

## Teenage Relationship Abuse Campaign Brief

This Campaign Brief has been developed to provide you with information on the Teenage Relationship Abuse campaign. The campaign is targeted at 13-18 year old boys and girls and campaign materials signpost teenagers to visit the campaign website [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse) to find out more information and get advice and support.

The campaign originally ran in March 2010 and again from September to December 2011. The Home Office is re-running this campaign and advertising will start on **14 February 2013** and run through to the end of April 2013.

We hope that this Campaign Brief will not only give you useful background information but also help you access the materials available to support the campaign in your own local areas.

We have produced hard copies of the support materials which are now available to order from the storage and distribution centre; Prolog. Details on how to order the support materials, free of charge, are in Section One.

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## Section One

### **Campaign Support materials**

Support materials are available to order, free of charge, from the Home Office central storage and distribution centre; Prolog.

**You can either place your order by telephone or email.**

**Order line: 0870 241 4680** (press '0' on your keypad to speak to the Home Office publications team)

**Order email: [homeoffice@prolog.co.uk](mailto:homeoffice@prolog.co.uk)**

You just need to give them the product codes (see grid below), quantity you would like to order along with your name and delivery address.

You can view the PDF versions of the campaign materials on the Home Office website <http://www.homeoffice.gov.uk/publications/crime/teenage-relation-abuse-poster/>

Unfortunately we only have a limited budget to print support materials. We know from previous campaigns that some partners have requested large bulk orders to distribute across their local areas. We want to ensure that as many partners, across England and Wales, get access to hard copy materials, which is why we have to set a maximum order limit.

However, if you do need more than the maximum order limit please email [VAWGcampaigns@homeoffice.gsi.gov.uk](mailto:VAWGcampaigns@homeoffice.gsi.gov.uk) stating how many you need, where and when they will be used and how many teenagers you estimate will come into contact with the materials. We will consider each application for materials over the order limits on a case by case basis.

Also, to ensure that the support materials reach our target audience of girls and boys aged 13-18 years old we would be very grateful if you could only order the hard copy materials if they will be used directly with this target audience. If you would like to use any of the support materials in training sessions for your colleagues, or for any other reason other than directly with teenagers, we would be very grateful if you could download PDF copies from the Home Office website.

<http://www.homeoffice.gov.uk/crime/violence-against-women-girls/teenage-relationship-abuse/>

You can also view the campaign adverts at [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse).

### **Teenage Relationship Abuse campaign support materials**

<b>Product code</b>	<b>Item description</b>	<b>Maximum order limit</b>
TVA1	A3 poster – Weak at the knees	50
TVA1W	A3 poster – Weak at the knees (Welsh)	50
TVA2	A3 poster – Dream Boyfriend	50
TVA3	A3 poster – Princess	50

TVA4	A3 poster – Pretty	50
TVA4W	A3 poster – Pretty (Welsh)	50
TVALEF	Teenage Relationship Abuse: A parent and carer’s guide to violence and abuse in teenage relationships	250
TVALEF1W	Welsh language version: Teenage Relationship Abuse: A parent and carer’s guide to violence and abuse in teenage relationships	250
TVAPC5	Postcard Boy	500
TVAPC6	Postcard Girl	500
TRPDVD	DVD of Teenage Relationship Abuse campaign adverts (also includes adverts from Teenage Rape Prevention campaign)	20

### Other support materials

There is also information available for teachers on the Home Office website. Unfortunately, there are no hard copies of these documents available but you can download PDFs from the Home Office website

<http://www.homeoffice.gov.uk/crime/violence-against-women-girls/teenage-relationship-abuse>

The PDF documents are:

- Expect Respect: a toolkit for addressing teenage relationship abuse in key stages 3, 4 and 5;
- Teenage relationship abuse: a teachers guide to violence and abuse in teenage relationships; and
- Abuse in relationships: a leaflet for teenagers

### Home Office website

A web page <http://www.homeoffice.gov.uk/crime/violence-against-women-girls/teenage-relationship-abuse/> with information about the campaign, specifically for practitioners, has been set up on the Home Office website. This information includes background information to the campaign and links to download the campaign resource material.

We also promote and highlight examples of local campaigns that also focus on these issues. If you would like to promote your local campaign or resources on this page please email the details to [VAWGcampaigns@homeoffice.gsi.gov.uk](mailto:VAWGcampaigns@homeoffice.gsi.gov.uk)

## Section Two

### **Aim of the campaign**

The aim of the campaign is to prevent teenagers from becoming victims and perpetrators of abusive relationships. It encourages teenagers to re-think their views of violence, abuse or controlling behaviour in relationships and directs them to places for help and advice.

### **Target audiences**

#### Primary Audience:

- **girls and boys aged 13-18:** NSPCC report indicates this is a universal problem that transcends socio-economic groups and regions, although there is a slight C2DE skew

#### Secondary Audience:

- **parents and carers:** to overhear messages and be directed to information that helps them address the subject and support their teenagers. Also, teachers and those who work with young people
- **third sector and partners:** the campaign was developed in close consultation with third sector partners and other government departments who are very supportive of the approach

### **Key campaign messages**

- **abuse in relationships is not normal or acceptable** – if you are in an abusive relationship it's not your fault and you do not have to stand for it
- **it's not just physical violence, like punching or kicking, that makes a relationship abusive** – if you are threatened with violence, have no say over what you wear or who you see or speak to, or are constantly criticised it is still abuse
- **abuse is never OK** – blaming abuse on anger, jealousy, alcohol or the other person's behaviour is not acceptable
- **help is available** – if you need some support getting out of an abusive relationship or just want to talk to someone visit [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse)

### **Media schedule**

Advertising will start on **14 February 2013** and run through until the end of April 2013. We are using a combination of the following channels:

- TV (terrestrial and satellite channels, eg: E4)
- On demand online TV
- Radio
- Online advertising
- Partnership with MTV (see below)

A media schedule is attached at Annex A.

### **MTV Partnership**

In order to reach teenagers in environments where they are, we are also working in partnership with MTV who have developed 3 online adverts on the theme of abuse in teenage relationships. The online adverts will run from 14 February to the end of April and consist of three 20 second adverts which then prompt teenagers to go

online ([www.mtv.co.uk/thisisabuse](http://www.mtv.co.uk/thisisabuse)) to watch the full 40 second advert. The adverts on this site will be interactive where teenagers can click on the screen and find out more information about the scene they are viewing.

### Campaign website

The campaign is supported by a dedicated website [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse) where teenagers can go to get further information and advice on these issues.

The website provides information for teenagers in heterosexual and same sex relationships, as well as male victims. The previous campaigns have established the "This is Abuse" website amongst teenagers as a credible safe place to discuss abusive behaviour. The site contains an online (moderated) discussion forum where young people can comment on the adverts and share their experiences; as well as further information and advice on the subject of relationship abuse; and details of where people can go for further help. The campaign website is currently being updated and will be refreshed in time for launch on 14 February.

The campaign website has been designed specifically for teenagers; further information for practitioners is available on the Home Office website (see Section Two of this Campaign Brief).

### Campaign launch

The campaign advertising will start on **14 February 2013** and will run until the end of April 2013. We would be grateful if you could help support the campaign by spreading the message via your websites, facebook pages and twitter accounts. Please use the campaign hashtag **#thisisabuse** when tweeting about the campaign. We are also working with teen magazines, such as Bliss, who are running articles in March and April highlighting controlling behaviour in relationships and signposting this campaign as a place to get further help and advice.

We would also be interested to hear about any campaigns you might be running locally on these issues, please email [VAWGcampaigns@homeoffice.gsi.gov.uk](mailto:VAWGcampaigns@homeoffice.gsi.gov.uk) with details.

### Evaluation of this campaign

We will be evaluating the campaign and will share results once the campaign has completed. Once the campaign advertising has finished we will also be evaluating the campaign materials and asking you for your feedback, the results will be used to inform development of future campaign materials.

## Section Three

### **Violence Against Women and Girls Action Plan**

The Violence Against Women and Girls (VAWG) Action Plan<sup>1</sup> approaches tackling VAWG around four key themes:

- preventing VAWG happening in the first place;
- providing adequate levels of support where violence occurs;
- working in partnership to obtain the best outcomes for victims and their families; and
- taking action to reduce the risk to women and girls who are victims of these crimes and ensure that perpetrators are brought to justice.

The VAWG Action Plan specifically addresses the objective to prevent VAWG happening in the first place by:

- changing the attitudes, behaviours and practices which contribute to VAWG by means of appropriate and targeted challenge; and
- increase public understanding of VAWG by putting in place focussed awareness-raising initiatives which include looking at its root causes, hidden nature and economic cost to society.

The VAWG Action Plan in particular commits to:

- launch a youth prevention campaign to tackle teenage relationship violence. The aim of the campaign will be to prevent teenagers from becoming victims and perpetrators of abusive relationships. The campaign will encourage teenagers to re-think their views of acceptable violence, abuse or controlling behaviour in relationships and direct them to places for help and advice.
- developing education and awareness-raising campaigns on rape and sexual assault. Building on recommendations in the Stern review<sup>2</sup>, we will explore campaign options to spread awareness of the law amongst the public - and in particular young people - to ensure basic elements of the Sexual Offences Act 2003 are understood.

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<sup>1</sup> Violence Against Women and Girls Action Plan <http://www.homeoffice.gov.uk/crime/violence-against-women-girls/strategic-vision>

<sup>2</sup> Baroness Stern Review – an independent review into how rape complaints are handled by public authorities in England and Wales  
[http://webarchive.nationalarchives.gov.uk/20110608160754/http://www.equalities.gov.uk/PDF/Stern\\_Review\\_acc\\_FINAL.pdf](http://webarchive.nationalarchives.gov.uk/20110608160754/http://www.equalities.gov.uk/PDF/Stern_Review_acc_FINAL.pdf)

Government response to the Stern Review <http://www.homeoffice.gov.uk/publications/crime/call-end-violence-women-girls/government-stern-review>

## Information on the Teenage Rape Prevention campaign

The Teenage Rape Prevention first ran in March and April 2012. The campaign was re-launched on 1 December 2012 and advertising ran until 20 January 2013.

The aim of the campaign was to prevent teenagers from becoming victims and perpetrators of sexual violence and abuse. It encouraged teenagers to re-think their views of rape, sexual assault, violence and abuse and directed them to places where they could get help and advice.

Campaign advertising and support materials raised awareness of rape and sexual assault and signposted the campaign website [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse) where teenagers could go for further advice, help and support.

To date, the campaign website has received over 820,000 visits and thousands of comments have been posted on the moderated discussion boards. The majority of comments have come from young people sharing their experiences of abuse and seeking help and advice. Some examples of the comments posted are given below:

“If you were in a very emotionally and physically abusive relationship, and he made you feel so bad and low and awful that you couldn't say no, or in some cases that it would make him not hurt you or spread rumours about you, so you let him have sex without saying yes or no- is that rape? Even if you loved him?” 09/01/2013

“This is one of the first campaigns against rape that does not blame the victim - for what she's wearing, for wanting to have sex and then changing her mind, for drinking, etc. - but the RAPIST. Congratulations for this, really...I believe campaigns like this one, which as I said blame the rapist and not the victim, help us to be one step forward in this situation. Congratulations!” 11/01/2013

“So even when your in a relationship and they force you to have sex is still rape?” 09/01/2013

“I hold much respect for this campaign and what it's for. I've had younger siblings ask me questions about rape and it's made me confident that they understand about rape and how people should respect them and their body. For me personally I have trouble watching it having been a rape victim and I either come out of the room or pause the television because of the memories it brings back, though it also brought me here (to the site) and its made a difference to how I feel about my past having read about other peoples situations and stories, its not made things easier but it has allowed me to understand that no matter how bad I think it was for me, there is someone out there that worse off and (my heart go out to them) I should be thankful and strong enough to get past it.” 10/01/2013

We also received some criticisms from members of the public who had been victims of rape and found the adverts distressing as it reminded them of their own experiences. We responded to each of these directly to explain that the advert was developed with the help of several charities who work with people who have been affected by this issue and was also researched with young people prior to being made. We have tried to make clear that the adverts are not intended to distress people but to improve understanding of these issues with young people as research shows that there are large numbers of young people who view the behaviour in the advert as normal or something they just have to put up with.



## Information on the Teenage Relationship Abuse campaign

The Teenage Relationship Abuse campaign ran from September to December 2011 and was targeted at 13-18 year old boys and girls. The Home Office re-ran the campaign materials from the Teenage Relationship Abuse campaign which originally ran in March 2010.

The aim of the campaign was to prevent teenagers from becoming victims and perpetrators of abusive relationships. It encouraged teenagers to re-think their views of violence, abuse or controlling behaviour in relationships and directed them to places for help and advice.

Electronic copies of the support materials are still available to download from the Home Office website.

<http://www.homeoffice.gov.uk/publications/crime/teenage-relation-abuse-poster>

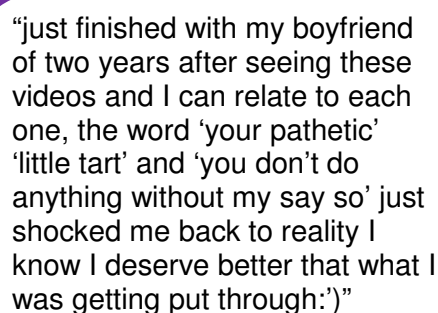
All the advertising directed teenagers to the campaign website [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse) which has since been updated to include message on the Teenage Rape Prevention campaign.

However, while the campaign advertising was running (September to December 2011) there were over 170,000 visits to the website and over 1,200 comments left on the discussion boards.

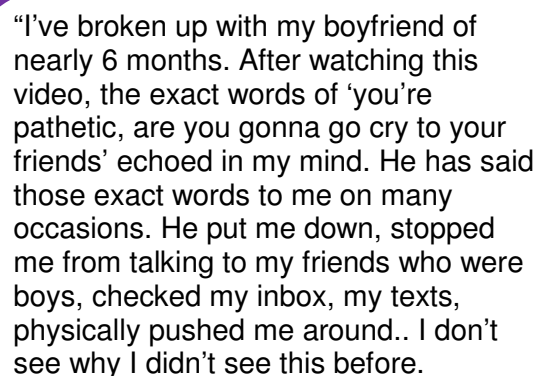
Evaluation research was conducted to understand the impact of the campaign amongst the target audience<sup>3</sup>. Of those surveyed who stated they had experience of relationships, one-third admitted to experiencing some kind of relationship abuse.

Eight in ten of all respondents agreed with a statement that the adverts made them more likely to do something about an abusive relationship if they or a friend were in one. Over two-thirds of all respondents agreed with a statement that abuse in relationships was a serious issue. This figure increased to eight in ten among those who were spontaneously aware of the advertising.

We also received comments on the discussion board on the campaign website from teenagers who said that the campaign had helped them directly.



“just finished with my boyfriend of two years after seeing these videos and I can relate to each one, the word ‘your pathetic’ ‘little tart’ and ‘you don’t do anything without my say so’ just shocked me back to reality I know I deserve better that what I was getting put through:”)”



“I’ve broken up with my boyfriend of nearly 6 months. After watching this video, the exact words of ‘you’re pathetic, are you gonna go cry to your friends’ echoed in my mind. He has said those exact words to me on many occasions. He put me down, stopped me from talking to my friends who were boys, checked my inbox, my texts, physically pushed me around.. I don’t see why I didn’t see this before.”

<sup>3</sup> Sample: 800 13-18 year olds, England and Wales. Online survey, October – November 2011. Data weighted by gender, age and social grade. Please note that this research is not part of the Home Office National Statistics programme but is communications evaluation research only. Results should only be seen as indicative and directional rather than absolute. Figures relate to polled sample and should not be applied to the general population.

### **14 September 2011 – publication of ‘Standing on my own two feet’**

This research report from the University of Bristol and the NSPCC looks at intimate partner violence in the relationships of disadvantaged young people.

It focuses on the experiences of young people outside mainstream education, young mothers, young offenders, young people living in residential care and young people at risk of sexual exploitation.

The findings are compared with a larger study of young people in mainstream schools which provided a picture of the incidence and impact of teenage partner violence in Great Britain (**Barter et al 2009**).

You can access the report on the NSPCC website.

[http://www.nspcc.org.uk/Inform/research/findings/standing\\_own\\_two\\_feet\\_wda84543.html](http://www.nspcc.org.uk/Inform/research/findings/standing_own_two_feet_wda84543.html)

### **Child Exploitation and Online Protection (CEOP) Centre – first to a million**

The Child Exploitation and Online Protection (CEOP) Centre has created a new interactive film, First to a Million which focuses on young people who post video content to sites like YouTube, highlighting how quickly things can spiral out of control and where they can get help if it does.

This interactive film, aimed at 13-18 year olds, follows a group of teens in their battle to reach a million views online through their increasingly outrageous films. At each step the viewer gets to choose what the characters do next, teaching teenagers how easy it is to make the wrong choices.

You can view the film and get more information on the [CEOP website](#).

### **Sexual Behaviours Traffic Light Tool – Brook**

The Sexual Behaviours Traffic Light Tool is an innovative resource, developed by Brook and funded by the Department for Education.

The resource helps professionals who work with children and young people to identify, assess and respond appropriately to sexual behaviours. Based on a well tested model developed in Australia, it uses a ‘traffic light tool’ to categorise sexual behaviours, to increase professional understanding of healthy sexual development and harmful behaviour, and consider whether further action need to be taken to safeguard young people.

The online resource is free to access and consists of a guidance section, the tool itself and an interactive scenarios section. PDF versions of the tool, the scenarios and the accompanying guidance can be downloaded from the [Brook website](#).

If you would like to find out more about Brook’s Traffic Light Tool or would like any more information about Brook’s work please contact Sian Brady email:

[sian.brady@brook.org.uk](mailto:sian.brady@brook.org.uk) or tel: 020 7284 6049.

# Teen Relationship Abuse Campaign – 2013 timings



February

March

April

Partner  
Engagement

X-govt promotion

NGO Engagement and partner support

Support materials (DVD, leaflets and posters) available to order

★ Launch 14 February

Campaign  
advertising

TV

Video on demand

Online and mobile (search and display advertising)

Radio

Partnership with MTV