

CAMPAIGN GUIDE



Our Vision for Barnet

Barnet's Corporate Plan sets out a vision to care for our people and places, especially those who are most vulnerable. This includes women and girls at risk of domestic violence.

About the Campaign

This campaign is about supporting our vision to create a safer, more supportive borough for everyone, regardless of gender, background, or identity. Developed in partnership with residents, including an all-male focus group that helped shape the messaging and positioning. 94% of women and 93% of men surveyed in Barnet support the charter's purpose.

Campaign Aims

- Promote understanding of domestic abuse and its impact
- Encourage safe and supportive conversations
- Empower communities to intervene safely against harassment

Why the campaign matters?

In 2023-24, there were 2,623 domestic abuse and VAWG incidents reported to the police in Barnet perpetrated by men against women. Research with young women at Middlesex University identified from the 210 insights captured, that 40% reported various forms of harassment—online, verbal, sexual, and workplace as a concern for them.

Key Messages

- Harassment of women is everyone's issue
- Everyone has a role to play in creating a safer Barnet

Primary Audience: Men and Boys. Message for Everyone.

How You Can Get Involved

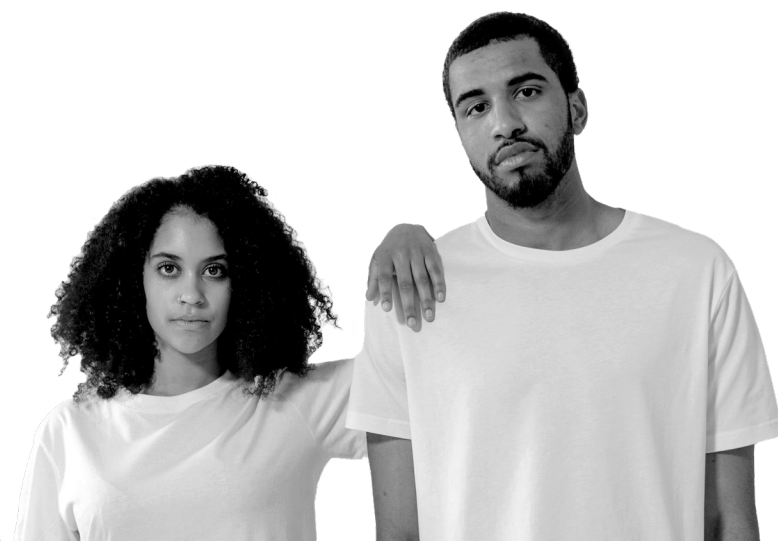
- Sign Barnet's Charter
- Watch the campaign videos to learn more and share with others



Need Help?

If you or someone you know is experiencing domestic abuse, you're not alone.

Visit: barnet.gov.uk/domesticabuse



Caring for people, our places and the planet



BARNET
VAWG
Domestic Abuse and Violence
Against Women and Girls

suzy lamplugh
trust **LIVE
LIFE
SAFE**

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