



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Public Sector Campaign

Company: Office of the Police and Crime Commissioner for Hampshire

Entry title: Preventing unhealthy relationships: #RaiseAFlag

Brief and objectives:

The Hampshire and Isle of Wight Youth Commission and the Office of the Police and Crime Commissioner's (OPCC) Communications & Engagement team ran a PR campaign to raise awareness of what an unhealthy relationship looks like and encourage those who are in one to see the warning signs and 'Raise A Flag' to get support. The campaign also sought to improve how professionals work with young people who come to them for help.

Objectives:

- To increase understanding of unhealthy relationships by directly engaging with at least 500 young people, including those vulnerable and at risk
- To educate service lead professionals in Hampshire on how services for young people in an unhealthy relationship could be improved
- To raise large scale awareness of coercive controlling relationships amongst young people by generating at least 40 items of media coverage and 300,000 impressions on social media channels.

The idea, research and planning:

The Hampshire and Isle of Wight Youth Commission aims to make young people part of the solution to tackling crime. Each year its members consult more than 3,000 young people through a survey. As part of that consultation, 'unhealthy relationships' was highlighted as a key area of concern for young people. Feedback revealed that:

- There needed to be greater awareness and education on the signs of an unhealthy relationship
- Better information on the support available and how to access it was needed
- Professionals needed to take those who had experienced an unhealthy relationship more seriously and improve how they work with young people.

Two audiences were identified:

- Young people aged 14-25
- Professionals working with young people who have experienced an unhealthy relationship.

Yearly crime figures show that incidents of domestic abuse/violence increase at Christmas, Valentine's Day, and during big sporting events. The campaign therefore focused on the period between December 2017 and August 2018 to include the 2018 FIFA World Cup.

Strategy, tactics, creativity and innovation:

In order to maximise reach and impact of the campaign, it was designed and executed by young people, for young people – with the professional guidance and practical support of the OPCC Communications and Engagement Team.

The aim of the campaign was carried through in the strapline and creative theme: red flags for unhealthy relationships, green flags for healthy relationships. For the 2018 FIFA World Cup, the theme was extended to include a football reference: 'Don't get cornered by an unhealthy relationship – Raise A Flag'.

The campaign employed a broad mix of tactics:

- Workshops for young people
- Flag bags, each side displaying signs of healthy/unhealthy relationships as well as a link to the campaign webpage on the OPCC website where a list of supporting agencies was available, and containing leaflets and information from those agencies
- Workshops for professionals and attendance at conferences
- 12 days of Christmas song/video: YC members wrote and recorded a bespoke version featuring the signs of unhealthy relationships
- An animated clip of a Valentine's Day text chat focusing on coercive control
- Large green and red flags to be flown from prominent buildings
- Beer mats featuring the flag bag design and signposting to the #RaiseAFlag webpage
- Social media thunderclap.

Delivery:

Throughout the campaign phase, but with a particular emphasis during the World Cup, targeted workshops were held with young offenders, children in care, police cadets and scouts.

Resources were also made available to schools.

In a bid to ensure pupils are getting improved information on relationships in an increasingly complex and digital world, YC members submitted a response to a call by Government on how to improve PHSE education. The submission was based on the findings of its consultation with over 3,300 young people across Hampshire, the Isle of Wight, Portsmouth and Southampton.

Throughout the campaign, the flag bags were distributed by YC members at events such as music festivals, university fayres, and the Portsmouth Anti-Bullying Conference.

The Christmas and Valentine's Day videos were promoted on social media, signposting to the #RaiseAFlag campaign webpage.

Members spoke at the Hampshire and IoW Safeguarding Board conference on Domestic Abuse, and following the overwhelmingly positive response created a training film featuring the personal account of YC member Gaby and identifying clear do's and don'ts for professionals. The film was subsequently used at training workshops.

The campaign phase during the FIFA World Cup was launched with a social media thunderclap.

A large green and red flag travelled across the Hampshire Constabulary policing area and was flown prominently from flagpoles at council offices and police buildings. The official flag raisings involving senior partner officials were supported by press releases, photos, and video, which was used across social media; and partners promoted the events through their channels, including council magazines.

Football clubs (Waterlooville, Portsmouth, Totton, Aldershot) flew the flag, and YServices youth organisation flew the flag from its big yellow bus. Digital flags were shown on screens in high footfall places such as Festival Place (Basingstoke) and Portsmouth Guildhall Square on England match days. Beer mats were distributed to pubs highlighted to have a younger, more rowdy clientele by the force licensing team, signposting to the campaign website.

Measurement and evaluation:

- 131 vulnerable young people reached through workshops
- 750 flag bags given to young people at events
- 240 professionals reached through workshops
- Engagement of 24 partner organisations
- 63 individual pieces of coverage (all positive) across print, radio and online media, reaching 9.3m people
- 170,000+ people reached through screen advertising (digital flags)
- 19,000+ views of the campaign videos
- Through the thunderclap, the #RaiseAFlag message went out to 454,098 people in 327 cities

- #RaiseAFlag social media posts gained 18,000 Facebook impressions and more than 660,000 Twitter impressions
- 1,200 visits to the #RaiseAFlag pages on the PCC website, with a view time 152% higher than the website average.

Budget and campaign impact:

The #RaiseAflag campaign has:

- Raised awareness of unhealthy relationships with a reach of over 10 million people
- Enhanced partnership working locally
- Improved the understanding of professionals on how best to work with young people experiencing unhealthy relationships
- Taken the voice of young people to Government to influence education on unhealthy relationships.

Total budget: £2,030.00 (flags, flag bags, banner, beer mats, screen advertising).