

North West Sexual Violence Awareness Week

3–10 November 2022

Campaign Toolkit



North West Sexual Violence Awareness Week

Statistics

- It is estimated that **3.8% of adults aged 16 to 74 years** (1.6 million) have experienced sexual assault by rape or penetration (including attempts) since the age of 16 years (7.1% for women and 0.5% for men).
- At least **1 in 6 men** have experienced sexual abuse or assault, whether in childhood or as adults.
- Only around **15% of those who experience sexual violence report** to the police.
- **A third of people believe women who flirt are partially responsible** for being raped.
- Approximately 85,000 women and 12,000 men (aged 16 – 59) experience rape, attempted rape or sexual assault by penetration in England and Wales alone every year; that's roughly 11 of the most serious sexual offences (of adults alone) every hour.

Campaign Overview

[North West Sexual Violence Awareness Week](#) aims to raise awareness of sexual violence and the support services available to survivors.

The phrase sexual violence is an umbrella term that refers to crimes like sexual abuse and assault. It refers to any unwanted sexual act or activity such as rape, sexual abuse, sexual assault, sexual harassment etc.

Statistics show that there is an increase in sexual offences but the number of people reporting or seeking support is very low in comparison. There can be several reasons as to why a survivor chooses not to speak out, such as fear of not being believed, not knowing where to go etc. All of these feelings are normal.

This awareness week aims to reassure survivors, and anyone supporting them, that they will be listened to and how they can access support. Whether you choose to report to the police or not is your choice. Regardless, you can still access free counselling, support and even have a forensic medical so that evidence can be collected if ever it's needed.

This campaign targets all demographics across the North West and will run across various outputs such as radio, print, social media, PR and digital. Particular activity will be aimed at ethnic minority groups, men, young people and LGBTQ+ groups as these are significantly under-represented.

Throughout the week (3–10 November 2022), organisations within each county will share content which raises awareness of the commissioned services and how survivors can access them.

Key objectives

- Increase public insight and information on sexual violence and the support services available to survivors across the North West.
- To raise awareness of sexual violence and what it is across the North West.
- To raise awareness of the services available to sexual violence victims within the North West.
- To ensure that each contact point for a survivor to report is streamlined and access to information similar.
- To make the information on sexual violence services easily accessible and concise.
- To educate communities of the freedom of choice when reporting a sexual offence.
- To promote the inclusivity of services and that they are there for you no matter your age, gender or ethnicity.

Press release

This week, organisations across the North West are coming together to raise awareness of sexual violence and the support services available to survivors.

The initiative, led by North West Police and Crime Commissioners, police authorities, and sexual assault and abuse services, will take place from 3-10 November 2022.

It is estimated that **3.8% of adults aged 16 to 74 years** (1.6 million) have experienced sexual assault by rape or penetration (including attempts) since the age of 16 years. Yet, only around **15% of those who experience sexual violence report** to the police.

Police Crime Commissioners, police forces, local authorities, and NHS England all fund sexual violence support services. These services may vary across localities but together they aim to offer the same level of care no matter where a survivor lives.

From specialist forensic and medical sites called Sexual Assault Referral Centres (SARCs) to aftercare provisions like counselling, group therapy and Independent Sexual Violence Advisors (ISVAs), these services aim to work in unison to give every victim of sexual violence the support they need.

Across {county name} you can access {insert name of commissioned services}.

{Insert quote from county Police and Crime Commissioners Office}

{Insert quote from commissioned service/SARC}

Together we hope that by taking part in this campaign more people will become aware of the support services locally and how to access them. No matter when an incident occurred, support is available.

If you or someone you know is a victim of sexual violence you can contact the police direct on 101, or in an emergency call 999.

If you do not wish to contact the police, you can self-refer to a specialist

organisation directly. To find your local organisation, visit our website <https://sexualviolencesupport.co.uk/>

To join in with the campaign or find out more information, visit <https://sexualviolencesupport.co.uk/campaigns/nwsvweek/>



Social Media – #NWSVweek

Please support the campaign by sharing content across your social media channels using the hashtag #NWSVweek. Here are some example social media posts for you to use:

We are proud to be supporting North West Sexual Violence Awareness Week #NWSVweek

Organisations across the North West have come together to raise awareness of sexual violence and the support services available.
#NWSVweek

If you or someone you know is a victim of sexual violence, you can find local support and information via sexualviolencesupport.co.uk #NWSVweek

Sexual violence support services are free and inclusive. Don't suffer in silence, find your local support organisations here:
sexualviolencesupport.co.uk #NWSVweek

It's your personal choice as to whether you want to report an incident of sexual violence to the police. If you choose not to, you can still access free support and information via a specialist organisation
sexualviolencesupport.co.uk #NWSVweek

Find your local #NWSVweek event and stand up to sexual violence <https://sexualviolencesupport.co.uk/campaigns/nwsvweek/>

No matter when it happened, support is available. Find your local specialist sexual violence support service here: sexualviolencesupport.co.uk
#NWSVweek

Sexual violence support services are inclusive and available to all ages, genders and ethnicities. Find your local specialist sexual violence support service here: sexualviolencesupport.co.uk #NWSVweek

Did you know you can still access support even if you chose not to report to the police? Find your local specialist sexual violence support service here: sexualviolencesupport.co.uk #NWSVweek

Have you or someone you know been a victim of sexual violence? Find your local specialist sexual violence support service here: sexualviolencesupport.co.uk #NWSVweek

In {Insert county} you can contact {commissioned provider's name/handle} for support and information. Find out more via sexualviolencesupport.co.uk #NWSVweek

Resources

Download the campaign resources via the website: sexualviolencesupport.co.uk/campaigns/nwsvweek/

[Here you will find posters, social media headers, images etc.](#)

