

National Stalking Awareness Week 2023
Campaign Toolkit

NATIONAL
STALKING
AWARENESS
WEEK 2023

a@s
action against
stalking

Welcome to the Action Against Stalking National Stalking Awareness Week 2023 Toolkit.

Welcome to Action Against Stalking's
National Stalking Awareness Week
(NSAW) 2023 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 'Young People and Stalking'. The aim is to inform young people (aged 16-25) about stalking, the importance of speaking out, tips if they are targeted, tips for those that support young people and where to get support.

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 the crime of stalking and promote support services for victims of stalking.

When is National Stalking Awareness Week?

National Stalking Awareness Week runs from
24th - 28th April 2023.

What can you do?

We request your support to spread the key message that Action Against Stalking and other support services are helping empower young people to learn about stalking and encouraging them to speak out if they are being stalked.

Please use the hashtags:

#NSAW2023

#SpeakOutAgainstStalking

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Key Messages

- Stalking is a serious criminal offence in Scotland.
- Stalking behaviours are Fixated, Obsessive, Unwanted and Repeated (FOUR)
- Those aged under 25 are more likely to experience stalking.¹
- 19% of all those experiencing stalking were aged 16-24.¹
- It is important that if you are being stalked, you speak out and get support either from friends, educators, parents, other family members or any trusted adult.
- If you are in danger then contact the police or ask a trusted adult to contact the police with you.
- 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.
- More research must be undertaken to better understand the impacts of stalking on young people.

Suggested posts

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

- **Stalking is a criminal offence that can leave victims feeling isolated and alone so it is important to speak out and get support. #NSAW2023 #YoungPeopleAndStalking #SpeakOutAgainstStalking**
- **Stalking can take many forms from following and spying on someone to monitoring them through social media. If you think you or someone you know is being stalked please speak out and talk to someone you trust. #NSAW2023 #YoungPeopleAndStalking #SpeakOutAgainstStalking**

- **Stalkers seek to take victims 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, police or talk to someone you trust. #NSAW2023 #YoungPeopleAndStalking #SpeakOutAgainstStalking**
- **Want to know more about stalking, tips for you or someone you are supporting then visit Action Against Stalking's new web page which has downloadable material. www.actionagainststalking.org/youngpeople #NSAW2023 #YoungPeopleAndStalking #SpeakOutAgainstStalking**

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

¹Scottish Crime and Justice Survey 2019-20 2017-18

Visual assets

To download visual assets such as the National Stalking Awareness Week 2023 logo go to

www.actionagainststalking.org/campaigns

You can also visit our new designated web page for young people which has downloadable leaflets for your service.

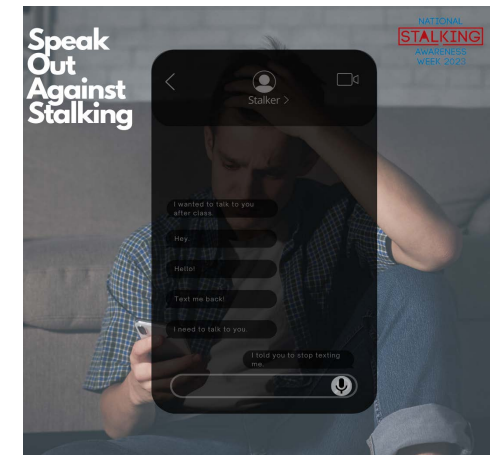
www.actionagainststalking.org/youngpeople



NSAW 23 Logo Colour



NSAW 23 Logo Mono



NSAW 23 Social Image 1



NSAW 23 Social Image 2

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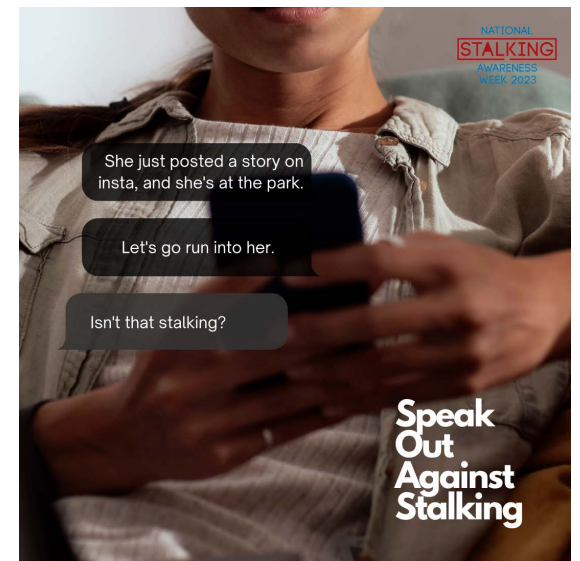
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NSAW 23 Social Image 3



NSAW 23 Social Image 4

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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, LinkedIn and YouTube @ActionAgainstStalking

Twitter @ActionStalking

Instagram @ActionAgainstStalkingAAS

www.actionagainststalking.org/campaigns

