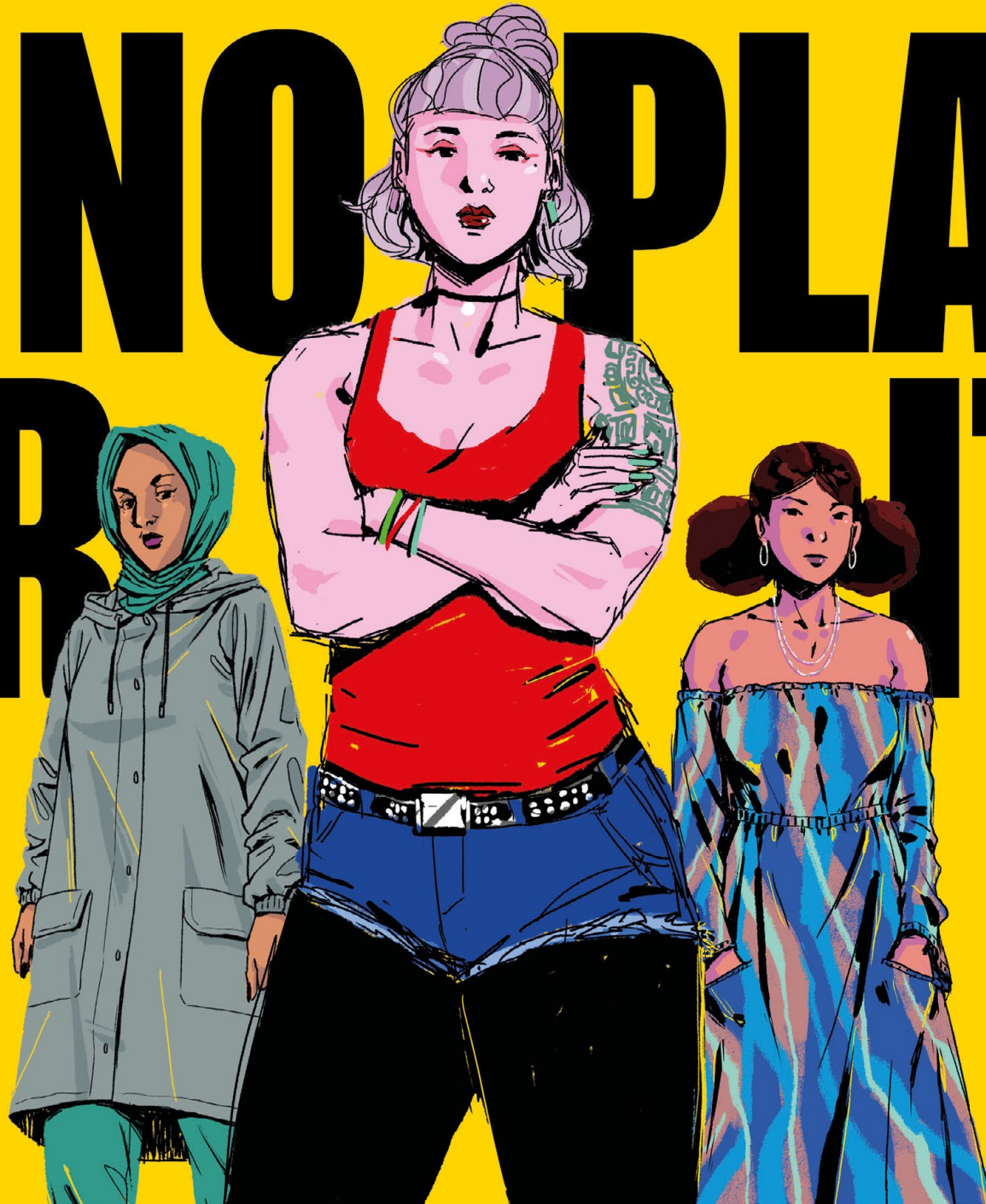


No Place For it
Campaign Toolkit
Version 1.6 | 18.07.2023

NO PLACE FOR IT



Right to
the Streets

Greater Manchester
Moving > ^ < v

There's no place for sexual harassment on our streets. Whatever our gender – we can all make a difference.

Help us get the message out.

NO PLACE FOR IT

This campaign – which is part of Right to the Streets – is all about showing that there's no place for everyday sexual harassment and that ending it is a job for everyone... whatever our gender.

Working with the local community, this project uses a range of activities and interventions to raise awareness of sexual harassment and to make streets and public spaces more welcoming for everyone. The project has developed after research showed that fear of being harassed in public places is a barrier to women leading active, healthy lives.

To do this we are:

- helping people identify everyday harassment
- highlighting the ways it affects women's freedom to move around
- giving people practical, low-risk tactics to disrupt and prevent it
- addressing common misconceptions about standing up against harassment

We want to motivate, resource, and

equip people and partners to create an atmosphere of zero tolerance towards everyday sexual harassment of women.

We are targeting men and women aged 18–35 years old; this is because younger women experience more sexual harassment, and so we want to reach the people who are in the same spaces and places as them with the tactics to respond appropriately.

The campaign mixes hand drawn portraits, animation and bold typography to deliver a no-nonsense call to arms that speaks clearly and with urgency. The bright, modern colour palette brings a sense of optimism and hope that things can get better.

CON- TENTS

What are we doing?	4
How you can help	7
Suggested messaging	9
Other ways to get involved with Right to the Streets	10



What are we doing?

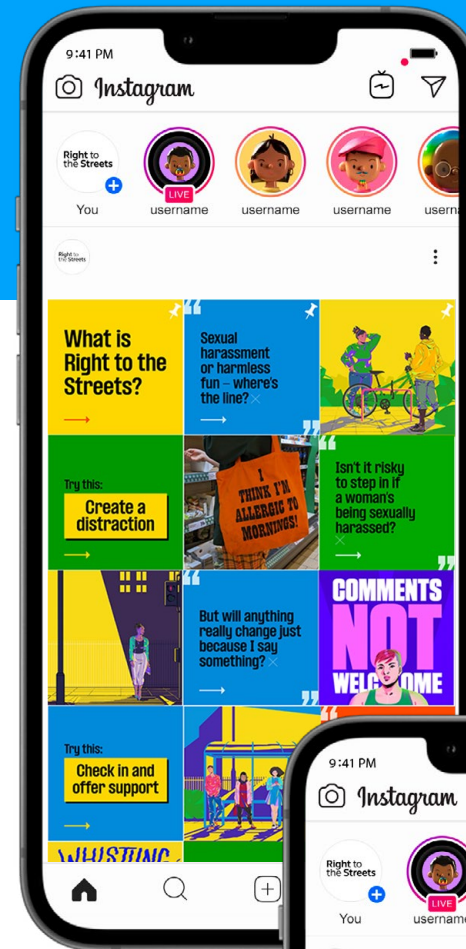
Instagram hub

The Right to the Streets Instagram account – @righttothestreets_ – acts as a hub for the campaign. You can find it at: [instagram.com/righttothestreets_](https://www.instagram.com/righttothestreets_)

This shares:

- animations that reveal the cumulative emotional and practical impact that everyday sexual harassment has on women, to increase people's ability to recognise this harmful behaviour and encourage them to do something when they see it
- a series of bite-sized explanations about the what, how, and why of taking action against sexual harassment in the moment (also known as 'bystander intervention')
- illustrated content drawing attention to key messages around ending harassment, with particular reference to how it impacts women's ability to move around freely.

The Instagram account will also post about aspects of the wider project activity that the target audience in the area can directly get involved in.

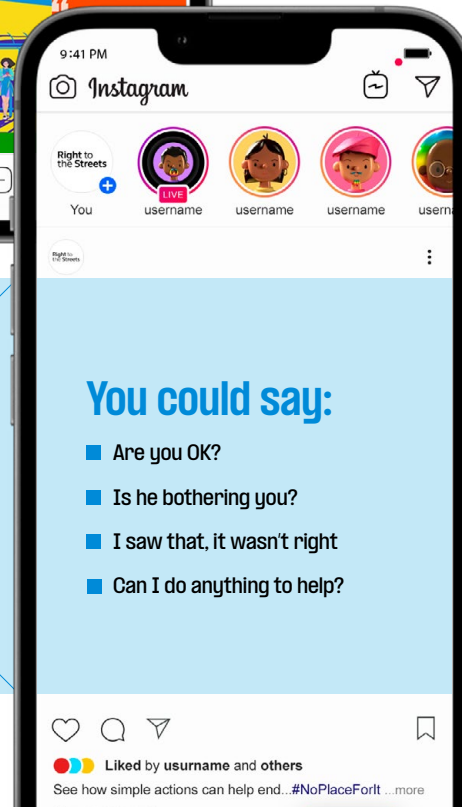


Try this

Check in and offer support

A yellow arrow pointing to the right is located at the bottom of the blue box.

If someone's being harassed, catching their eye or a kind word shows they're not alone.

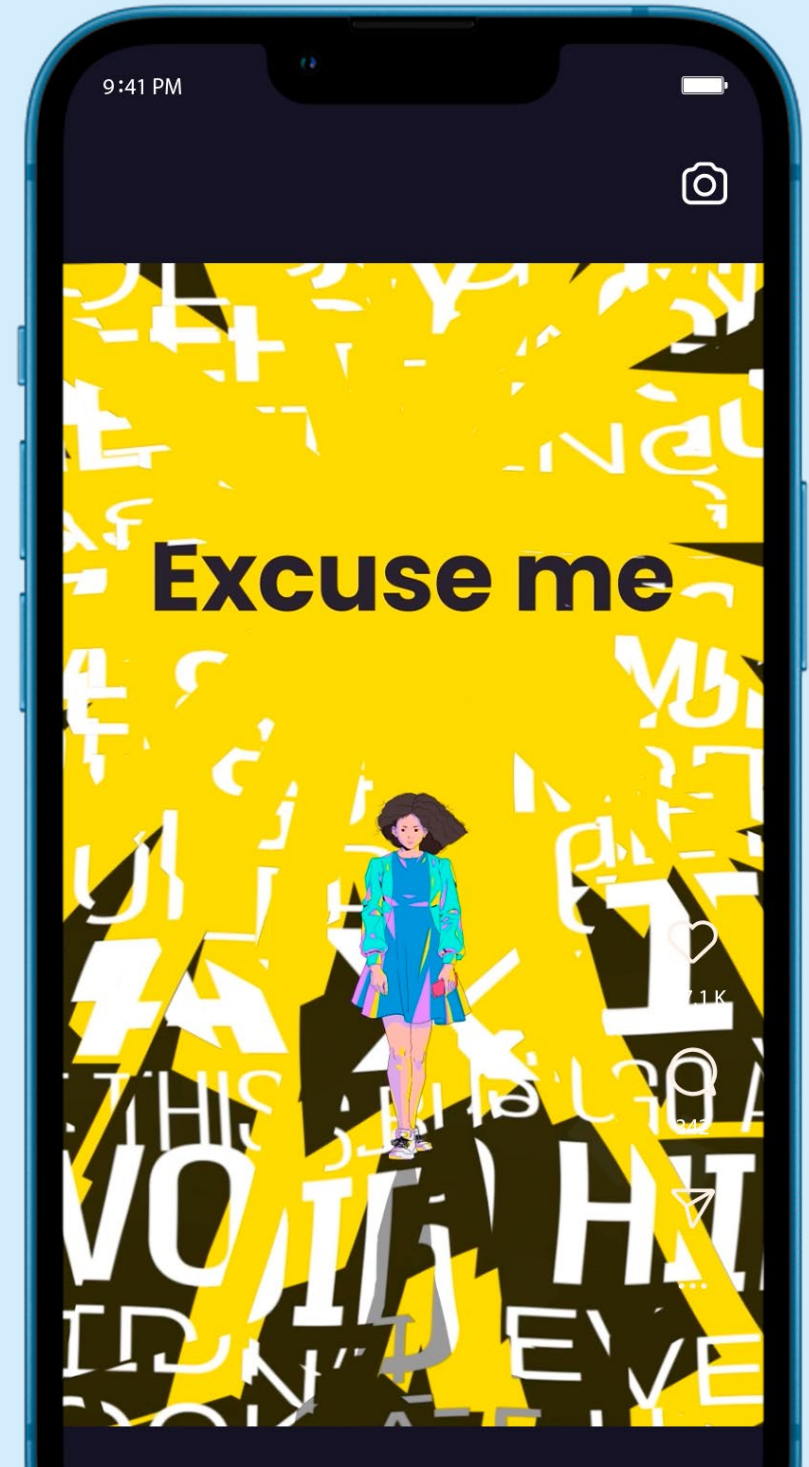
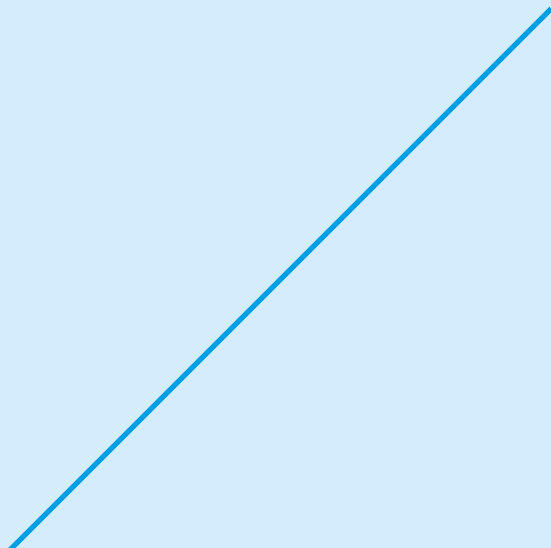
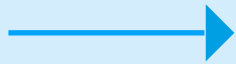


It shows someone has their back, and doesn't think they should have to put up with this. ✕

Paid social media advertising

From June to September 2023 paid adverts will run across Instagram and Snapchat to raise awareness of the campaign key messages, and drive traffic to the campaign hub on Instagram.

Adverts on Snapchat will primarily use the animations. Instagram ads will feature a mix of the campaign content.



Out of home advertising

Local insight work around Trafford suggests crowds visiting the area's major sports stadiums, particularly crowds that are predominantly male, make many women feel uncomfortable on the streets.

The campaign will deliver tactical bursts of out of home advertising to coincide with major events in the immediate area.

The creative will use bold imagery of women, bringing visibility of strong female presence as well as a reminder of the zero-tolerance messaging.





How you can help

We want to get this message out, and we'd love your help.

The more people who recognise and take action against sexual harassment when it happens, the quicker we show there really is no place for it.

As well as sharing campaign assets, we've provided suggested wording you can post alongside the animations, based on our campaign's key messages.

On Instagram

Join our campaign:

- follow @righttothestreets_
- comment on our posts and tag people you know
- share our posts via your stories

Please remember to include **#NoPlaceForIt** and tag **@righttothestreets_**

On other social channels

Feel free to share our animations on any of your social media channels. Please be sure to include the following in your post

- Follow at www.instagram.com/righttothestreets_
- **#NoPlaceForIt**

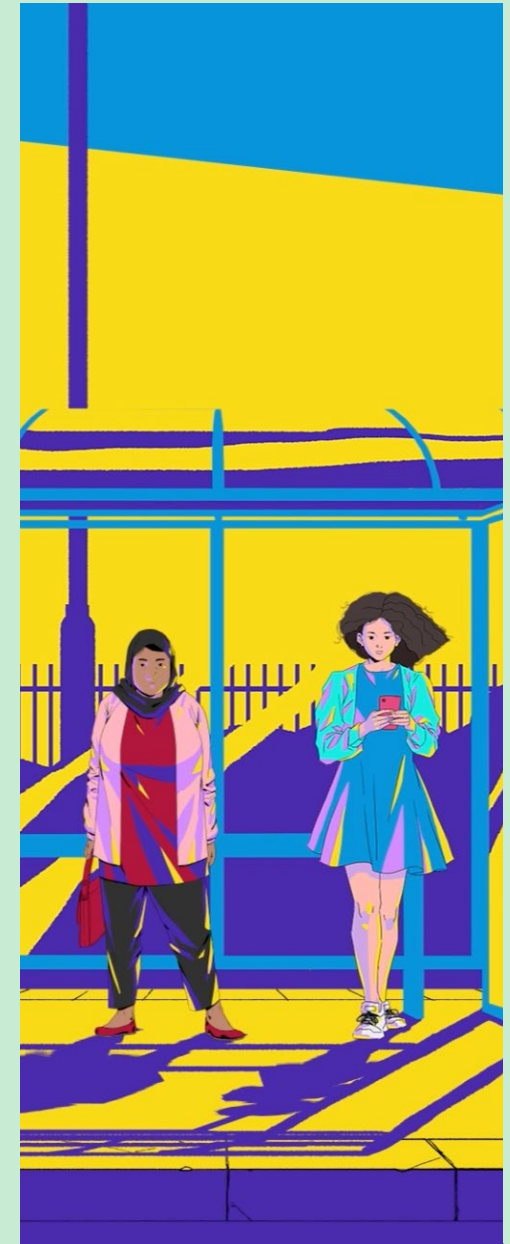
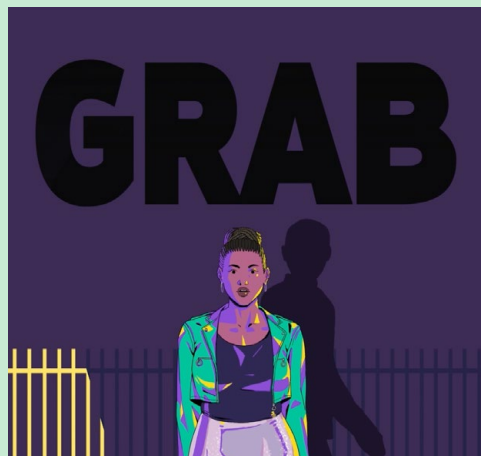


Accessing the campaign assets

You can download all the campaign's social media assets at from the GM Moving Resource Hub – just visit gmmoving.resourcespace.com and create a login.

This includes:

- 3 x animations that reveal the cumulative emotional and practical impact that everyday sexual harassment has on women (supplied as MP4s in 4:5 and 9:16 ratio)
- 10 x posts about the what, how, and why of taking action against sexual harassment in the moment (supplied as carousel graphics, GIFs and MP4s)
- 3 x illustrated slogan cards drawing attention to key messages around ending harassment (via accompanying caption/post copy (supplied as PNGs in 4:5 and 9:16 ratio)



Suggested messaging

This is a complex and nuanced topic, so it's important to be very careful about how the messages are written and communicated.

To make it easy for you to share the campaign we've provided supporting social media copy, based on the key messages:

- There's no place for sexual harassment on our streets.
- Any of us can take action to stop it when it's happening.
- Small, subtle actions can make a big difference.

You CAN help end sexual harassment – and it's much simpler than you might think. Right to the Streets is sharing tactics any of us can use – because there's #NoPlaceForIt

www.instagram.com/righttothestreets_

See how simple actions can help end everyday sexual harassment, making our streets, parks & public spaces welcoming for all.

Follow www.instagram.com/righttothestreets_ for more

#NoPlaceForIt

Whatever our gender, we can take a stand against everyday sexual harassment. It doesn't have to be scary. Small actions can have big results by showing there's #NoPlaceForIt

Follow www.instagram.com/righttothestreets_ for more.

Not sure what to do if you see a woman being sexually harassed? Right to the Streets is sharing tips and tactics we can all use – whatever our gender. Learn more at: www.instagram.com/righttothestreets_

#NoPlaceForIt

Simple actions can help end everyday sexual harassment, making our streets, parks & public spaces welcoming for all. Right to the Streets is sharing tactics we can all use. Learn more: www.instagram.com/righttothestreets_

#NoPlaceForIt

You can also look at the messaging we've used alongside specific campaign assets on Instagram @righttothestreets_

If you do write your own posts, please stick to the following principles:

- This campaign is about what to do when we witness a woman being sexually harassed, **so avoid addressing people as either victims or perpetrators of harassment.** While this is important it needs different approaches which this campaign's assets and messaging are not geared towards.
- Taking action as witnesses to sexual harassment is something people of all genders can do equally, and we want to build unity in that effort, **so avoid reinforcing any narrative that suggests women are helpless and need men to save them.** Similarly, positioning men as 'the enemy' is unlikely to encourage them to engage with the messages.

Please remember to include alt text for images in your social posts.

Other ways to get involved

Listen to and share the podcast

The latest GM Moving podcast series has been exploring how people and communities are working together to make streets and public spaces more welcoming and safe for women and girls, by highlighting the work already being done across Greater Manchester and what this means for people in North Trafford. It spotlights experiences from local people and gathers ideas and solutions for so that everyone across Greater Manchester and beyond can be inspired to take the steps to create a whole system–approach to addressing violence against women and girls in their local area. Listen to the podcast at <https://podfollow.com/the-gm-moving-podcast>

In-person bystander intervention and allyship training

This training empowers people to be allies and take a stand when they witness gender-based sexual harassment. Right to the Streets is delighted to be working in partnership with Freedom Personal Safety to deliver in-person training sessions in North Trafford. If you're interested in booking onto or hosting a session as part of Right to the Streets, or commissioning similar training yourself, you can get in touch with elaine@freedompersonalsafety.co.uk

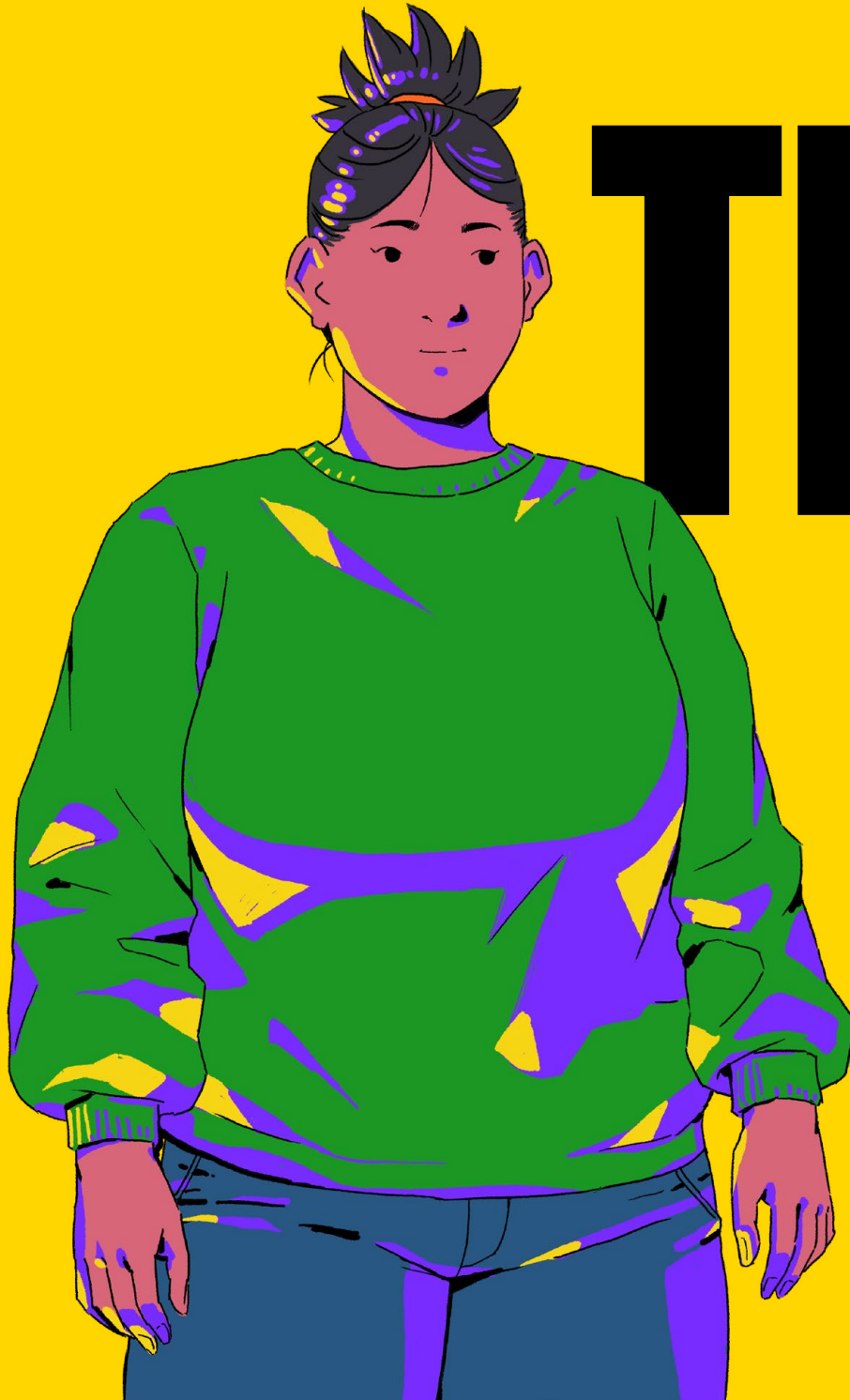


Community grants

Community grants are available for activities and events that will:

- help to make Trafford streets and public spaces more welcoming and joyful with creativity
- create awareness around women's and girls' safety
- get more people in our community active and moving.

Individuals and groups can apply for funding, with grants ranging from £50 to £500. To apply, your idea should be delivered in Old Trafford or Gorse Hill, held outdoors, and take place before 30 September 2023. Find out more and apply at: www.gmmoving.co.uk/right-to-the-streets



THANKS

Thank you for reading our No Place For It toolkit. If you're using this toolkit alongside or in addition to your work, please share your posts, images, links with us via Instagram ([@righttothestreets_](#)) and the email address below.

If you have any queries about this toolkit, or questions about the campaign, please contact: marketing@gmmoving.co.uk

For more about the Right to the Streets as a whole visit: www.gmmoving.co.uk/right-to-the-streets

Right to the Streets

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This campaign and toolkit was designed by [diva](#) divacreative.com