

Respect Phonenumber Covid-19 Campaign

Many families and relationships will feel increased pressure and for those living with domestic abuse, this could cause serious harm. At the same time, many of the support channels, particularly in-person support may be limited or adapted during this period. At Respect we're doing everything possible and working closely with our members and the sector to prevent harm by focusing on minimising risk to victims and survivors and prioritising their safety. Even in times of crisis, perpetrators are still responsible for their behaviours and abuse and the focus of responsibility must stay on the perpetrator.

The Respect Phonenumber is a key source of support for people concerned about their behaviour and wanting to manage and change it. Now more than ever, the Respect Phonenumber will be critical to perpetrators and others who are finding it difficult to manage their behaviour during this difficult time. We need them to know that support is out there and that there is no excuse for abuse.

We have developed this campaign to raise awareness of the Respect Phonenumber and encourage anyone who is concerned about their behaviour during this period, to contact the Respect Phonenumber. We have prepared graphics to go alongside each of the suggested copy that can be used on Facebook, Twitter or Instagram. Please join us in sharing this message across your networks.

For any further information or questions, please get in touch with Vikki Page at victoria.page@respect.uk.net.

The Respect Phonenumber

- website: www.respectphonenumber.org.uk
- call: 0808 8024040
- opening times: Mon-Fri 9am-5pm
- webchat: Thurs & Fri 10am-11am & 3pm-4pm
- email: info@respectphonenumber.org.uk

Date: Monday 30th March – ongoing until further notice

Main audience:

1. Perpetrators of domestic abuse
2. Frontline Workers

Call to action:

- To perpetrators: get help by contacting the Respect Phonenumber.

- Frontline Workers: raise awareness of our campaign, asking them to disseminate our info (hook: help us help perpetrators change)

Key messages:

- There is no excuse for abuse
- The law still applies, abuse, violence and coercive control are all crimes
- When the world feels unsafe, don't make your home unsafe
- You still have a choice. Choose not to abuse
- Feeling stressed and worried that your behaviour might hurt the people you love?
- We are here to help you manage your behaviour.
- If you are worried you might harm a loved one, seek support before you become abusive
- If the coronavirus epidemic is putting pressure on your relationship and you are worried about your behaviour and the impact it might have on others, get help by calling the Respect Phonenumber

Platforms:

- Instagram
- Twitter
- Facebook

Hashtags:

#RespectPhonenumber
#ChooseToStop
#DomesticAbuse
#StaySafeStayHome
#Covid19uk
#UKLockdown
#Covid19
#Coronavirus
#domesticviolence
#abuse
#NoExcuseforAbuse
#AntiDomesticViolenceDuringEpidemic

Suggested tweet copy:

1. When the world feels unsafe, don't make your home unsafe. Get help to manage your behaviour. Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/help-for-perpetrators/>

2. Staying home is not an excuse for abuse. Get help to stop harming your loved ones. Call the Respect Phonenumber, 0808 8024040.
<https://respectphonenumber.org.uk/>
3. It may feel like you're out of control, but how you respond is within your control. Get confidential support to help you behave in non-abusive ways. Call the Respect Phonenumber, 0808 8024040.
<https://respectphonenumber.org.uk/help-for-perpetrators/choosing-to-change/>
4. Is staying at home making you feel powerless? Control your behaviour, not your partner. Get confidential support. Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/>
5. Staying home is not an excuse for abuse. Don't let your behaviour harm those around you. Call us for support. Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/help-for-perpetrators/effects-of-abuse/>
6. Covid-19 can feel scary, but so can your abusive behaviours. Don't take it out on those you care about. We can help. Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/help-for-perpetrators/>
7. Worried about hurting the ones you love whilst staying at home? Call us for support to manage your behaviour. Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/>
8. Covid-19 might cost you your normal routine, don't let your abusive behaviour cost you your relationship. Make that difficult call today. Call the Respect Phonenumber, 0808 8024040.
<https://respectphonenumber.org.uk/what-to-expect/>
9. Being at home can be stressful. Are you struggling to manage your behaviour and hurting your loved ones? Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/what-to-expect/>
10. Is staying at home taking its toll on you and your relationship? Get confidential support. Call the Respect Phonenumber, 0808 8024040.
<https://respectphonenumber.org.uk/>

11. Don't let coronavirus get the better of your behaviour. Choose to not use abuse. Call us for confidential help and support. Call the Respect Phonenumber, 0808 8024040. <https://respectphonenumber.org.uk/>

Webpages used

<https://respectphonenumber.org.uk/>

<https://respectphonenumber.org.uk/help-for-perpetrators/>

<https://respectphonenumber.org.uk/help-for-perpetrators/effects-of-abuse/>

<https://respectphonenumber.org.uk/help-for-perpetrators/choosing-to-change/>

<https://respectphonenumber.org.uk/help-for-perpetrators/abusive-relationships/>

<https://respectphonenumber.org.uk/help-for-perpetrators/stories-of-change/>

<https://respectphonenumber.org.uk/friends-family/>

<https://respectphonenumber.org.uk/what-to-expect/>