

POWER TO CHANGE

Changing attitudes,
behaviours & beliefs

Toolkit

WELCOME TO THE POWER TO CHANGE TOOLKIT

A series of new assets and messaging that we need your help to reach all communities.

We would greatly appreciate your support by sharing our content and key messages on your channels and in your community networks.

WHAT'S IN THIS TOOLKIT?

BACKGROUND

OBJECTIVES

KEY MESSAGES

HOW TO SHARE

POSTERS

SOCIAL MEDIA

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CONTACT DETAILS

CAMPAIGN BACKGROUND

The Police Service of Northern Ireland, with funding and support from the Department of Justice and The Executive's EVAWG Team, has worked with an external agency to develop creative visuals with the aim of highlighting two important elements of the early warning signs of Violence against Women and Girls.

Power to Change is a campaign which consists of two important threads.

1. CHALLENGING ATTITUDES & BEHAVIOURS

calling on men to consider their responsibility and how their actions can affect other people.

2. "ACTIVE BYSTANDERS"

empowering men and the wider community with the knowledge and skills to intervene when they see someone carrying out inappropriate actions or making unwanted comments.

Between January 2019 and December 2024, 32 women and girls across Northern Ireland were killed by men. Between December 2018 and November 2024 92 attempted murder offences were also recorded where the victim was female. Many others faced other forms of violence, abuse and intimidation both within their own homes and the wider community. Women and girls feeling of safety is at an all-time low.

It is a priority to tackle this at its root causes with public and women's organisations calling for more intervention to address misogynistic male behaviour and cultures. The aim of the campaign is to reach targeted audiences to raise awareness as well as provide guidance and education.

CAMPAIGN OBJECTIVES

INCREASE AWARENESS

Gain a high reach of engagement through targeted messaging and bespoke campaign assets. This is essential to ensure messages are translated and shared amongst the target audience groups on their own terms.

INFLUENCE

Translating the issue into their language and a context that can be understood, accepted and shared amongst peers.

EDUCATE

Equip the target audiences, education providers and the public with useful information that can easily be disseminated.

ACTION

Prevent harm from perpetrators, increase active bystander action, and encourage reporting of violence against women and girls.

CAMPAIGN KEY MESSAGES

Inappropriate behaviours can include:

OUT IN PUBLIC

- Sexual comments or gestures
 - on the street, in a bar or on public transport
- Staring at someone
- Not respecting someone's personal space
- Pestering someone about their sex life
- Unwanted sexual attention of any kind including asking for sex
- Walking after someone on the street
- Unwanted touching of any kind

AT WORK OR SCHOOL

- Inappropriate comments
 - flirting, gestures or touching
- Repeated pressure to go out on a date or be your girlfriend/boyfriend

ONLINE

- Making unwanted comments on social media
- Sending sexual messages to someone that you don't know are actually wanted
- Putting pressure on someone to send a picture of themselves

AT HOME

- Making snide remarks or jokes of a sexist nature
- Being condescending to your partner

THE IMPACT

Your actions have consequences. For all.

How many women or girls in your life do you think have ever felt threatened, harassed or controlled? The vast majority will say yes to these questions.

Whether being leered at on public transport, wolf-whistled on the street, their personal space invaded by someone not taking no for an answer or sent unwanted naked photos online. These experiences are all too common and they have consequences for all of society.

These behaviours escalate from sexist jokes masked as 'banter' and pestering masked as 'harmless flirting.'

It's never easy to admit when you have taken it too far. But it's the first step to making a change for the better. This is the turning point.

~~I WAS JUST COMPLIMENTING~~
WOLF-WHISTLING

ARE YOU GOING TOO FAR?

PowerToChange.info

ASK YOURSELF

OUTSIDE THE HOME HAVE YOU EVER...

- Made sexual comments about a woman to your mates?
- Made sexual or suggestive comments to a woman when they were clearly not welcome?
- Followed or tracked where someone is going?
- Pressured a woman for sex until she gave in, even though she'd said no?
- Made a woman at work feel uncomfortable, upset or afraid?
- Acted unprofessionally towards a woman at work/school, like commenting on how she looks?

WITH YOUR PARTNER, HAVE YOU EVER...

- Shared or shown an intimate photo of your girlfriend without her knowing?
- Repeatedly told your partner you don't want her going out with her friends, or told her what she should or shouldn't wear?
- Seen your partner looking scared of you?

- Forced your partner to have sex, even though she said no?
- Monitored her phone or online conversations/usage?

SOUNDING FAMILIAR?

This behaviour is never OK. If you know you've done some of these things to women, you can change for the better. You can change your behaviour.

SOUNDING LIKE SOMEONE YOU KNOW?

You can help them see that their behaviour isn't OK. Call it out or intervene safely if they treat a woman disrespectfully.

If you're unsure about whether to intervene, here are some key signs to look out for.

- Does the person look uncomfortable or upset?
- Are they trying to escape or move away?
- Do they seem frightened?
- When you make eye contact, do they respond in a way that makes you think they want help?

HOW TO CALL IT OUT SAFELY

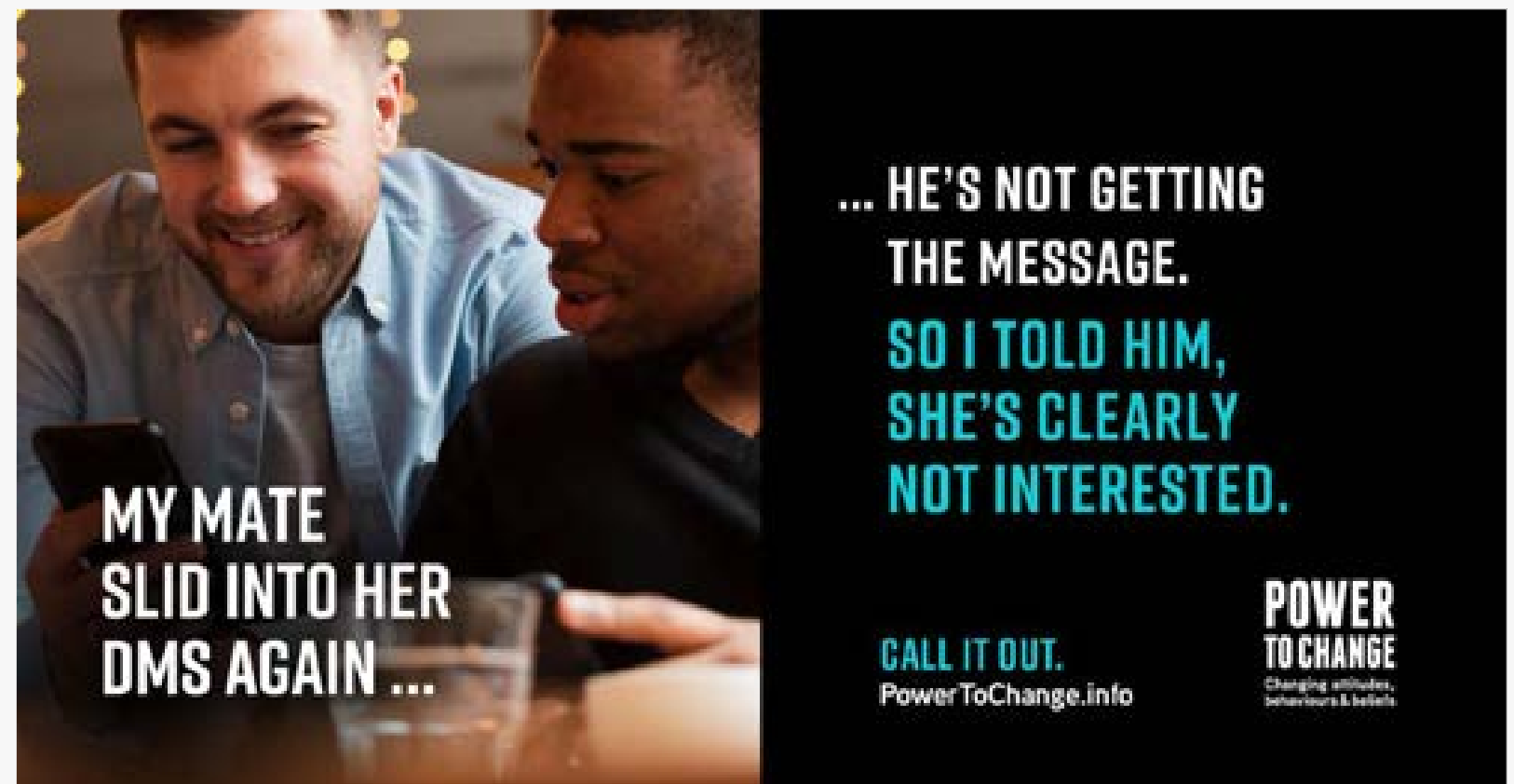
Intervening doesn't have to be dramatic or confrontational.
Even small acts of recognition and support can help stop these behaviours.

Here are four simple ways to help you step in safely
– just think CARE.

- **CALL IT OUT** - say something
- **ALERT OTHERS** - tell someone
- **REDIRECT ATTENTION** - distract
- **ENGAGE AFTER** – talk to the person at risk

By standing up and calling it out we can create a society
where women and girls are safe.

If you think somebody is in immediate danger,
call 999.



HOW TO SHARE

We would greatly appreciate your engagement in sharing the assets included in this toolkit across your own channels and in local community groups that you may be a member of/host. This will allow this campaign to reach as many people as possible from all communities in Northern Ireland.

Within our toolkit there are numerous items of content that you can share on your channels and within your networks. This includes:

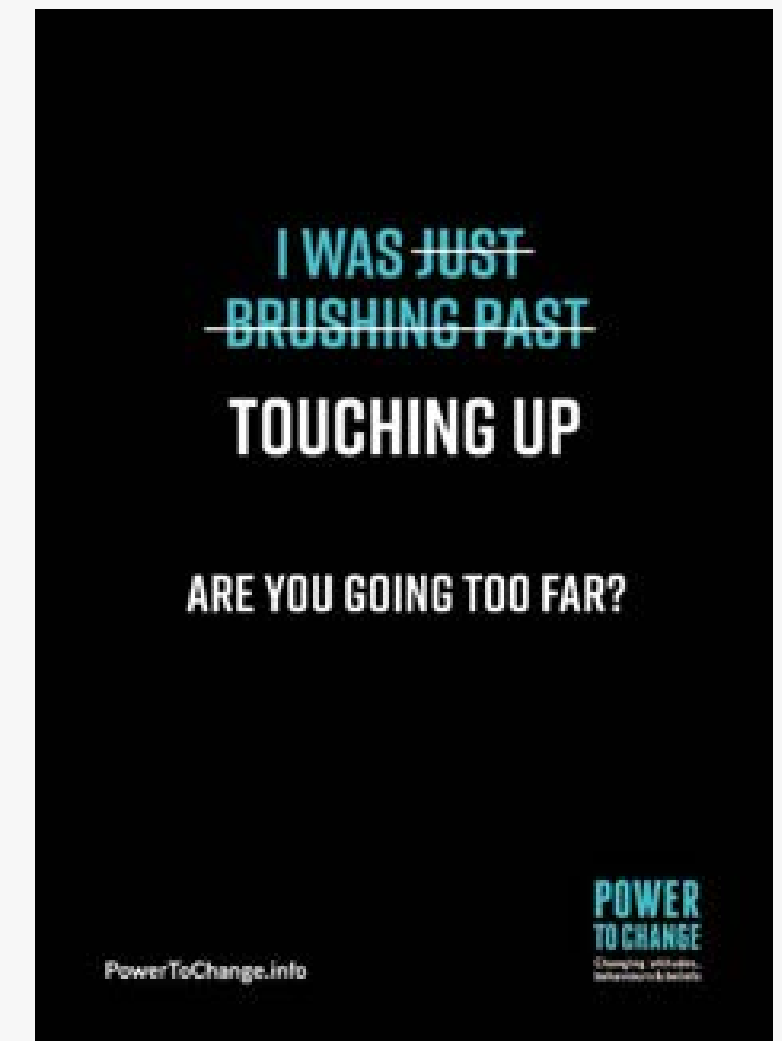
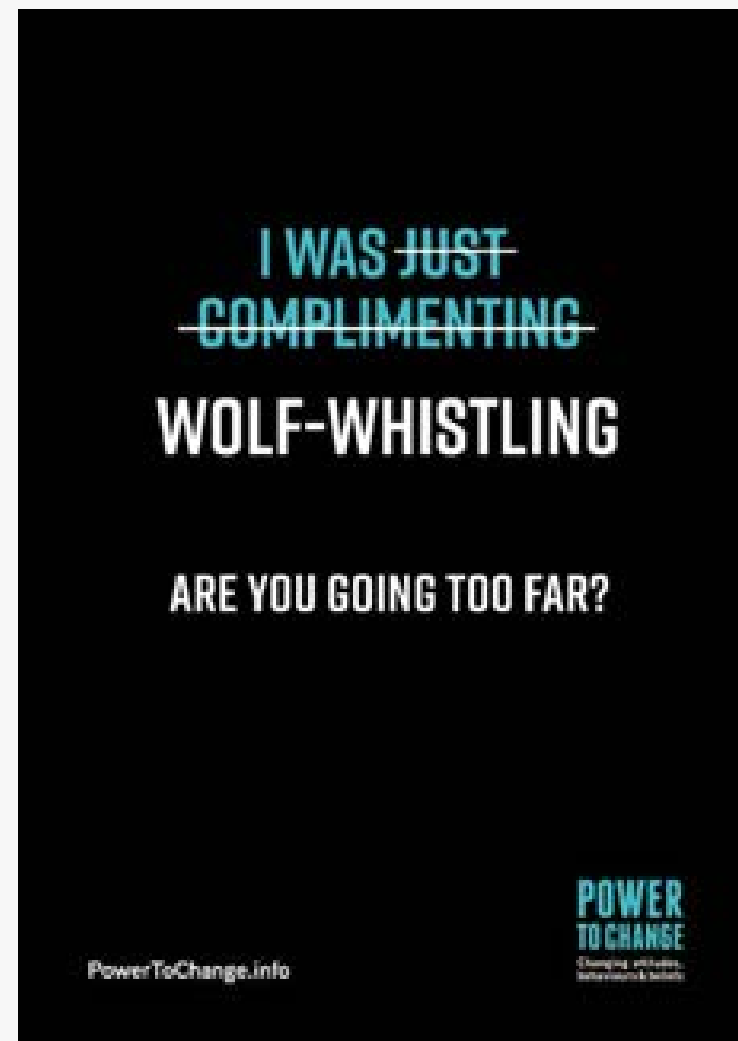
- Social media graphics
- x4 short scenario videos
- Posters

The campaign will feature in our local communities – billboards, bus stops, backs and sides of buses and posters in hospitality settings from 29th January. Social media advertising will also start on this date.



POSTERS

We have a number of A3 posters which can be downloaded at: PowerToChange.info/help-to-act/
We would ask that you please consider downloading and printing a poster and displaying it wherever you can.
Please note that outdoor advertising from phase two of the campaign will go live from Monday 24th February.



SOCIAL MEDIA

We have also developed a number of social media graphics which contain key messages that can also be downloaded at: PowerToChange.info/help-to-act/

I WAS JUST
~~BRUSHING PAST~~
TOUCHING UP
ARE YOU
GOING TOO FAR?

POWER
TO CHANGE
PowerToChange.info

I WAS JUST
~~DM'ING~~
CREEPING OUT
ARE YOU
GOING TOO FAR?

POWER
TO CHANGE
PowerToChange.info

SHE WAS ON
HER OWN,
SO I MADE
MY MOVE ...
... AND TOLD THE GUY
PESTERING HER TO STOP.

CALL IT OUT.
PowerToChange.info

POWER
TO CHANGE
PowerToChange.info

SHE LOVES THE
CRAIC ...
... JUST NOT AT HER EXPENSE,
SO I CHANGED THE SUBJECT.

CALL IT OUT.
PowerToChange.info

POWER
TO CHANGE
PowerToChange.info

MY MATE
SLID INTO HER
DMS AGAIN ...
... HE'S NOT GETTING THE MESSAGE,
SO I TOLD HIM, SHE'S CLEARLY
NOT INTERESTED.

CALL IT OUT.
PowerToChange.info

POWER
TO CHANGE
PowerToChange.info

I WAS JUST
~~HAVING A BIT OF BANTER~~
INSULTING
ARE YOU
GOING TOO FAR?

POWER
TO CHANGE
PowerToChange.info

I WAS JUST
~~LOOKING~~
LEERING
ARE YOU
GOING TOO FAR?

POWER
TO CHANGE
PowerToChange.info

SHE WAS
WALKING
PAST ON
THE STREET ...
... MINDING HER OWN BUSINESS,
SO I TOLD HIM TO STOP
WOLF-WHISTLING.

CALL IT OUT.
PowerToChange.info

POWER
TO CHANGE
PowerToChange.info

SHE CAUGHT
HIS EYE ON
THE BUS ...
... HE WAS STARING AT HER
IN A CREEPY WAY,
SO I BLOCKED HIS VIEW.

CALL IT OUT.
PowerToChange.info

POWER
TO CHANGE
PowerToChange.info

I COULD TELL
SHE WAS
ASKING FOR IT ...
... TO STOP,
SO I DISTRACTED MY MATE AND
CHECKED IF SHE WAS OK.

CALL IT OUT.
PowerToChange.info

POWER
TO CHANGE
PowerToChange.info

WE ALL HAVE THE POWER TO CHANGE

We all have the power to change how we treat women and girls. We all need to take the time as a society to reflect. It's time to make a change. For more information and guidance go to: PowerToChange.info

How we treat women and girls in our society matters. Intervening doesn't have to be dramatic or confrontational.

Even small acts of recognition and support can help stop these behaviours. Think CARE.

- **CALL IT OUT** - say something
- **ALERT OTHERS** - tell someone
- **REDIRECT ATTENTION** - distract
- **ENGAGE AFTER** - talk to the person at risk

We all have the Power to Change and stand up for what is right. Behaviours towards women and girls escalate from sexist jokes masked as 'banter' and pestering masked as 'harmless flirting' to serious criminality.

It's never easy to admit when you have taken it too far. But it's the first step to making a change for the better. This is the turning point. You have the Power to Change.



WE ALL HAVE THE POWER TO CHANGE

We all have the power to change how we treat women and girls. We all need to take the time as a society to reflect. It's time to make a change. For more information and guidance go to: [PowerToChange.info](https://www.powertochange.info)

This is what it feels like to be a woman at the gym being stared at and approached.

It makes us all uncomfortable but, would you speak up? They have it. We all have it. The power to change our behaviours to women and girls across Northern Ireland.

Find out more: [PowerToChange.info](https://www.powertochange.info)

Just two young men having a harmless chat about a girl after a match?

I mean, she's clearly not interested and he could get himself into serious trouble.

Would you speak up? They have it. We all have it. The power to change our behaviours to women and girls across Northern Ireland.

Find out more: [PowerToChange.info](https://www.powertochange.info)

Misogynistic harassment of a woman just doing her job.

How many times does a scene like this happen every day in Northern Ireland?

Would you speak up? Check if she's ok? They have it. We all have it. The power to change our behaviours to women and girls.

Find out more: [PowerToChange.info](https://www.powertochange.info)

Ever thought about what it feels like for a young woman to be walking down the street alone and catcalled?

Would you speak up if this was one of your mates? They have it. We all have it. The power to change our behaviours to women and girls across Northern Ireland.

Find out more: [PowerToChange.info](https://www.powertochange.info)

POWER TO CHANGE WEBSITE

A dedicated website has been developed to support this campaign: PowerToChange.info

This is a platform which houses information explaining inappropriate behaviours towards women and girls in our society and how these can escalate to violence, abuse and intimidation. It gives the public tools on how to recognise and address these behaviours safely and take a stand against them.

Interactive elements have been included within in the form of gamified quizzes that we encourage you to use in your community engagement events. They immerse the player in a real life scenario and test their reactions and judgement, providing guidance throughout on how to reach a conclusion that takes a stand against misogynistic attitudes and behaviours.

TAKE OUR QUIZ



YOU ARE SITTING ON THE BUS, MINDING YOUR OWN BUSINESS. YOU CAN SEE A GIRL IN THE SEAT ACROSS FROM YOU LOOKING NERVOUS.

NEXT

Progress:



CONTACTS

A dedicated website has been developed to support this campaign: PowerToChange.info

We encourage you to share these assets and help our efforts to reach as many people as possible with these important messages.

Strategic communication contacts for this campaign are below and can assist you with this:

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