



#NOEXCUSEFORABUSE

**WORLD CUP
CAMPAIGN REPORT**

November-December 2022

CAMPAIGN CONTEXT

In the lockdowns of 2020, we first launched the #NoExcuseForAbuse campaign as new statistics revealed a sharp increase in domestic abuse.

We highlighted the Redcar domestic abuse refuge as a hook and signposted victims to support. We secured several broadcast interviews with a former client at the refuge and also employees to share their expertise.

The campaign was supported by social media content, including a series of short videos of people using the phrase 'No Excuse for Abuse' and nominating others to join in and spread the message.



RETRO THURSDAY: BURMANTOFTS THROUGH THE DECADES - P18



CAMPAIGN RE-LAUNCH

Ahead of the FIFA World Cup 2022, we re-launched our campaign, as incidents of domestic abuse were expected to rise in line with the patterns of 2018's tournament.

This time we wanted to re-frame the campaign around the fact that abuse won't stop unless perpetrators stop abusing. We decided to shine a spotlight on our +Choices service which offers a perpetrator programme and also signpost to national charity, Respect.

Though we wanted to speak directly to perpetrators, we also wanted to ensure that we were raising awareness of support for victims and signposting to the National Domestic Abuse Helpline.

CAMPAIGN AIMS:

1. Prevent domestic abuse by raising awareness of support for perpetrators to change their behaviour and helplines for both perpetrators and victims.
2. Boost brand awareness for Inspire North and the +Choices Programme.



METHOD 1: PR

We issued a press release to our contacts including important quotes from service manager of +Choices, Laura Buchan and director of development and innovation, Sinead Cregan. The press release also included key information for neighbours and loved ones of potential victims.

Following this, we secured multiple pieces of coverage such as online articles and broadcast coverage, including a powerful interview with a perpetrator (played by an actor) on BBC Look North.

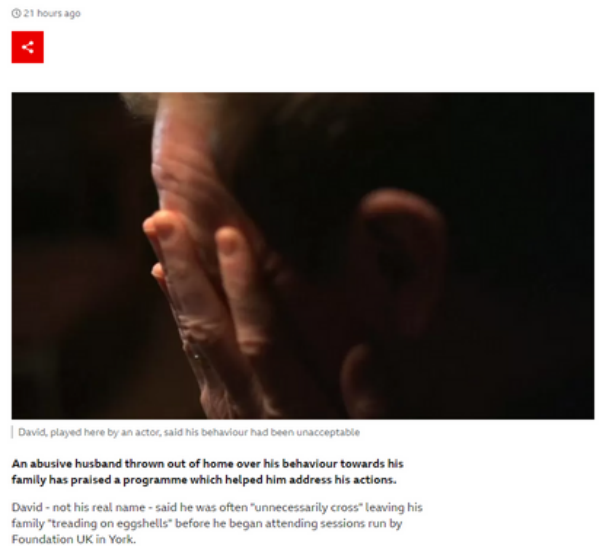
COVERAGE:

BBC RADIO LEEDS

THE YORKSHIRE POST



York: Charity running sessions for domestic abusers



BBC RADIO TEES

METHOD 2: SOCIAL MEDIA

We produced a bank of social media assets to share throughout the duration of the FIFA World Cup, including phone line numbers for perpetrators and victims, tips for people to stay safe at home and key statistics to raise awareness of domestic abuse.

Twitter was our main platform to run the campaign due to the success of the previous campaign and our high engagement rates on the site. LinkedIn and Instagram were also used to support the campaign.

In order to maintain consistency with the previous campaign, we shared short videos of people speaking to the camera, stating that there is no excuse for abuse and sharing the Respect phoneline. Featured was our patron, Jamie Jones-Buchanan, rugby legend, Kevin Sinfield, Inspire North chief executive, Ruth Kettle and chair of the board of trustees, Claire Vilarubi.

CONTENT:

 Inspire North
@InspireNorthUK

Ahead of the [#FIFAWorldCup2022](#), we are kicking off our [#NoExcuseForAbuse](#) campaign.

Incidents of domestic abuse are expected to rise following the patterns of 2018's World Cup, so we are reminding people that there is NO excuse for abuse – at any time.

Stay tuned for more info.



As we are getting closer to the quarter-finals of the [#FIFAWorldCup](#) 🏆, we want to remind people that there is no excuse for abuse- at any time.

If you are concerned about yourself or a loved one, please see the support lines below. 📞

[#NoExcuseForAbuse](#)

#NoExcuseForAbuse

In an emergency:

If you are experiencing abuse or are in immediate danger, call 999, remain silent and press 55 when the operator asks you to. This will let them know you are in immediate danger and help will be despatched to you.

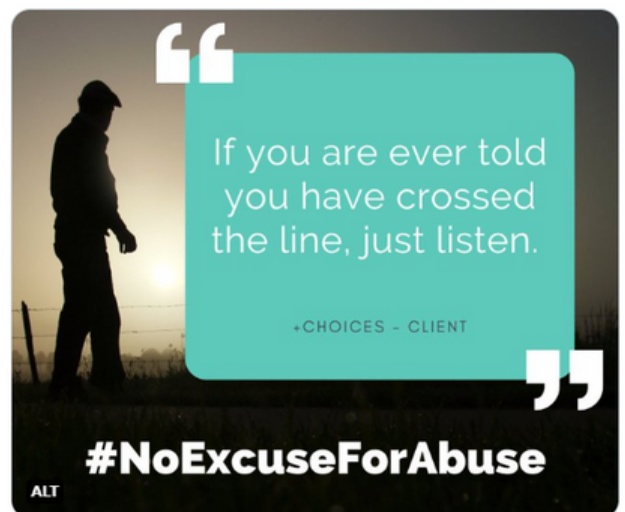
For victims:

Call the National Domestic Abuse Helpline for free and confidential advice, 24 hours a day on 0808 2000 247.

For perpetrators:

If you are concerned about your behaviour or think you might be an abuser, you can call the Respect Phoneline on 0808 802 4040. It is anonymous and confidential.

CONTENT (EXT):



ADDITIONAL COMMS:

We encouraged colleagues to add the campaign banner to their email signatures to signpost to the campaign page on our website where we shared resources and key information.



We wanted to bring the campaign offline to maximise impact, so we joined up with local charities and organisations to attend a pop up stall at Leeds Station on White Ribbon Day to tie the campaign in with the theme of ending violence against women and girls.



We also utilised our contacts in order to put up posters in GP surgeries in Leeds, to get the message in front of as many people as possible including older people who may not be on social media.



Though we primarily focused on speaking to perpetrators to prevent abuse, we wanted to round off the campaign by speaking to clients with lived experience of domestic abuse as a reminder that for many people, domestic abuse is a daily reality and will not end even though the World Cup has ended.

We visited Foundation Redcar to record a podcast episode and interview two former clients who are now volunteering as Community Champions and wanted to share their stories.

CAMPAIGN REACH

PR REACH:

Combined daily readers/viewers of the platforms and publications the campaign featured in:

2,492,623



SOCIAL MEDIA REACH:

This report relates to all social media posts published between the campaign running time (10th November to 22nd December) - the majority of this content was campaign focused.

46k total posts impressions:

The amount of times we appeared on people's newsfeeds.

336 total post shares:

The amount of times people shared our content.

5.27% Twitter engagement rate:

The percentage of users who viewed our posts and engaged with them - this is a very strong engagement rate for Twitter.

IMPACT: INCREASED INTEREST & REFERRALS TO SERVICE

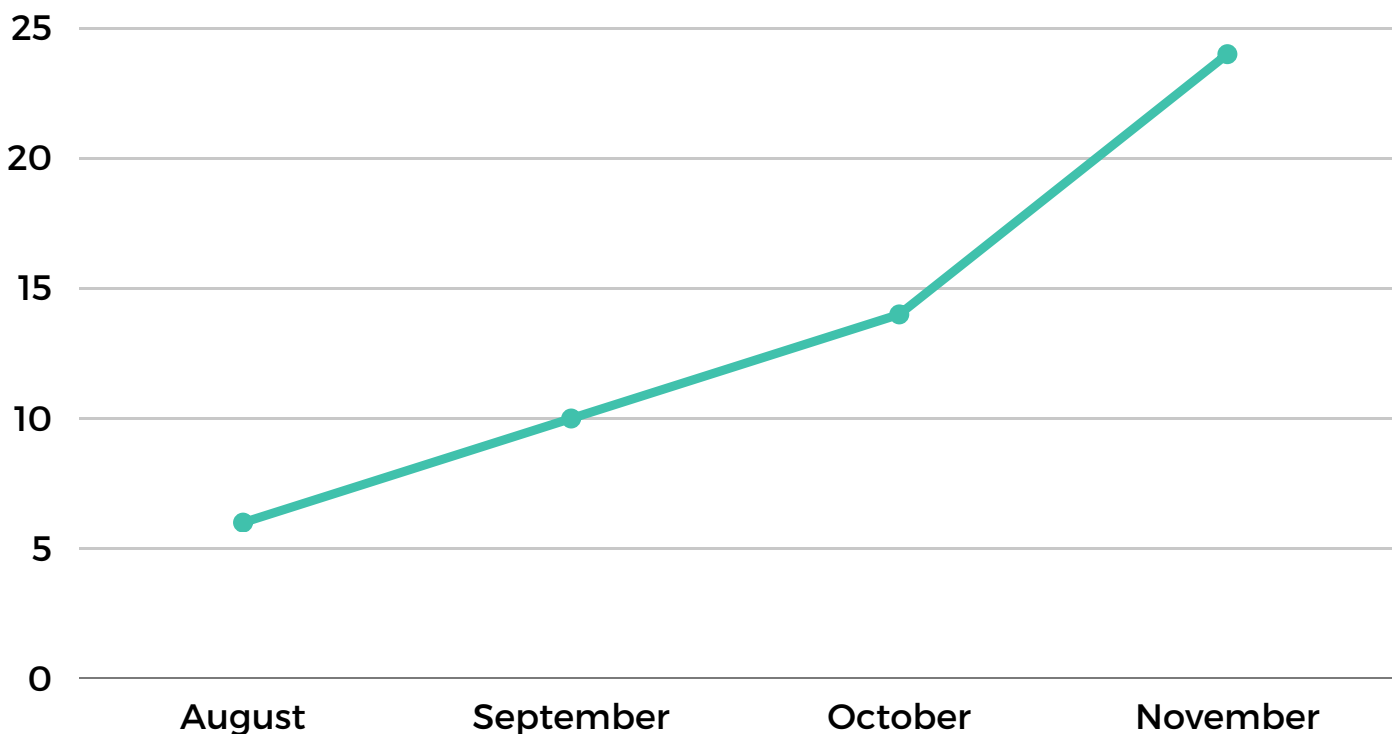
The key goal of the campaign was to prevent domestic abuse from occurring - we successfully achieved this by seeing increased referrals to +Choices.

Following the interview segment on BBC Look North, we received multiple calls to Foundation's services, with people saying they had seen the piece on television.

+Choices service saw a direct increase in referrals, going from just six in August to 24 in November. This shows that people are ready to change their behaviour and our efforts to raise awareness have been worthwhile.

Since the campaign launched, we have also been approached by a leading documentary production company which is interested in creating a series about the perpetrator programme, meaning we have successfully boosted awareness of the service and Inspire North as the parent company, and now have opportunities to continue to do so.

+CHOICES REFERRAL RATE:



THANK YOU.

We will continue to raise awareness of domestic abuse all year round.
Follow our social media accounts for updates:



@InspireNorthUK



@InspireNorthUK



Inspire North

www.inspirenorth.co.uk