

National Stalking Awareness Week 2021
Campaign Toolkit

NATIONAL

STALKING

AWARENESS
WEEK 2021

a@s
action against
stalking

National Stalking Awareness Week 2021 Campaign Toolkit

Welcome to the
Action Against Stalking
National Stalking
Awareness Week 2021
Toolkit.

Welcome to Action Against Stalking's
National Stalking Awareness Week
(NSAW) 2021 Toolkit.

Why stalking is a serious issue?

Stalking is a serious criminal offence. Stalking is recognisable by its fixated, obsessive, unwanted and repeated behaviours. Victims suffer long-lasting emotional, psychological, financial and physical impacts. But many are unaware that specialist support services exist for victims of stalking.

Theme

The key focus of this year's campaign is helping stalking victims to take back control. This message will directly link to the Centre for Action Against Stalking (CAAS) Online Conference and Summit which takes place during NSAW 2021. The theme of the Conference and Summit will be *Dynamics Between the Stalker and the Victim*.

What is this toolkit for?

This toolkit should be used by organisations, institutions and services to show their support for National Stalking Awareness Week and victims of stalking – and to raise awareness of support services for victims of stalking.

When is National Stalking Awareness Week?

National Stalking Awareness Week runs from **19th - 23rd April 2021**.

What can you do?

We request your support to spread the key message that Action Against Stalking and other support services are helping empower stalking victims to take back control.

Please use the hashtags:

#NSAW2021

#StalkersAndVictims

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Key Messages

- Stalking is a serious criminal offence
- In the last 12 months nearly 12% of the population experienced at least one type of stalking or harassment¹
- A quarter of stalking victims have suicidal thoughts²
- Victims of stalking are often forced to leave jobs or move home²
- Women are more likely to be victims of stalking than men³
- Female victims are five times more likely to feel frightened and twice as likely to feel threatened than male victims of stalking³
- Services are available for victims of stalking, offering psychological and practical support, to help them take back control.

Suggested posts

Key messages that can be shared across your organisation's social media channels website, and any email campaigns:

- Stalkers leave victims feeling fearful, threatened, powerless and isolated. It's important that victims know that there are specialist support services that will listen, support, and empower them to take back control #StalkersAndVictims #NSAW2021
- Stalkers leave victims with long-lasting emotional, psychological, financial and physical impacts. Victims should know that they are not alone and that they can reach out to specialist services for support to help them take back control #StalkersAndVictims #NSAW2021

- Stalkers seek to rob victims of power and control. It's vital that victims understand that, when behaviours are fixated, obsessive, unwanted and repeated, this is stalking. Help can be sought from support services in order to take back control #StalkersAndVictims #NSAW2021
- Should you ignore or communicate with your stalker? It can be impossible to know the best approach. Victims can access emotional and practical support services to best manage risk and to take back control #StalkersAndVictims #NSAW2021

Please also feel free to link to **www.actionagainststalking.org** where people can find further information on stalking and the support for victims of stalking.

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Visual assets

To download visual assets such as the National Stalking Awareness Week 2021 logo go to

www.actionagainststalking.org/campaigns



NSAW 21 Logo Colour



NSAW 21 Logo Mono



NSAW 21 Social Image 1



NSAW 21 Social Image 2

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Visual assets

To download visual assets such as the National Stalking Awareness Week 2021 logo go to

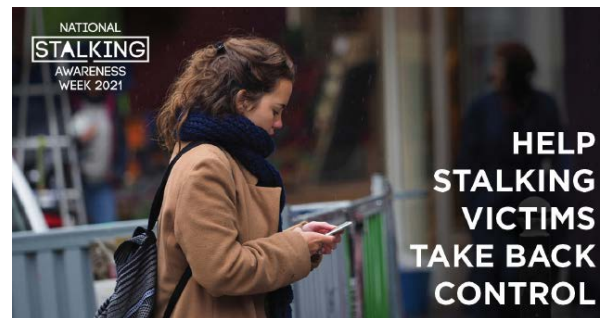
www.actionagainststalking.org/campaigns



NSAW 21 Social Image 3



NSAW 21 Social Image 5



NSAW 21 Social Image 4



NSAW 21 Social Image 6

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Contact

If you have any questions about National Stalking Awareness Week, please contact us at

enquiries@actionagainststalking.org

You can also find us on social media:

Facebook and LinkedIn @ActionAgainstStalking

Twitter @ActionStalking

Instagram @ActionAgainstStalkingAAS

www.actionagainststalking.org/campaigns



Scottish National Stalking Group