote the White Ribbon campaign <http://bit.ly/whiteribbonSW> to our staff, and we’re in the process of developing training for our managers on the BiTC toolkit. If you’d like more info on this or a copy of the full comms plan for the 16 days campaign, contact Georgie.tombleson@phe.gov.uk

**How we’ll evaluate the campaign**

Evaluation is a really important process for us and we want to be able to show you all after the campaign what we’ve achieved together. We’ll be using the GCS evaluation framework to measure outputs, outtakes and outcomes. As well as monitoring social media activity, toolkit downloads and visits to the website, we’d like to hear from you if you produce newsletters, posters, staff training or presentations. Please send any examples to Georgie.tombleson@phe.gov.uk – or just let us know what you think of the campaign and resources!

**The 16 days comms and social media calendar**

Each day during the 16 days PHE will schedule in the following tweets, kicking off with a press release to all SW media about the challenges around tackling domestic abuse. We will then follow up towards the end of the 16 days with a further press release about sexual violence and abuse.

Each tweet includes a related image which you can find in the zip file attached to the email containing this toolkit. Please feel free to retweet the @PHE\_Southwest content, or use this text to create tweets from your own account. If you draft your own tweets we’d be very grateful if you could use our hashtag #SW16Days so we can track activity.

| **Day** | **Date** | **Theme** | **Comms activity** |
| --- | --- | --- | --- |
| **1** | **Sun 25 Nov** | **Launch day: Did you know? Facts and stats about domestic abuse** | International Day for the Elimination of Violence against Women**PHE SW to launch south west wide press release featuring quote from Nick Gazzard of Hollie Gazzard Foundation, and employer case study, offering interviews to media if requested****Tweets:*** Did you know that an estimated 1.9 million adults aged 16-59 experienced #DomesticAbuse in the last year? We’re urging all employers to download our toolkit and help #EndTheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert 1.9madults image>
* The Survivor Pathway is a free resource for anyone who’s experienced sexual violence and abuse. Developed by experts, this directory is the first step in accessing support <http://bit.ly/survivorpathSW> #16DaysOfAction #SW16days <insert survivor pathway logo image>
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| **2** | **Mon 26 Nov** | **Why do employers play such an important role in breaking the cycle?** | **Tweets:*** Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
* Employers have a legal responsibility to provide a safe work environment for employees. Preventing and tackling domestic abuse is integral to this. Download our toolkit & help #EndTheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert 86pc of HR leads image>
* Are you a professional supporting survivors of rape and sexual assault? The South West Survivor Pathway is a easy to use directory of services for ALL survivors - access here - <http://bit.ly/survivorpathSW> #16DaysOfAction #SW16days <insert survivor pathway logo image>
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| **3** | **Tues 27 Nov** | **What is domestic abuse?** | **Tweets:*** Domestic abuse is the abuse of power & control over one person by another & can take many different forms - psychological, physical, sexual, emotional, verbal, economic. If you are an employer download our toolkit to learn more <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert abuse not just physical image>
* Rates of reporting of sexual violence have been increasing across the SW year-on-year. The SW Survivor Pathway is the first step in providing survivors with the support they need - <http://bit.ly/survivorpathSW> #16DaysOfAction #SW16days <insert survivor pathway logo image>
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| **4** | **Wed 28 Nov** | **Key actions for employers** | **Tweets (You can use the thread function to link the tweets on Twitter if you are producing your own):*** Employers can play a part in preventing abuse by providing support for employees affected by domestic abuse. The first of the 3 key actions is to acknowledge your responsibility to address #DomesticAbuse. Download our toolkit <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert acknowledge key action image>
* Employers can play a part in preventing abuse by providing support for employees affected by domestic abuse. The second of the 3 key actions is to respond by reviewing your policies on tackling #DomesticAbuse. Download our toolkit <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert respond key action image>
* Employers can play a part in preventing abuse by providing support for employees affected by domestic abuse. The third of the 3 key actions is to refer employees to organisations who can help. Download our toolkit <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert refer key action image>
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| **5** | **Thur 29 Nov** | **Cost of domestic abuse on business** | **Tweets:** * Domestic abuse estimated to cost business £1.9 billion / yr in decreased productivity, time off work, lost wages & sick pay. It can impact on staff morale, an organisation’s image & reputation. Download our toolkit at <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <Insert cost of DA 1.9bn image>
* Sexual violence and abuse is everyone's issue. The South West Survivor Pathway is a simple, easy to use resource for ALL survivors of sexual violence and abuse <http://bit.ly/survivorpathSW> #16DaysOfAction #SW16days <insert survivor pathway logo image>
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| **6** | **Fri 30 Nov** | **Positive Partnership** | **Tweets:*** Taking a proactive and supportive approach can help prevent domestic abuse. An organisation’s response to #DomesticAbuse begins with raising awareness and breaking down stigma. Download our toolkit and help #EndTheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert positive partnership quote image>
* A supportive working environment may help employees affected by domestic abuse acknowledge that their relationships are abusive or coercive. The free Bright Sky app provides support for anyone in an abusive relationship. <http://bit.ly/brightskySW> #SW16days #BrightSky <insert bright sky image>
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| **7** | **Sat 1 Dec** | **Being proactive** | **Tweets:*** It is not always easy to detect when an employee is experiencing #DomesticAbuse. Abuse is often associated with physical violence, but it may also be emotional or psychological. Download our toolkit and help #EndTheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert indicators of DA image>
* One size doesn’t fit all when it comes to the individual needs and experiences of victims of #DomesticAbuse. Men find it harder to disclose abuse & often find more barriers to accessing support. Visit ManKind website for info <http://bit.ly/mankindSW> #16DaysOfAction #SW16days <insert one size doesn’t fit all image>
* 1 in 4 women and 1 in 6 men will be victims of domestic or sexual violence in their lifetime. It’s NEVER too late to talk. The Survivor Pathway is a first step in accessing support <http://bit.ly/survivorpathSW>
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| **8** | **Sun 2 Dec** | **The legal context for employers** | **Tweets:*** Employers needs to understand legal context around #DomesticAbuse - new Sentencing Council guidelines include abuse perpetrated through technology, & recognise that offences can affect people of all backgrounds. Find out more <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days <insert only 5 percent image>
* Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White Ribbon logo>
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| **9** | **Mon 3 Dec** | **Myth busting** | **Tweets:*** Myth: Alcohol and drugs are to blame for most incidences of #DomesticAbuse. Help bust the myths – download our toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert myth alcohol and drugs image>
* Myth: Some people like violence. Help bust the myths – download our toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert myth people like violence image>
* Myth: Men can’t experience #DomesticAbuse. Help bust the myths – download our toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert myth men DA image>
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| **10** | **Tue 4 Dec** | **How to take action** | **Tweets:*** An effective workplace policy is critical to raise awareness of #DomesticAbuse, identify responsibilities & ensure support & safety for employees. Take a look at this Unison template on P25 and help #EndTheCycle <http://bit.ly/UnisonDASW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert 86pc of HR leads image>
* Anyone who has experienced rape or any kind of sexual assault or abuse at any time in their life needs to be involved in decisions about what happens next, be informed enough to make their own choices & have as much control as possible over their journey <http://bit.ly/survivorpathSW> #16DaysOfAction #SW16days <insert survivor pathway logo image>
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| **11** | **Wed 5 Dec** | **How to Take Action** | **Tweets:*** Whether your organisation is starting on its journey – or wants to develop a progressive approach – to taclking domestic abuse, there are 3 simple stages to move through. Download our toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert taking action image>
* Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
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| **12** | **Thu 6 Dec** | **How to have a conversation** | **Tweets:*** The aim of starting a conversation about #DomesticAbuse with an employee, if you think there is a risk, is to be supportive rather than to encourage disclosure. Download our toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert opening the conversation image>
* Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
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| **13** | **Fri 7 Dec** | **How to respond following a disclosure** | **Tweets:*** If an employee discloses that they are experiencing domestic abuse, it can be challenging for the manager or colleague too. Download our workplace toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert respond to a disclosure image>
* People rarely lie about rape or sexual abuse. It is important to believe what the person is saying. Being believed helps to reduce barriers to accessing support and helps someone to start their healing journey. Tips on good practice here <http://bit.ly/survivorpathSW> #16DaysOfAction #SW16days <insert survivor pathway logo image>
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| **14** | **Sat 8 Dec** | **Dealing with perpetrators** | **Tweets:*** Employers have a duty to support employees dealing with domestic abuse – a key aspect is to be proactive about dealing with employees who use abusive behaviours. Download our workplace toolkit and #EndtheCycle <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert dealing with perpetrators image>
* Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
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| **15** | **Sun 9 Dec** | **Case study – survivor** | **Tweets:*** PHE worked in partnership with @BITC to develop a workplace toolkit to help employers fulfil their duty to tackle domestic abuse. Download the toolkit to hear powerful stories from employers and survivors <http://bit.ly/BITCtoolkitSW> #16DaysOfAction #SW16days #WhatWouldYouDo? <insert anonymous female case study image>
* Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
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| **16** | **Mon 10 Dec** | **Final day of the campaign: Case Study - employer** | International Human Rights Day**PHE SW to issue press release about sexual violence and abuse, featuring case study from an organisation, provider or employer who is willing to share their experiences of tackling the issue locally****Tweets:*** PHE worked in partnership with @BITC to develop a workplace toolkit to help employers fulfil their duty to tackle domestic abuse. Download the toolkit to hear powerful stories from employers and survivors http://bit.ly/BITCtoolkitSW #16DaysOfAction #SW16days #WhatWouldYouDo?<Insert Kelly Gentoo group quote image>
* Domestic abuse is a hugely destructive problem & we have a collective responsibility to tackle it. We’re supporting the #WhiteRibbon campaign. Pledge today to never commit, excuse or remain silent about male violence against women http://bit.ly/whiteribbonSW #SW16Days #IfLoveHurts <insert White ribbon logo>
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