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AC3.1 Plan a Campaign for Change

You're NOT alone! Speak UP Campaign for Male Victims of Domestic Abuse

Aims of the Campaign: Long Term Goals

1. The first aim for my campaign is to **encourage male victims of domestic violence to come forward**, therefore **changing behaviours** of the victims.
2. Another aim is to **raise awareness** to the public of how many males suffer in an abusive relationship and that it's not just females, and to **end the stigmatisation of male victims**.
3. Another aim is to **improve support for male victims** of domestic violence through policies and priorities for agencies.

Objectives of the Campaign: Short Term Goals

1. I will hold a **press-conference** to launch the campaign and invite 50 journalists from all of the main national newspapers, magazines and television news networks. Victims and police officers will tell their stories and explain the aims and the need for the campaign.
2. I will create a **social media account** on both Facebook and Twitter which includes victim stories and achieve at least 2000 likes shares and re-tweets.
3. I will create 5000 **leaflets** which scam prevention advice and details of how to report domestic abuse and how to support loved ones, to be distributed via clubs and social venues where couples meet.
4. I will produce billboard **posters** to be displayed at train, tube and bus stations.
5. I will produce a **magazine advert** to be placed in men's health and fitness magazines.

Justification for the Campaign: Why is my Campaign Needed?

My campaign is necessary because many male victims suffer in silence because they are embarrassed to come forward because they let their pride take over. They can also feel ashamed and weak because they think they should be able to protect themselves especially if it's a female it can also make them feel less masculine. Many male victims are just as scared of the consequences from their partner as a female would be to report it. 1 in 4 men experience physical assault by a partner in their life time. 700,000 males aged 16-74 have experienced domestic abuse so far in 2019. **(Source: Home Office – Office for National Statistics)**. Even though there are many more female victims, male victims are over three times more likely to keep their abuse hidden than women are. A real case is the Alex Skeel case. Skeel and his former girlfriend Jordon Worth met in college when they were 16 in 2012, from an early stage worth would physically assault and control him. This was happening for 5

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years, she isolated him from his family, poured boiling hot water over him, beat him with beer bottles and a hammer and she didn't allow him to get treatment for his injuries. In June 2017 the abuse came to an end when a neighbour called the police. Skeel was in an abusive relationship for many years but was too afraid to come forward and now he's open about his experience and is encouraging others to speak out. Worth has been jailed for 7 years. Domestic violence is continuing to increase and the cause of this could be because of the lack of public awareness and interest in the media, and because a lot of domestic violence goes unreported because people may think they can get away with it. (Source: BBC 3 – Abused by my Girlfriend Documentary)

Target Audience for the Campaign:

The target audience for my campaign are male's aged 16 and above because that's the age many people tend to start relationships. It is targeted at all classes because it doesn't matter what social class you're in, you can still be a victim of domestic abuse. Victims can also be any ethnicity and sexuality.

Methods to be used in the Campaign:

I will hold a press-conference to launch the campaign and invite 50 journalists from all of the main national newspapers, magazines and television news networks. Victims and police officers will tell their stories and explain the aims and the need for the campaign. This will be promoted by distribution of leaflets at social events in the local area.

One method I am going to use for my campaign is **social media**. I have chosen this because it has a wide reach and allows the message to get across. Social media also allows people to share the campaign and it can provide a safe forum for male victims to discuss their experiences and show support for each other. I will use social media to promote my campaign and to provide information on what the campaign is about, and what can be done to help and it will also provide more information on the effects domestic violence has on males.

Another method I am going to use is **posters**. I have chosen to do posters because they get straight to the point and can be eye catching. They will include the name of the campaign's social media page and numbers they can call for support and help. These posters will be put in places that are targeted at men or where males go such as barbers, doctors' surgeries and gyms as well as on public transport.

Another method I am going to use is **leaflets**. I chose to do leaflets because they can also be left in places for males. They can be posted through doors and handed out on the streets, the public can choose to donate to the campaign and get a wristband with the leaflet.

The last method I am going to use is a **magazine advert**. I have chosen to do this because information about the campaign can be put in magazines targeted at males, such as fitness or sport magazines.

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Materials to be used in producing the Campaign:

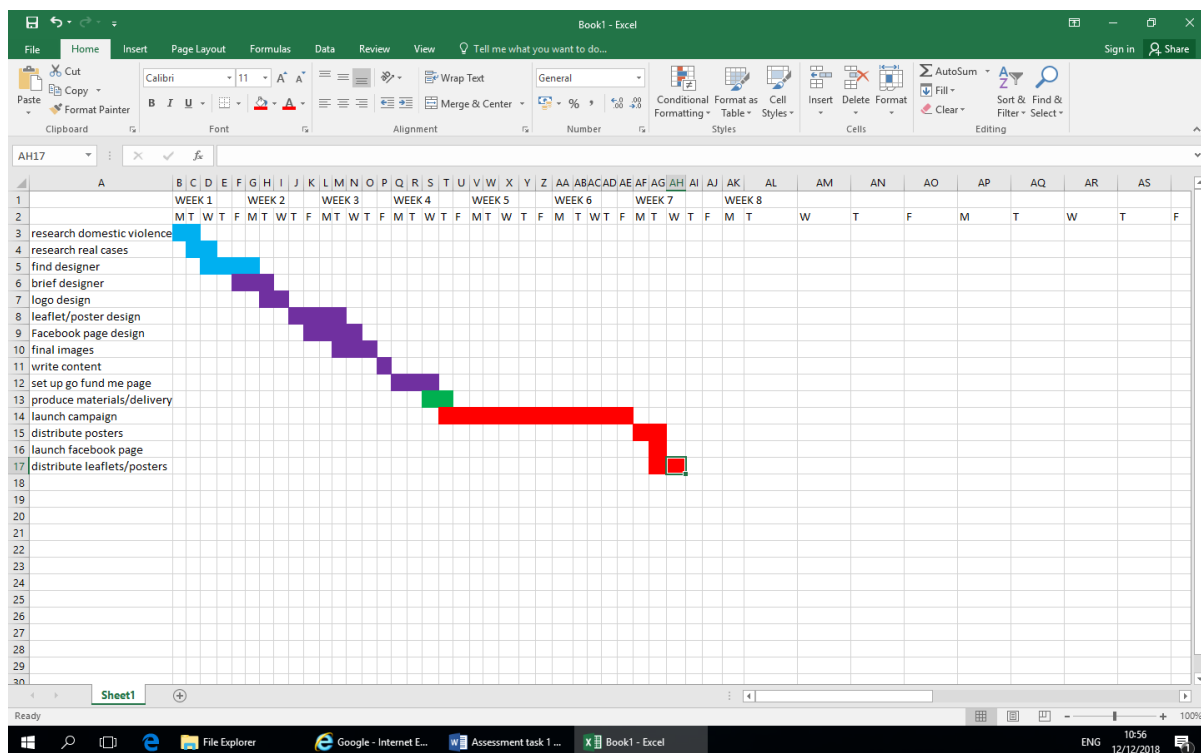
Materials that I will need for my campaign include a computer, so I can create my leaflets and posters online and the information can be types up and images can be inserted to make them more effective. I will also need a computer to create my Facebook page and to keep it up to date for followers. I will also need to find a company to print out my materials for me for a low price. Another thing I will need is wristbands to hand out with my leaflets because these will help get donations for the campaign from the public and they will help raise awareness. It was also need advertising space in a magazine.

Finance Plan for the Campaign:

For my campaign I will need to purchase 100 posters for £20 from a website called printcheap.com, these posters will be put up in buildings and all walls for free. I will also need to purchase 5000 leaflets for £70 from printcheap.com. Another thing I will need to purchase is advertising space in a magazine which will cost £500 in the Men's Health magazine. Social media is free however, I will set up a go fund me page to raise money for the campaign. Finally, I will need to purchase 100 wristbands with the name of my campaign on it for £15.

So overall my campaign will cost £605.00

Timescale of the Campaign:



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STAGE 1: Research

I am going to research into domestic violence as a crime and research real life cases of male victims who have suffered from domestic violence. I also need to research to find a good designer who can design my materials for a reasonable price. I was also need top research how much current support there is for victims and whether it can be done anonymously or not. This is going to take me approximately 1 week

STAGE 2: Design

During this stage I'm going to brief the designer I have chosen on ideas that I want my materials to look like. I am also going to need to design my logo which will need to look good because it's going on my materials. I am also going to have to design my leaflets and posters and my Facebook page. Then I'm going to have to design the final images that I want printed on my materials along with the written content I want on them. I was also need to set up my go fund me page and make it look the way I want it to. This will take approximately 3 weeks.

STAGE 3: Creating the materials

During this stage I'm going to send the final complete ideas for my posters, leaflets and logo to the company I have chosen printcheap.com and wait for them to be produced and delivered. I'm going to use the money already raised by the go fund me page to help pay for the materials. This will take approximately 2 weeks.

STAGE 4: Implementation

During this stage I am going to launch my campaign, and this will be done by distributing the posters, leaflets and wristbands over a period of a couple of weeks. I will also officially launch my Facebook page. This will take approximately 2 weeks.

I am going to design my materials on a website called Design.M.com. The company that will produce my materials is called PrintCheap and once I've sent my final idea over they will produce and print my materials for a low cost. I am going to distribute my materials by handing them out to people on the streets, leaving them in shops and posting them through people's doors. I will promote my campaign online and offline by social media and print media. I have decided to launch my materials separately because it is cheaper because I can do it myself over a period of days.

The resources that I am going to need when planning my campaign is money, expertise and time. I am going to need some money to put towards the first production and delivery of materials and expertise advice, which I will get from launching my go fund me page before the official launch of my campaign. I will need expertise advice to make sure everything looks as good and professional as it can. Finally I will need to keep up to date with my timescale to make sure I'm not running behind on anything.