

April 2020

Don't delay in seeking help during the current coronavirus situation.

Call Scotland's Domestic Abuse Helpline: **0800 027 1234**



**POLICE
SCOTLAND**
Keeping people safe



**Safer
Scotland**
Scottish
Government

| safer.scot

Covid-19 Domestic Abuse Stakeholder Toolkit



**Safer
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Overview

If you are experiencing domestic abuse help is available.

"These are enormously difficult times, but the safety of women and child victims who experience abuse in the home is paramount – the message to stay at home does not mean that they should not seek urgent help, advice or support."

Humza Yousaf
.....
Justice Secretary



It is a Scottish Government priority to ensure that anyone who is a victim of domestic abuse gets access to the support services they need during these unprecedented times.

If you, or someone you know, a neighbour, or friend, are experiencing domestic abuse, do not delay in seeking help due to the current coronavirus situation – you are not alone.

IF YOU ARE EXPERIENCING DOMESTIC ABUSE HELP IS AVAILABLE

Don't delay in seeking help during the current coronavirus situation. Call the 24-hour Domestic Abuse Helpline in confidence on **0800 027 1234** or visit **safer.scot**

Domestic abuse is a crime.
Call **101** to report it or **999** in an emergency.




The campaign

The Scottish Government has launched a campaign letting those that are experiencing domestic abuse know that they should not delay in seeking help during the current coronavirus situation.

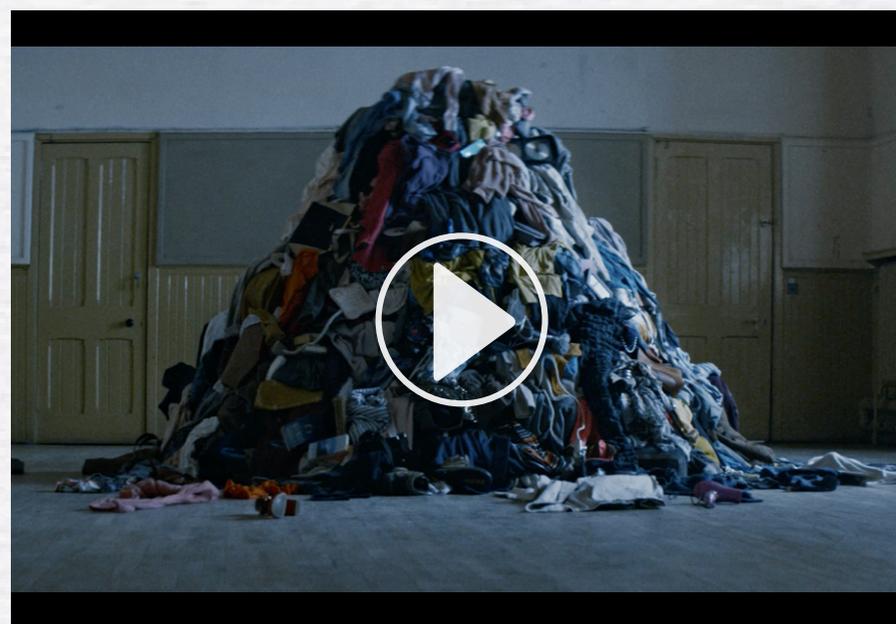
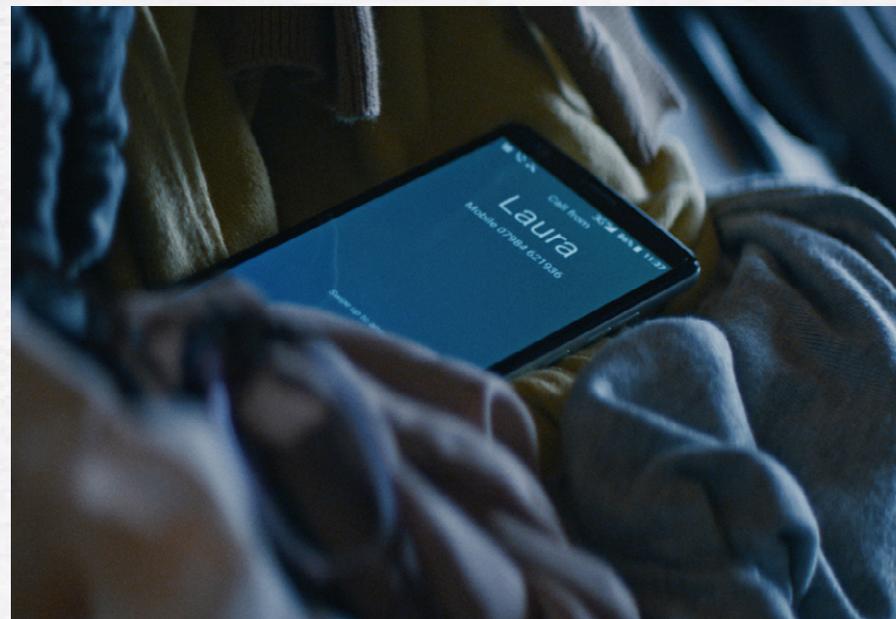
The campaign will run throughout Scotland across outdoor, digital, social media and tactical TV spot times.

The campaign highlights the help that is available by signposting:

- Scotland's 24hr Domestic Abuse Helpline **0800 027 1234**
- Reporting a crime to the police on **101**
- Calling **999** in an emergency
- Visiting [safer.scot](https://www.safer.scot) for more information

The TV advert communicates the hugely damaging effect of domestic abuse on victims by telling the story of someone's life quite literally being taken away, bit by bit, before their eyes.

View the ad at: youtu.be/7rGwjLG-5eA



How can you help?

Your help in communicating and sharing these important messages is crucial and we really appreciate any support you can provide at this time. Collectively we can make a difference.

Social media

Through the Safer Scotland Facebook account a number of social media and digital assets, including campaign visuals and infographics will be made available for you to share on your own channels.

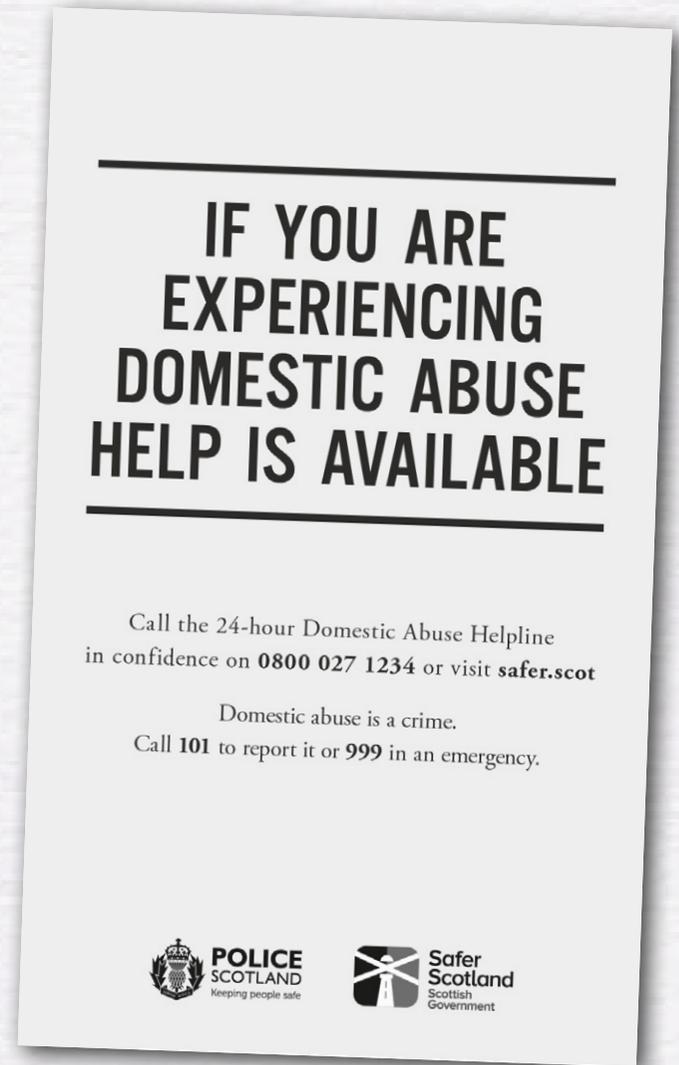
These can also be found on the campaign assets page of the Safer Scotland website bit.ly/2FqfRme

By collectively sharing these messages via social media and online, we can let people who are experiencing domestic abuse, know that they are not alone and help and support is available.

Our Facebook page is here: facebook.com/saferscot

A shortened URL which links to the website is: bit.ly/2us89CY

A shortened URL which links to the ad is: youtu.be/7rGwjLG-5eA



Social Media examples ►

Example tweets

Here's an example of tweets you might want to send out to your followers to show your support:



If you are experiencing domestic abuse help is available. To speak in confidence call Scotland's Domestic Abuse 24 hr Helpline on 0800 027 1234 **#ReportDomesticAbuse**



You are not alone, if you, or someone you know is experiencing domestic abuse and needs help, support is available. Call Scotland's Domestic Abuse Helpline on 0800 027 1234 or visit **safer.scot**. If you feel someone is in immediate danger call 999 **#ReportDomesticAbuse**



Domestic Abuse is a crime. Call 101 to report it or 999 in an emergency. **#ReportDomesticAbuse**

Example Facebook posts

Here are some examples of Facebook posts you might want to use too:



You should not delay seeking help or reporting domestic abuse because of the current coronavirus situation. For more information on domestic abuse, how to get help and how to report it visit **safer.scot**. **#ReportDomesticAbuse**



If you know someone who is experiencing domestic abuse and needs help, call Scotland's Domestic Abuse 24hr Helpline on 0800 027 1234 or visit **safer.scot**. If you feel someone is in immediate danger call 999. **#ReportDomesticAbuse**



Support for domestic abuse is in place and we want you to report it during the coronavirus situation. To speak in confidence call Scotland's Domestic Abuse 24hr Helpline on 0800 027 1234. If you are in immediate danger call 999. **#ReportDomesticAbuse**

IF YOU ARE EXPERIENCING DOMESTIC ABUSE HELP IS AVAILABLE

Call the 24-hour Domestic Abuse Helpline
in confidence on **0800 027 1234** or visit **safer.scot**

Domestic abuse is a crime.
Call **101** to report it or **999** in an emergency.



Key messages

- ▶ If you are experiencing domestic abuse help is available.
- ▶ During the current coronavirus situation, you are not alone.
- ▶ Don't delay in seeking help during the current coronavirus situation.
- ▶ Call the 24-hour Domestic Abuse Helpline in confidence on **0800 027 1234** or visit **safer.scot**.
- ▶ Domestic abuse is a crime. Call **101** to report it or **999** in an emergency.

Messages for friends, family and neighbours:

- ▶ If you know someone who is experiencing domestic abuse help is available.
- ▶ If someone reaches out to you about domestic abuse don't delay in seeking help. Call the 24-hour Domestic Abuse Helpline in confidence on **0800 027 1234** or visit **safer.scot**.

Safety messages

Stay safe

Below are some suggestions from SafeLives, a UK Wide Charity, to help those experiencing domestic abuse think about what they might do over the coming weeks to stay safe.

- ▶ Support from family, friends and neighbours – Can you FaceTime or call someone you trust? Can you talk to them about what you are experiencing and what your concerns are?
- ▶ Could you set up with someone you trust a check in call so you know that someone will contact you at certain times of the week.
- ▶ Have a code word/sign to signal you are in danger – set this up for family and friends to let them know by text/FaceTime/Skype. The code will need to alert them to contact the police if you are in danger. Teach the code to children who are old enough to understand what you are asking of them and why.

Planning suggestions

- ▶ If you had to leave in an emergency do you know where you would go? Remember many shops/restaurants/pubs will be shut.
- ▶ If someone you trust is doing your shopping for you could you write a message on the shopping list asking for help?
- ▶ Have a bag packed ready and if you can, leave this at a trusted friend/family/ neighbour's home. This should contain medical essentials, important documents including passports/driving license.
- ▶ Use the fact that there are very few online shopping slots available to go to the shop and speak to someone.

Campaign contacts

We're looking forward to working with you.
If you want to get involved or have any questions,
suggestions or comments, please contact the team

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