Coming up…

1. Campaign development
2. Social media campaign
3. Media coverage
4. Impact
5. Phase 2 (Stakeholders)
6. Key learnings
7. Next steps
Objectives

- “Reframe” damaging myths about night’s out
- Raise awareness of ‘how’ and ‘where’ to report
- Envoke collective action to tackle sexual harassment
- Provide venues with the tools and training they need to tackle sexual harassment

Audience Insight

- Males and females aged 18-34
- Peer-to-peer level comms
- Channels: Facebook, Twitter & Instagram
- 54% of women aged 18-24 had been sexually harassed during a night out
- 51% experienced sexual harassment most or every time they went out.

Strategy

- Good Night Out developed messaging drawing from expertise and research in tackling sexual harassment in NTE
- Based on feminist movement Reclaim the Night
- Striking and impactful designs to grab attention
- “Reframes” to encourage shift in behaviour & attitudes

Implementation

- Street signage across the borough
- Posters in venues in Hackney and City of London
- Campaign-unique hashtag
- Paid-for social media campaign
- Coverage in local and trade press
- Landing page with resources (CTA - share our message)
- Campaign toolkit for venues

Scoring/Evaluation
Advertising
- Social ads on Hackney Council & City of London Facebook, Twitter and Instagram
- Paid-for advertisements in City Matters

Media relations
- Press releases
- Spokesperson opportunities (Radio/TV)
- Case studies
- Byline pieces

Earned Media
- Landing page
- Pieces in Hackney Life/Hackney Today
- Pieces in Business Healthy
- Posts on Google Communities
- Pieces in Council-owned newsletters
- Social posts on Hackney & City channels and partner channels

Paid Media
- Social content
- “User-generated” content

Shared Media
- Shared branding/materials
- Shared messaging
- Appearances (boroughwide pubwatch)
- Sharing of social content
- Awareness (window decals/pledges)

Partnerships
#ReFrameTheNight

- **Reclaim** the Night started in Leeds in 1977 as part of the Women's Liberation Movement, demanding that women be able to move throughout public spaces at night without fear of rape or sexual abuse.
- High levels of violence against women and LGBTQ+ people, and the ideas and beliefs that support or excuse it, sadly still exist today.
- Our campaign challenged people to “Reframe” these damaging myths.
Common nightlife myths

- “Women should drink less so they’re not as vulnerable.”
- Excusing harasser due to alcohol: “He was wasted! He didn’t know what he was doing”
- Blaming the victim due to clothing: “When girls go out dressed like that, what do they expect?”
- Men don’t experience sexual harassment: “Lucky you!”
- Blaming the victim due to choice of destination: “If you’re heading out to that place, you should know what you’re getting yourself into”
- Perpetrator profiling / excusing “He looks dodgy / You’ll know a perpetrator if you see one”
- Bystander/worker inaction “Don’t get involved, it’s not worth the hassle / they might be married”
Common nightlife myths

● all of which feed into valid fear (sadly not always a myth!) of...

“What’s the point in reporting what happened to me? They won’t take it seriously anyway. No one cares.”
"If you go out dressed like that…"
"They're putting themselves out there and making themselves vulnerable"

"If people didn't drink so much, sexual harassment wouldn't happen"

"They were wasted, they didn't know what they were doing!"
"It takes two to tango"

"I'll take what I can get lads!"
"I wish she'd sexually harass me!"
"Harassed? Lucky you mate!"

Two Types of Reframing

Context Reframing
Debunking a myth creates a gap
Replace it with a factual alternative

Content Reframing
“IT’S JUST FLIRTING”
SEXUAL HARASSMENT.

Meet me/at 10pm/in my hotel/room/come alone

WHERE DO YOU DRAW THE LINE?
IT’S TIME TO END SEXUAL HARASSMENT IN THE ADVERTISING INDUSTRY

timeTo

timeTo.org.uk

"SHE’S GREAT WITH HER HANDS IF YOU KNOW WHAT I MEAN"

Sexual harassment isn’t just physical; it can be verbal as well. It can make you feel uncomfortable, especially if you feel vulnerable. When someone says or does something that makes you feel uncomfortable, don’t ignore it. Talk to someone you trust. They may be able to help you. Don’t feel ashamed or embarrassed. It’s important to know that sexual harassment is never your fault. You can reach out to the Australian Human Rights Commission for help.

https://www.ahrc.gov.au
"What's the point in reporting someone? They won't take it seriously anyway."

You will always be believed and supported if you report sexual harassment.

There are services where you can speak about what happened that will listen. Even if you’re not sure if a crime has taken place, all information builds a picture and can prevent a future incident.

If an incident has just occurred, call 999
If you need support around sexual harassment, you can call 101 or the Victim Support Helpline on 0300 123 1111
Learn more at: hackney.gov.uk/reframe-the-night

"If you go out dressed like that, what do you expect?"

No matter how we choose to dress, we deserve and expect respect.

Let’s blame sexual harassment on the person choosing to act out of line, not someone’s outfit.

If an incident has just occurred, call 999
If you need support around sexual harassment, you can call 101 or the Victim Support Helpline on 0300 123 1111
Learn more at: hackney.gov.uk/reframe-the-night
We're working with the City of London Corporation and Good Night Out to challenge the myths around sexual harassment on nights out. It's time to #ReframeTheNight

www.hackney.gov.uk/reframe-the-night

Hackney Council
Nov 25 at 10:08 AM

Alcohol is never an excuse for sexually assaulting someone. We should all be able to have a drink, without making someone else feel uncomfortable.

If you’ve worried someone’s feeling uncomfortable or unsafe, it’s okay to ask if they’re okay. If it doesn’t seem safe to check in with them, alert a member of staff or security.

91 likes

Hackney Council
Nov 29 at 11:58 AM

You’ll always be believed and supported if you report sexual harassment. You can call 999 if an incident has just occurred or 101 for support around sexual harassment, or speak to Victim Support anonymously on 0808 1689 111.

It’s time to #ReframeTheNight

www.hackney.gov.uk/reframe-the-night

@CityOfLondonCorp @Goodnightoutcampaign

#16Days #SaferHackney

526 likes

Hackney Council
Nov 29 at 10:08 AM

If you’ve worried someone’s feeling uncomfortable or unsafe, it’s okay to ask if they’re okay. If it doesn’t seem safe to check in with them, alert a member of staff or security.

The more people who are aware and able to help, the better.

Hackney Council
Nov 29 at 11:58 AM

If you’ve worried someone’s feeling uncomfortable or unsafe, it’s okay to ask if they’re okay. If it doesn’t seem safe to check in with them, alert a member of staff or security.

The more people who are aware and able to help, the better.
Sitting down to my breakfast, bang on the 1st page of @hackneyCouncil is this blazer of an ad: #ReframeTheNight. v chuffed at the collaboration with @_goodnightout & @cityoflondon

The #Dalston team is out this evening, working on the @hackneyCouncil campaign to #ReframeTheNight by preventing sexual harassment and assault.

Big up Hackney council! The fact that we need billboards like this is harrowing. "No matter how you choose to dress, we deserve and expect respect. Let's blame sexual harassment on the person choosing to act out of line, not someone's outfit." #FrametheNight

This should be a national, if not international initiative!
We're working with our neighbours @hackneycouncil, local businesses and partners to make Islington and its surroundings safe for those travelling, working or on a night out. Find out more 👉 islington.gov.uk//community-saf...

Hundreds of pubs, clubs and bars across Hackney are expected to clamp down on sexual harassment following the council's new zero-tolerance campaign.

Great to hear about @hackneycouncil and @goodnightout's plans 🙌

buff.ly/2QvKku
Hackney Council launches Reframe the Night campaign to tackle sexual harassment in pubs and clubs
Impact

1.4m media reach

557k impressions on social media

7.7k Social media engagements

Audience reach of 30k on Facebook
Phase 2 (Stakeholders)
We're supporting Hackney Council, City of London Corporation and Good Night Out's #ReframeTheNight campaign.

This licensed premises commits to tackling sexual harassment and ensuring that everyone has a good night out.

This signatory undertakes to:
1. Display posters that tackle damaging myths in the night time economy, promoting and encouraging a safer night out for all.
2. Train all of our staff in tackling and addressing sexual harassment.
3. Take all reports of sexual harassment seriously and to take appropriate action to address issues that arise on our premises.

Premises name:
Signed by the licensee:
Dated:

hackney.gov.uk/reframe-the-night

#ReframeTheNight
Let’s put the blame back on the person choosing to act out of line
www.hackney.gov.uk/reframe-the-night
Training
The training has provided us with the tools, knowledge and confidence to challenge harassment and prevent instances of sexual assault.

Keelan Warr, Operations Manager
Village Underground

This training has provided me with a direct protocol on how to deal with harassment in night time spaces. I think that this programme should be compulsory for everyone who works in venues

Caterina, Supervisor
Ridley Road Market Bar
Any questions?