

A photograph of a Black woman with braided hair sitting in a wheelchair. She is looking off to the side with a serious expression. A person in a dark police uniform is standing behind her, with their hand resting on her shoulder in a supportive gesture. The background is slightly blurred, showing what appears to be an indoor setting.

ADULT SUPPORT AND PROTECTION

AWARENESS RAISING CAMPAIGN

ENTER

#SEENSOMETHING #SAYSOMETHING



**safer
scotland**
SCOTTISH GOVERNMENT

LAUNCHING MONDAY 15 FEBRUARY

#SEENSOMETHING #SAYSOMETHING

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INTRODUCTION

The Scottish Government is running a three week marketing campaign from 15 February 2016 to raise awareness of the issues of adult harm and adults who are at risk of being harmed.

The 'Seen Something? Say Something' campaign urges people in Scotland who are worried that someone is being harmed, neglected or exploited in any way to report it.

The campaign will comprise a short video, a re-designed website, press advertising, PR and social media activity.

WHO IS THIS TOOLKIT FOR?

This toolkit is designed to give stakeholders and partners, including local authorities, police, health bodies and care services the tools to support and promote the campaign through your organisation's communications channels.

You can play a key role in spreading the key messages in the core campaign amongst your staff, customers and the general public via external media relations.

We want to make it as easy as possible for you to do so which is why this toolkit provides an overview of the campaign narrative including key messages, facts and figures, a template press release, web copy and suggested social media posts.

Please feel free to tailor your messaging according to your local audiences and communications channels.



WHEN WILL THE CAMPAIGN RUN?

The marketing campaign which is targeting the general public will run from

**Monday 15 January
to Friday 4 March.**

WHY IS AN AWARENESS CAMPAIGN NEEDED?

The abuse of vulnerable adults is completely unacceptable and sadly it can go unnoticed. It needs other people to notice what is going on and make sure it is reported to social work so they can take action.

People who can't look after or stand up for themselves through factors such as personal circumstances, physical or learning disability, age or illness and infirmity tend to be most at risk.

This campaign therefore sets out to make people more aware of the types of harm that can take place, who are most at risk, as well as encouraging people to act if their instinct is telling them that someone they know might be at risk.

OUR AMBITION

To create an increase in awareness amongst the general public of what types of harm can take place, an understanding about who is most at risk, and ensuring people know the signs and situations to look out for to help keep people safe from suffering.

STRAPLINE

'Seen Something? Say Something'

CAMPAIGN KEY MESSAGES

- Adult harm can take many forms from neglect, physical, psychological, sexual or financial exploitation.
- Adults particularly at risk of harm are those who may not be able to look after their own interests or stand up for themselves through factors such as personal circumstances, physical or learning disability, age or illness and infirmity.
- Act on your suspicions or instincts if you think an adult is being harmed, neglected or exploited.
- It only takes an email or one anonymous phone call to your local social work department to report it, and they will investigate it sensitively.
- For advice and support visit **www.actagainstharm.org**



MEDIA

MEDIA RELEASE TEMPLATE

When you're planning to contact your local newspaper or radio station about the Adult Support and Protection campaign, you may find the template media release below useful. Please remember to tailor it accordingly before distribution.

News Release

For immediate release: [INSERT DAY, DATE, YEAR]

Campaign urges people in [INSERT LOCAL AREA e.g. Falkirk/Perth/Inverness] to act on instinct and report suspected adult abuse

People in [INSERT LOCAL AREA] are being urged to act on their instinct if they think an adult is being harmed, neglected or taken advantage of.

[INSERT NAME OF YOUR ORGANISATION] is supporting the Scottish Government's 'Seen Something? Say Something' campaign, aimed at raising awareness of adult harm and encouraging people to act on their gut instincts that somebody may be experiencing harm, or is at risk of it.

Every week around [INSERT NUMBER] referrals relating to adults suffering at the hands of others are made to [INSERT NAME OF YOUR ORGANISATION] social work department. [WE ENCOURAGE YOU TO USE LOCAL STATISTICS PUBLISHED IN YOUR LATEST BIENNIAL REPORT (2012-14)]

Adult harm can take many forms from physical, psychological, sexual or financial exploitation to neglect, with those who can't look after or stand up for themselves through factors such as personal circumstances, physical or learning disability, age, illness or infirmity being at more risk.

The campaign also aims to educate on the warning signs that could indicate an adult is at risk such as unexplained cuts and bruises, or refusal to talk about injuries, confusion where their money has gone, or the appearance of nervousness around certain people.

[INSERT ORGANISATION SPOKESPERSON] said: "We know from our experience there are at risk adults in [INSERT LOCAL AREA] who are being subjected to abuse but they may lack the ability, knowledge or support to challenge it or do something about it.

"We know sometimes people don't want to get involved, for fear of being seen to intrude on other people's privacy or subject another person to unfair accusations. But our message is simple – if you think an adult is at risk of harm and something feels wrong, you're right to get it checked out. If you see something, say something.

"Reporting suspected harm only takes one anonymous phone call and the authorities will check the situation sensitively and support will be given, if needed."

For your local contact details, visit actagainstharm.org

Notes to editors

Adult harm can take many forms and there are some key signs to look out for:

Physical: cuts or bruises that can't be properly explained, hiding injuries, or refusing to talk about them, appearing fearful or withdrawn.

Psychological: being verbally bullied, ridiculed, ostracised and threatened with violence. It can also include people taking advantage of someone who is unable to stick up for themselves, for example 'freeloading', persistently 'hanging out' at their house or involving them in illegal or social unacceptable activity.

Neglect: failing to dress, wash or eat properly, becoming socially isolated or leaving people who need help unattended and uncared for.

Financial: giving money to a stranger or someone they know for reasons that concern you, being unclear or confused about where their money has gone or being stressed about money issues or debt.

Sexual: being sexually harassed or intimidated, appearing nervous, withdrawn or intimidated, becoming tearful or upset when their relationship is mentioned.

WEBSITE/NEWSLETTERS/E-ZINE

If you plan to include information on the 'Adult Support and Protection' campaign in your newsletters, e-zines or online, you may want to use some or all of the following:

Campaign urges Scottish people to act on instinct and report suspected adult abuse

People in Scotland are being urged to act on their instinct if they think an adult is being harmed, neglected or taken advantage of.

The Scottish Government's 'Seen Something? Say Something' campaign aims to raise awareness of adult harm and encouraging people to act on their gut instincts that somebody may be experiencing harm, or is at risk of it.

Adult harm can take many forms from physical, psychological, sexual or

financial exploitation to neglect, with those who can't look after or stand up for themselves through factors such as personal circumstances, physical or learning disability, age, illness or infirmity being at more risk.

The campaign also aims to educate on the warning signs that could indicate an adult is at risk such as unexplained cuts and bruises, or refusal to talk about injuries, confusion about where their money has gone, or the appearance of nervousness around certain people.

The message is simple – if you think an adult is at risk of harm and something feels wrong, you're right to get it checked out. If you have seen something, say something.

Reporting potential abuse only takes one anonymous phone call and the authorities will check the situation sensitively and support will be given, if needed.

Seen something?

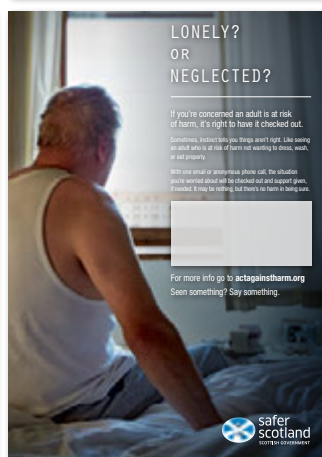
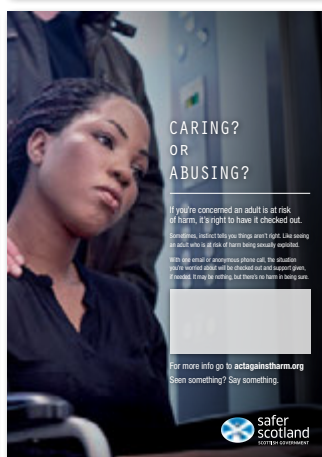
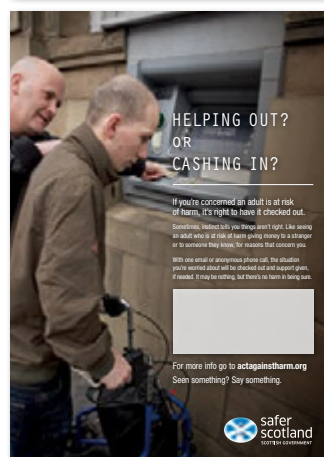
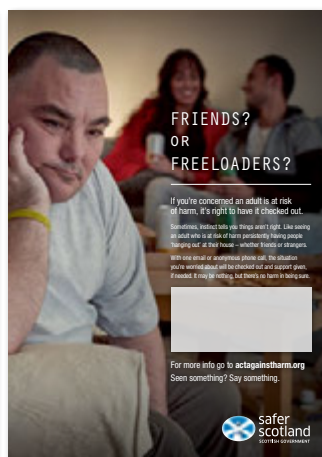
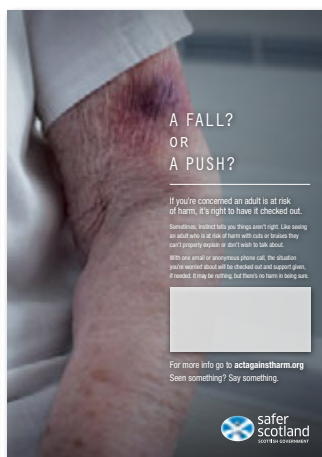
Say something.

For more information, visit actagainstharm.org



CAMPAIGN CREATIVE

A suite of campaign posters, information leaflet, and imagery have been produced. Electronic files of these with space for you to place your own organisation's information are available via the **WithScotland** website.



SOCIAL MEDIA

We'd be grateful if you could also provide support via your social media channels. We will be providing campaign partners and stakeholders with a comprehensive social media map for the duration of the campaign, including text and graphic content for Facebook and Twitter activity a week in advance.

Alternatively, you can support the campaign through your own content, using the hashtags #seensomething #saysomething. We suggest directing followers to the Adult Protection area of your own organisation's website, or the campaign website www.actagainstharm.org

Here are a few **examples of tweets** you can use to let other people know about the campaign.

- Think someone's being harmed? It's always right to act on your instincts & get it checked #saysomething actagainstharm.org
- Act on your suspicions. If you think an adult is being harmed, get it checked #seensomething #saysomething actagainstharm.org

Here are some **examples of Facebook posts** you may want to use:

- Adult harm takes many forms, from physical to psychological to financial and sexual. If you think someone's being harmed or at risk, visit actagainstharm.org for advice.
- If you think someone is being harmed, neglected or taken advantage of, trust your instinct and contact [INSERT YOUR OWN LOCAL DETAILS]. It may be nothing, or you may be helping that person escape harm.
- If you think someone you know is being taken advantage of or exploited, get it checked out. It might be nothing, or it might be the best thing you could do to help.

PR

PR AND NEWS OPPORTUNITIES

There are plenty of opportunities for you to get coverage in local media about local Adult Support and Protection issues and the work your organisation does. The key factor is making sure what you want to talk to the media about is newsworthy.

Here's a checklist to gauge how newsworthy your story is, although you don't need to tick all of these boxes.

You can also contact our communications agency Consolidated PR for assistance.
Email julie.watt@consolidatedpr.com or call 0131 240 6420

Timing

- Media want to know what's about to happen, not what has already happened. If you have an event, or announcement let them know in advance.
- Is there any way to tie in your announcement/information to a current event? For example, the national campaign or recent a national/local news story on prevalence
- Has your local service achieved a milestone or has some statistics to release?

Locality

- Local media will only cover stories about local issues. Make sure any event, announcement has a local news angle.
- Can you connect the announcement/event with a local celebrity or MSP?

Human interest

- Real life case studies are an invaluable way of bringing complex issues to life and making strong connections with the target audience. Does someone connected to your organisation have a personal story to tell?

Once you have identified a newsworthy story, the best way to communicate it is through a press release. Remember that newspapers and broadcasters receive hundreds of stories every day – to increase the chance of your story being used, please follow these guidelines:

- Your press release should always answer the 5 W's –who, what, when, where, and why
- Keep it punchy and to the point, don't use unnecessary or flowery language
- Ensure information is true, correct and doesn't exaggerate your message

- A press release must be presented objectively from a third person point of view
- Keep the headline short and simple
- Provide references to any statistics, facts and figures raised
- Refrain from expressing personal opinions, unless they are done in quotes
- Run your press release past your organisation's own communications office or give them the lead to draft it.

If media are interested in running your story they may ask for the following:

- An interview with a key spokesperson
- A suitable photograph / image to run alongside the story

Photography

- Media are always on the lookout for eye-catching images. If you have a relevant image it will also increase the amount of

media coverage you receive.

- Always make sure you have a high-resolution image at least (300dpi) to support your story
- For media who have their own photographers or film crews, you can invite them to your event / activity to record what happens and potentially interview your spokespeople
- If media cannot send a photographer, you can hire your own photographer. Quite often local snappers will have a comprehensive media list and will issue images on your behalf.

Interviews / Spokespeople

The media may be interested in speaking to a spokesperson. Key points to remember are:

- Identify a spokesperson who is comfortable speaking to the media and ask them to stick with the key messages (these are provided in this toolkit)

- Any interviews with case studies that are organised in conjunction with the Scottish Government must have a Scottish Government representative at this interview
- The spokesperson should be upbeat, positive and speak clearly
- Don't answer anything that may feel uncomfortable – it's okay to provide further information later
- Don't say anything you wouldn't want to see in print or video the next day – even if it's 'off the record'.

Permissions

If you are working with young people, (under 16 years of age), at risk adults or adults with limited capacity, you should ensure that you have the relevant permissions from their parent/guardian allowing them to be filmed or photographed for use in media.