

NATIONAL  
**STALKING**  
AWARENESS  
WEEK 2024

## Welcome to the Action Against Stalking's National Stalking Awareness Week 2024 Toolkit.

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National Stalking Awareness Week  
(NSAW) 2024 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 national campaign is 'Join Forces Against Stalking'. The aim is to raise awareness of the importance of organisations working together to empower and support victims, enabling a seamless journey to create safer communities in Scotland.

### When is National Stalking Awareness Week?

National Stalking Awareness Week runs from 22nd - 26th April 2024.

### What is this toolkit for?

This toolkit should be used by organisations, institutions, individuals and services to show their support for National Stalking Awareness Week and victims of stalking – and to raise awareness of the crime of stalking, to promote the importance of a joined up approach to supporting victims of stalking in Scotland.

### What can you do?

We request your support to spread the key message that Action Against Stalking along with partners, are working collaboratively to empower and support victims of stalking and creating a safer Scotland together.

Please use the hashtags:

**#NSAW2024**

**#JoinForcesAgainstStalking**

# National Stalking Awareness Week 2024

## Campaign Toolkit

### Key Messages

- Stalking is a serious criminal offence in Scotland. Stalking behaviours are Fixated, Obsessive, Unwanted and Repeated (FOUR)
- Services in Scotland are working together to ensure stalking victims have a seamless journey from reporting, to support and conviction of an offender or through the criminal justice journey and beyond.
- A multi-agency approach allows services to join together to empower and support victims of stalking by putting victims at the centre of service delivery.
- It is important that if you are being stalked, you speak out and get support. If you are in danger contact the police.
- Services are available for victims of stalking, offering psychological and practical support, to help them understand their experiences and empower them to speak out against stalking, with support from disclosure to conviction.

### Suggested posts

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

- Join us during National Stalking Awareness Week from the 22nd-26th April as we highlight the importance of working together to empower survivors and make communities safer. #NSAW2024 #JoinForcesAgainstStalking
- Services across Scotland are working together to ensure that stalking victims are listened to, believed and supported and that victims' voices are at the heart of their joint approach. #NSAW2024 #JoinForcesAgainstStalking
- A multi-agency approach enables services to work together to create a seamless journey for stalking victims from the point of disclosure to conviction of an offender or through the criminal justice journey and beyond. #NSAW2024 #JoinForcesAgainstStalking

- Stalking can leave victims with long-lasting impacts, and it is vital that victims know that services across Scotland understand this and will continue to work together to empower and support victims. #NSAW2024 #JoinForcesAgainstStalking
- Want to hear more about our joint working from those we have worked with and supported? Then visit our website [www.actionagainststalking.org/campaigns](http://www.actionagainststalking.org/campaigns) #NSAW2024 #JoinForcesAgainstStalking

Please also feel free to link **[www.actionagainststalking.org](http://www.actionagainststalking.org)** where people can find further information on stalking and support for victims of stalking.

## Visual assets

To download visual assets such as the National Stalking Awareness Week 2024 logo or to view our case studies go to

[www.actionagainststalking.org/campaigns](http://www.actionagainststalking.org/campaigns)

We want to ensure that messaging is accessible so below is some alt text along with hyperlinks to each service that can be added to the image:

Alt text: *image with off-white background, with text on left "Empowering survivors, making Scotland safer together" and an outline of Scotland on the right with the logos of Action Against Stalking, Police Scotland, Rape Crisis Scotland, Victim Support Scotland, Crown Office & Procurator Fiscal Service, Scottish Women's Aid, Scottish Women's Rights Centre, NHS Ayrshire and Arran and Suzy Lamplugh Trust connecting to show collaboration.*



NSAW 24 Social Image 1



NSAW 24 Social Image 2

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NSAW 24 UK Campaign Logo



NSAW 24 SNSG Logo Colour



NSAW 24 SNSG Logo Mono

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Contact

If you have any questions about National Stalking Awareness Week, please contact the team on [enquiries@actionagainststalking.org](mailto:enquiries@actionagainststalking.org)

You can also follow us across social media to help spread the message!



@ActionAgainstStalking



@ActionAgainstStalkingAAS



@ActionStalking

