

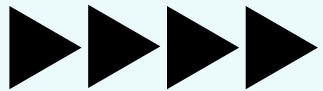
# 16 Days of Action

---

Join the campaign

---

25 Nov - 10 Dec 2023



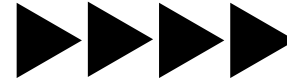
#KnowSeeSpeakOut





## TAKE ACTION

### Know, See, Speak out



**Join the Kent and Medway 16 Days of Action: End Domestic Abuse campaign from 25 November - 10 December 2023 to help raise awareness in your community.**

Starting on the International Day for the Elimination of Violence Against Women and ending on International Human Rights Day, this global moment presents an ideal time for you to Know, See, Speak Out about domestic abuse and the support services available across Kent and Medway.



Use the free training and resources to learn about, understand and feel empowered to signpost people to support. Use this toolkit to take part in the campaign and share this with followers, friends, colleagues and networks to

**The more people that #KnowSeeSpeakOut the more chance we have of people finding safety.**

### Domestic abuse: the facts

- 2.4 million people in England and Wales experience domestic abuse every year
- Last year, 5% of adults experienced domestic abuse
- In 2020/21 there were 4 domestic abuse-linked deaths a week in England and Wales

Office for National Statistics

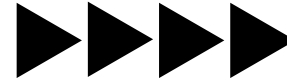
- 1 in 5 under 18s will have lived with domestic abuse at some point in their childhood

Radford et al, NSPCC report, 2018



## TAKE ACTION

### Know, See, Speak out



- 1 KNOW**  
**What domestic abuse is**

---

  - ▶ [Watch our webinar](#)
  - ▶ Learn how to spot the signs and what to say to someone experiencing abuse
  - ▶ [Download our resources](#)
- 2 SEE**  
**What change you can make**

---

  - ▶ [Become an End Domestic Abuse Champion](#) employer/organisation - take specialist awareness training
  - ▶ [Put the End Domestic Abuse poster up](#) in communal spaces
- 3 SPEAK OUT**  
**Signpost people to support**

---

  - ▶ [Learn how to signpost victims to Kent and Medway support services](#)
  - ▶ Use your voice to spread the word
  - ▶ Share the campaign on your social media, website, email and with networks, colleagues and friends.

### Become an Employer Champion

Would you be able to tell if someone you work with was experiencing domestic abuse?

By becoming an End Domestic Abuse Employer Champion you will receive:

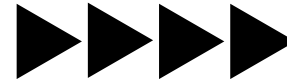
- Access to free virtual training webinars.
- Tools to support you as an employer.
- Guidance on how to develop a workplace policy.
- Free membership to the Employers Initiative on Domestic Abuse.
- End Domestic Abuse posters.
- Links to local Domestic Abuse support services.
- Regular email updates with news, information, advice and events

[Sign up to become an Employer Champion](#)

**There has never been a more important time to show your support.**



## Campaign toolkit



Download these resources to show your support.

### ► Logo

Include the logo on your website, email and on any relevant printed materials.

[Download logo](#)

### ► Virtual meeting image

Set the campaign image as your background in virtual meetings on Microsoft Teams / Zoom.

[Download Zoom/Teams image](#)

### ► PowerPoint Slide

Add the campaign slide to your presentations to spread the word and show your support.

[Download PowerPoint Slide](#)

### ► Posters

Download the End Domestic Abuse printable posters to put up in communal spaces.

[Download campaign poster](#)

[Download Workplace poster](#)

[Download Young person poster](#)

### ► Email signature

Add a campaign image to the end of your email and/or use the text provided below.

[Download email image](#)

#### Email copy:

Help Kent and Medway End Domestic Abuse - join the 16 Days of Action campaign 25 Nov - 10 Dec 2023 #KnowSeeSpeakOut >> [bit.ly/16Days2023](https://bit.ly/16Days2023)

### ► Website banner

Add the campaign image and information to your website to encourage visitors to your site to support the campaign.

[Download website image](#)

#### Website page copy:

We're taking action to End Domestic Abuse by joining the 16 Days of Action awareness campaign from 25 November - 10 December 2023. Help us to make it everyone's business to tackle this crime - join the campaign at [bit.ly/16Days2023](https://bit.ly/16Days2023)

### ► E-bulletin feature

Feature the 16 Days campaign in your email newsletters to tell your subscribers you're taking part and encourage them to do the same. Use the pre-prepared copy and images.

[Download E-bulletin image \(square\)](#)

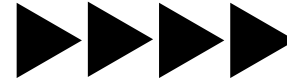
[Download E-bulletin image \(landscape\)](#)

[Download E-bulletin copy](#)



## Campaign toolkit

### Social media posts



Raise awareness with your followers and networks by using the social media posts and images/films below. Post every day or once or twice during the 16 Days - it's up to you.

#### Add support information to posts

Emergency: call 999  
Non-emergency support:  
Kent: 0808 16 89 111 | Medway: 0800 917 9948  
[www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)

#### Hashtags

#KnowSeeSpeakOut  
#16Days  
#EndDomesticAbuse  
#KentandMedwayDA  
#YouAreNotAlone #EVAWG

#### Tag and follow

@KentMedwaydomesticabuse  
 @KentMedwayDA

#### 25 NOVEMBER

##### White Ribbon Day



This #WhiteRibbonDay we are committed to #ChangeTheStory for women and girls to live their lives free from the fear of harassment, abuse and violence. We join our partners across Kent and Medway. Will you? [www.whiteribbon.org.uk/white-ribbon-day-2023](http://www.whiteribbon.org.uk/white-ribbon-day-2023) #WRD23 #WhiteRibbon #16Days #KnowSeeSpeakOut

[Download Image](#)

#### 25 NOVEMBER

##### Become Domestic Abuse Aware

Today marks the start of the global #16Days of Action against violence & abuse. It's a vital time to join the fight to #EndDomesticAbuse in #Kent #Medway. Join us in supporting the #KnowSeeSpeakOut campaign to help more people find safety [bit.ly/16Days2023](https://bit.ly/16Days2023) #ChangeTheStory

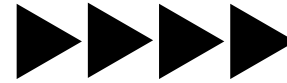
[Download film \(Facebook/Instagram/Tik Tok\)](#)

[Download film \(X/Twitter\)](#)



## Campaign toolkit

### Social media posts



#### 26 NOVEMBER

##### What is Domestic Abuse?

Domestic Abuse is when a current/ex-partner or family member uses power to control a person. It can be physical, psychological, sexual, economic, emotional, and/or coercive. Let's #ChangeTheStory this #16Days. Learn more [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### 27 NOVEMBER

##### Domestic Abuse - Warning Signs

Domestic Abuse is about power and control. Learn the warning signs that may occur in an abusive relationship and how to signpost people to support this #16Days. It can save lives. [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse #ChangeTheStory

- [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### 28 NOVEMBER

##### Domestic Abuse can affect anyone

Domestic Abuse can happen to anyone regardless of gender identity, ethnicity, age, sexuality, social & cultural background. It's not always visible and millions of people are affected. Find resources & help this #16Days [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### 29 NOVEMBER

##### Domestic Abuse - Myth busting

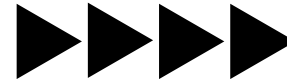
There are many myths about #DomesticAbuse. To ensure that every victim can get to safety, we need to dispel them. Help us this #16Days. Learn more at: [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse #ChangeTheStory

- [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)



## Campaign toolkit

### Social media posts



#### 30 NOVEMBER

##### Domestic Abuse Support Services

Anyone affected by domestic abuse in #Kent #Medway can get practical and emotional support including refuge, safe accommodation, specialist programmes and 1-2-1 help. Take action this #16Days by learning more at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

#### 1 DECEMBER

##### Domestic Abuse Services - Drop-ins

Anyone can access free confidential #DomesticAbuse advice from professionals inc legal protection, housing, benefits & family support at #Kent #Medway drop-in centres & virtual services. Find the closest to you [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #16Days #EndDomesticAbuse

- [Download image](#)

#### 2 DECEMBER

##### Find safe spaces - 'Ask for Ani' support

If you're experiencing #DomesticAbuse & need to find safety, you can go to participating pharmacies & use the 'Ask for Ani' code word. Staff will know you need help and will put you in touch with #Kent #Medway support services. #KnowSeeSpeakOut #16Days #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

#### 3 DECEMBER

##### How to support a friend/family member

It can be daunting to know what to say or do if you think someone is experiencing #DomesticAbuse. Find a private space to talk - listen, believe, reassure & signpost to #Kent #Medway support. Learn more at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #16Days #EndDomesticAbuse

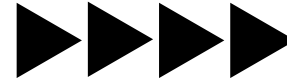
- [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)





## Campaign toolkit

### Social media posts



#### 4 DECEMBER

##### How to support an employee/colleague

Would you know if a colleague was experiencing #DomesticAbuse? Get FREE training and resources for your organisation by joining the #KnowSeeSpeakOut campaign & becoming an Employer Champion this #16Days. Sign up at [bit.ly/EndAbuseChampion](https://bit.ly/EndAbuseChampion)  
#KnowSeeSpeakOut #EndDomesticAbuse

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- ▶ [Download film \(X/Twitter\)](#)

#### 5 DECEMBER

##### Domestic Abuse & Young People

First relationships should be loving not frightening. Knowing what is healthy and unhealthy in a relationship is vital for young people to have the best experiences. Take action to learn more this #16Days. [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)  
#KnowSeeSpeakOut #EndDomesticAbuse #ChangeTheStory

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- ▶ [Download film \(X/Twitter\)](#)

#### 6 DECEMBER

##### Economic abuse

Restricting or controlling a person's money, taking out loans/credit cards in their name without them knowing, or making them pay for things without them wanting to, is economic abuse. Support is available [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)  
#KnowSeeSpeakOut #16Days #EndDomesticAbuse

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- ▶ [Download film \(X/Twitter\)](#)

#### 7 DECEMBER

##### Domestic Abuse and digital abuse

#DomesticAbuse isn't always physical. Digital abuse is growing - learn more about how you can stay safe online. Support is available from the #Kent and #Medway services at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)  
#KnowSeeSpeakOut #16Days #EndDomesticAbuse

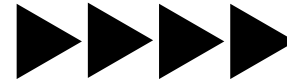
- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- ▶ [Download film \(X/Twitter\)](#)





## Campaign toolkit

### Social media posts



#### 8 DECEMBER

##### Coercive Control

Isolating & controlling someone is #DomesticAbuse. The signs of coercive control can be subtle but if you recognise signs like these in your relationship, the #Kent #Medway support services are here to help you [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #16Days #EndDomesticAbuse

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### 9 DECEMBER

##### Domestic Abuse is Everybody's Business

Would you know how to spot the signs of #DomesticAbuse? Discover the warning signs and how to signpost victims to safety - watch the #KentMedwayDA easy-to-view webinars at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #16Days #EndDomesticAbuse

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### 10 DECEMBER

##### End Domestic Abuse - Take Action

Today ends the #16Days of Action but you can commit to #EndDomesticAbuse anytime. Take action:

- Get free training [bit.ly/EndAbuseChampion](http://bit.ly/EndAbuseChampion)
- Put up posters in communal spaces
- Learn how to signpost people to support

Join the campaign: [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### Add support information to posts

Emergency: call 999

Non-emergency support:

Kent: 0808 16 89 111 | Medway: 0800 917 9948

[www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)

#### Hashtags

#KnowSeeSpeakOut

#16Days

#EndDomesticAbuse

#KentandMedwayDA

#YouAreNotAlone #EVAWG

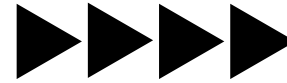
#### Tag and follow

@KentMedwaydomesticabuse

@KentMedwayDA



## Employer Champion



### Help spread the word

Join our Employer Champion programme and get free training, resources, and policy advice, as well as membership to the Employers' Initiative on Domestic Abuse. Share the programme with your networks to help spread the word.

#### DOMESTIC ABUSE: THE FACTS

- In England and Wales an estimated £66 billion was lost in economic output due to domestic abuse in 2016-17

Home Office report 2017

[domestic abuse: the facts](#)

- In the UK, in any one year, more than 20% of employed women take time off work because of domestic abuse, and 2% lose their jobs as a direct result of the abuse

The Equality and Human Rights Commission

## Social media posts



### POST 1

Every organisation can help #EndDomesticAbuse by becoming an Employer Champion. Get FREE virtual awareness training, practical information, resources & policy advice to support colleagues. Sign up [bit.ly/EndAbuseChampion](https://bit.ly/EndAbuseChampion) #EndDomesticAbuse #KnowSeeSpeakOut

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

### POST 2

You might have a Fiona in your workplace. Make #DomesticAbuse your business so that you can support colleagues. It could save a life. Get free training, resources and policy advice. Sign up [bit.ly/EndAbuseChampion](https://bit.ly/EndAbuseChampion) #KnowSeeSpeakOut #EndDomesticAbuse #16Days #ChangeTheStory

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

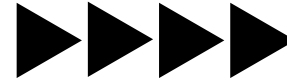
### POST 3

Get practical information, resources and policy planning advice for your organisation so that you can support employees and colleagues experiencing #DomesticAbuse. Sign up at [bit.ly/EndAbuseChampion](https://bit.ly/EndAbuseChampion) #KnowSeeSpeakOut #EndDomesticAbuse #16Days #ChangeTheStory

- ▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

# Take Action

## Beyond the 16 Days of Action



## Raise awareness in 2024

- ▶ Share the campaign with your networks
- ▶ Take the Employer Champion training
- ▶ Put the End Domestic Abuse poster up in communal spaces
- ▶ Share the following social media posts in 2024

### Add support information to posts

Emergency: call 999

Non-emergency support:

Kent: 0808 16 89 111 | Medway: 0800 917 9948

[www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk)

### Hashtags

#KnowSeeSpeakOut

#16Days

#EndDomesticAbuse

#KentandMedwayDA

#YouAreNotAlone #EVAWG

### Tag and follow

  @KentMedwaydomesticabuse

  @KentMedwayDA

## Social media posts



### FEBRUARY

Valentine's Day  
14 February 2024

It's not love if it hurts. No one should suffer at the hands of someone else. Learn how to spot the signs of #DomesticAbuse this #ValentinesDay, and what to do if someone you know is suffering [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)

[Download film \(X/Twitter\)](#)

Sexual Abuse  
Awareness Week  
5 - 11 February 2024

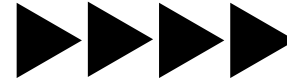
2.4 million adults over 16 experience #DomesticAbuse in England & Wales (ONS). 300,000 experience sexual assault. This Sexual Abuse Awareness Week let's make sure everyone knows consent means consent. #KnowSeeSpeakOut #EndDomesticAbuse

▶ [Download film \(Facebook/Instagram/Tik Tok\)](#)

[Download film \(X/Twitter\)](#)

# Take Action

# Beyond the 16 Days of Action




## Raise awareness in 2024

### Social media posts

#### MARCH

##### International Women's Day - 8 March 2024

Every woman has the right to live their life without fear of abuse, sexual assault, stalking or harassment. This #InternationalWomensDay we stand with all women. Join our fight to #EndDomesticAbuse. Find #Kent #Medway support services #KnowSeeSpeakOut

-  [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### APRIL

##### Stalking Awareness Week - 22 - 26 April 2024


Stalking is fixated, obsessive unwanted attention from another person which makes you feel pestered/ scared/anxious/harassed including unwanted communication/gifts & following/spying on you. Get help [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #NationalStalkingAwarenessWeek

-  [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### MAY

##### Mental Health Awareness Week - 13 - 19 May 2024


Fear, loneliness, anxiety, depression - domestic abuse can severely impact a person's #MentalHealth. Help make sure no one is overlooked this #MentalHealthAwarenessWeek. Learn how to spot the signs at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

-  [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)

#### JUNE

##### World Elder Abuse Awareness Day - 15 June 2024

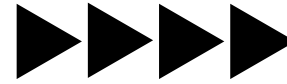
This World Elder Abuse Awareness Day let's not forget that older people are just as likely to experience #DomesticAbuse - there is no age limit. Use today to check in on those you know. Find resources & support at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #WEAAD #EndDomesticAbuse

-  [Download film \(Facebook/Instagram/Tik Tok\)](#)  
[Download film \(X/Twitter\)](#)



## Raise awareness in 2024

### Social media posts



#### JULY/AUGUST

##### Summer holidays

Summer holidays should be a time of fun, not fear. Help young people be safe in social situations & online, especially as they experience their first intimate relationships. Get guidance on healthy relationships at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

#### SEPTEMBER

##### Sexual Health Week 9 - 15 September 2024

2.4 million adults over 16 experience #DomesticAbuse in England & Wales (ONS). 300,000 experience sexual assault. This #SexualHealthWeek let's make sure everyone knows consent means consent. #KnowSeeSpeakOut #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

#### OCTOBER

##### Domestic Abuse Awareness Month

It's #DomesticViolenceAwarenessMonth - an ideal time to #KnowSeeSpeakOut about this crime. Over 2m people are affected (ONS). That could be your friend/neighbour/employee. Learn the signs & about local support services at [www.domesticabuseservices.org.uk](http://www.domesticabuseservices.org.uk) #KnowSeeSpeakOut #EndDomesticAbuse

- [Download film \(Facebook/Instagram/Tik Tok\)](#)
- [Download film \(X/Twitter\)](#)

## Thank you for your support

**Everything you do to Know, See, Speak Out this 16 Days and beyond will have a lasting impact and help people affected by domestic abuse in Kent and Medway to reach safety quickly.**

With thanks to our supporter

