



HM Government

DOMESTIC ABUSE

#YOUARENOTALONE



Partner Pack

DOMESTIC ABUSE

Information for partners

Dear partner,

Thank you to everyone who has helped promote the #YouAreNotAlone campaign over the last 12 months.

Since launching in 2020, the campaign has raised awareness of the help and support that is available for victims of domestic abuse and their friends and family.

As we enter a new phase of our response to the pandemic, we know from partners across the sector that many victims of domestic abuse will need help and assistance in the coming months. The #YouAreNotAlone campaign will continue to play a vital role in helping victims find support.

Our message is clear that all forms of domestic abuse are unacceptable in any situation and help is available.

We want victims to know:

- Anyone can be a victim and, whatever their circumstances, help and support is available.

- Whether they experienced domestic abuse during lockdown, or are experiencing it now, it is never too late to seek support.
- Free, confidential support and advice is available 24 hours a day.
- Although it may seem like a difficult step, there is no shame in seeking help.
- They are not alone.

We also want people who know potential victims, or are concerned about victims, to feel empowered to act.

We want them to know:

- Although it might be nothing it could be something.
- Domestic abuse can take many forms and there are signs they can spot.
- Friends and family can be a vital lifeline for victims.
- Friends and family can also turn to help and support.

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

DOMESTIC ABUSE

Information for partners

Please help us deliver our message

The campaign will be delivered across social media and search advertising, as well as PR activity and government channels.

Campaign messaging and assets will signpost people to [**gov.uk/domestic-abuse**](https://gov.uk/domestic-abuse) where they'll be directed to helplines, advice and support.

The site also includes easy read and translated guidance in several languages, as well as signposting to specialist support services for different audiences and abuse types.

The campaign will also promote the [**Ask for Ani**](#) scheme, where victims can seek support in pharmacies.

Please help promote the campaign using the [**downloadable assets**](#) – these are new digital assets that you can promote across your channels, and please use the campaign hashtag #YouAreNotAlone.

Please also ensure all messaging includes a link to [**gov.uk/domestic-abuse**](https://gov.uk/domestic-abuse) and, where possible, signpost this link on your website.

We are grateful for your ongoing support.

If you have any suggestions for how we can improve the campaign, please do [**get in touch**](#).

If you have any questions or feedback on the campaign, please contact the Home Office campaigns team on [DomesticAbuseComms@homeoffice.gov.uk**](mailto:DomesticAbuseComms@homeoffice.gov.uk)**

DOMESTIC ABUSE Campaign assets

We have developed campaign assets which are available to share with your networks and raise awareness of where people can get further advice and support. Please download the campaign assets [here](#).

New and existing translated campaign materials are also available [here](#).



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

DOMESTIC ABUSE

Suggested social posts

#YouAreNotAlone. If you are at risk or experiencing #DomesticAbuse you can seek refuge and support is 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://respectphoneline.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

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

Suggested social posts

If you experienced domestic abuse during lockdown, it's never too late to seek help. Support services can offer free access to helplines, counselling and even a safe place to live.

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

Domestic abuse can affect anyone. If you feel isolated, afraid or controlled by someone, free support services are here to help you, whatever your circumstances.

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

Friends and family can be a lifeline for people suffering from abuse. Even if it seems small or you're unsure, support services are here to guide you.

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

If you are experiencing domestic abuse, or know someone who is, support services are here to offer you the help that's right for you.

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

Action Needed Immediately

Pharmacies showing the **Ask for Ani** symbol can get you immediate help if you are experiencing domestic abuse.

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

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 **@ukhomeoffice**

 **@ukhomeofficegov**

 **@ukhomeoffice**

Thank you for your support