



Reframe The Night

Evaluation

Coming up...

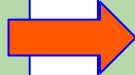
1. Campaign development
2. Social media campaign
3. Media coverage
4. Impact
5. Phase 2 (Stakeholders)
6. Key learnings
7. Next steps



Campaign Development

Objectives

- “Reframe” damaging myths about night’s out
- Raise awareness of ‘how’ and ‘where’ to report
- Envoke collective action to tackle sexual harassment
- Provide venues with the tools and training they need to tackle sexual harassment



Audience Insight

- Males and females aged 18-34
- Peer-to-peer level comms
- Channels: Facebook, Twitter & Instagram
- 54% of women aged 18-24 had been sexually harassed during a night out
- 51% experienced sexual harassment most or every time they went out.



Strategy

- Good Night Out developed messaging drawing from expertise and research in tackling sexual harassment in NTE
- Based on feminist movement Reclaim the Night
- Striking and impactful designs to grab attention
- “Reframes” to encourage shift in behaviour & attitudes



Implementation

- Street signage across the borough
- Posters in venues in Hackney and City of London
- Campaign-unique hashtag
- Paid-for social media campaign
- Coverage in local and trade press
- Landing page with resources (CTA - share our message)
- Campaign toolkit for venues



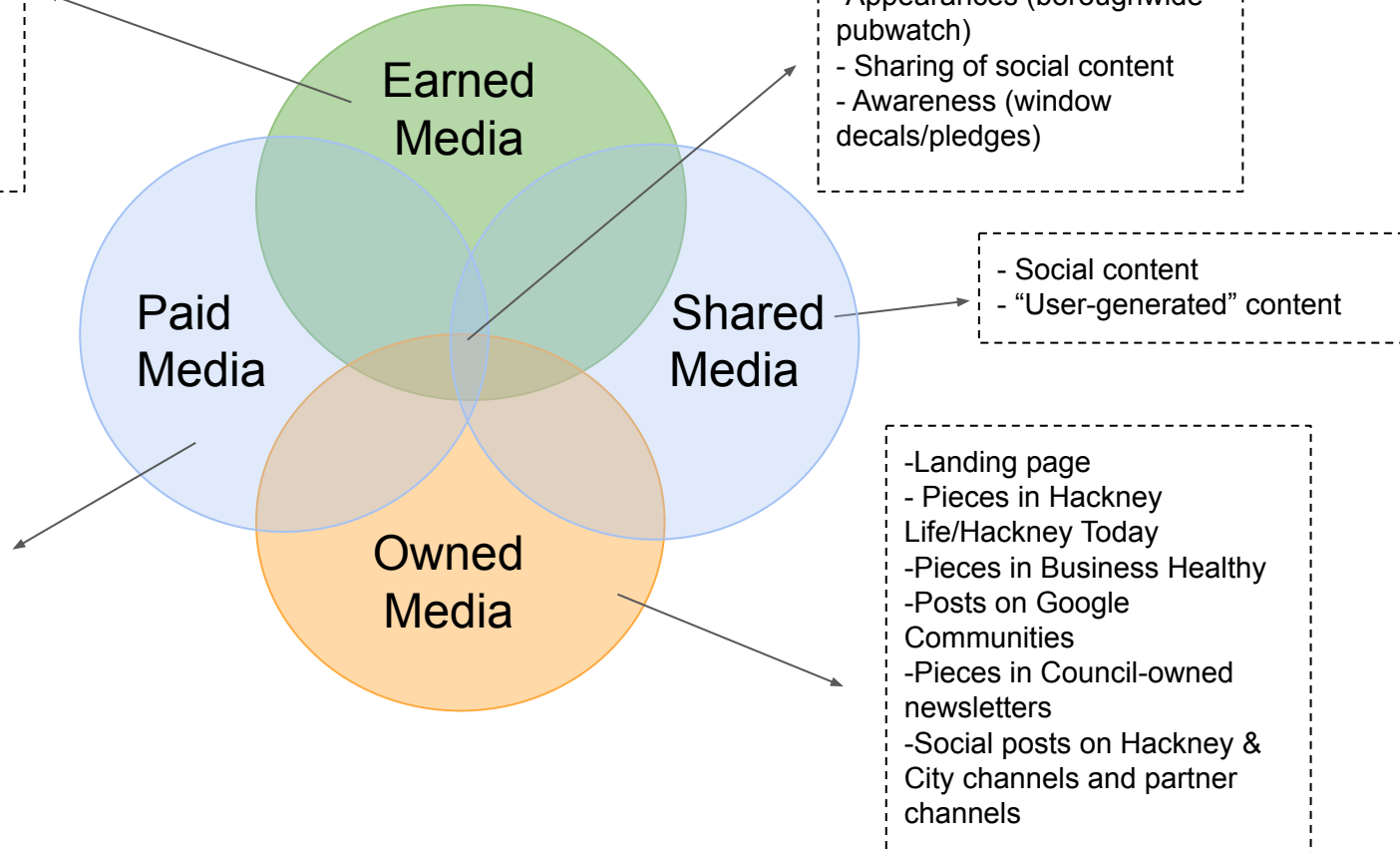
Scoring/Evaluation

Media relations

- Press releases
- Spokesperson opportunities (Radio/TV)
- Case studies
- Byline pieces

Partnerships

- Shared branding/materials
- Shared messaging
- Appearances (boroughwide pubwatch)
- Sharing of social content
- Awareness (window decals/pledges)



Advertising

- Social ads on Hackney Council & City of London Facebook, Twitter and Instagram
- Paid-for advertisements in City Matters

#ReFrameTheNight

- **Reclaim** the Night started in Leeds in 1977 as part of the Women's Liberation Movement, demanding that women be able to move throughout public spaces at night without fear of rape or sexual abuse.
- High levels of violence against women and LGBTQ+ people, and the ideas and beliefs that support or excuse it, sadly still exist today
- Our campaign challenged people to “Reframe” these damaging myths



Common nightlife myths

- “Women should drink less so they’re not as vulnerable.”
- Excusing harasser due to alcohol: “He was wasted! He didn’t know what he was doing”
- Blaming the victim due to clothing: “When girls go out dressed like that, what do they expect?”
- Men don’t experience sexual harassment: “Lucky you!”
- Blaming the victim due to choice of destination : “If you’re heading out to that place, you should know what you’re getting yourself into”
- Perpetrator profiling / excusing “He looks dodgy / You’ll know a perpetrator if you see one”
- Bystander/worker inaction “Don’t get involved, it’s not worth the hassle / they might be married”

Common nightlife myths

- all of which feed into valid fear (sadly not always a myth!) of...

“What’s the point in reporting what happened to me? They won’t take it seriously anyway. No one cares.”

"If you go out dressed like that..."

"They're putting themselves out there and making themselves vulnerable"

"If people didn't drink so much, sexual harassment wouldn't happen"

"They were wasted, they didn't know what they were doing!"

"It takes two to tango"

"I'll take what I can get lads!"

"I wish she'd sexually harass me!"

"Harassed? Lucky you mate!"

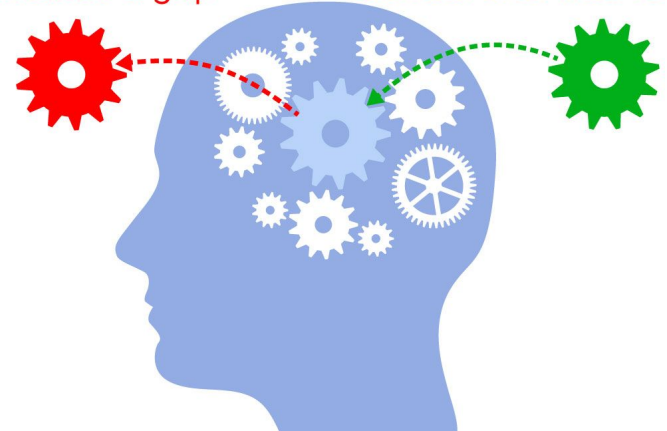
Two Types of Reframing

Context Reframing

Content Reframing

Debunking a myth creates a gap

Replace it with a factual alternative



SHE'S GREAT WITH HER HANDS

IF YOU KNOW WHAT I MEAN

Sexual harassment.
Know where the line is.

Sexual harassment isn't only physical, it can be verbal as well. In fact, making sexually suggestive comments or jokes is the most common form of sexual harassment. So if you hear something that crosses the line, don't ignore it.

SEE. If you see something or hear something that makes you feel uncomfortable, don't ignore it.

TALK. It takes courage to speak up. Talk with your boss, your colleagues or the person who is crossing the line.

SUPPORT. Don't underestimate the power of support. It can help a colleague stand up and take action.

Contact the Australian Human Rights Commission.

If you believe you have experienced sexual harassment, you can contact the Australian Human Rights Commission's National Information Service on 1800 656 419. You can also make a complaint online at www.humanrights.gov.au/complaints/make-complaint

SEE.
TALK.
SUPPORT.
knowtheline
com.au

Strategy and creative by Y&L. **YOU ONLY LIVE ONCE. WORK WITH PEOPLE YOU LIKE.** <https://knowtheline.humanrights.gov.au/>

"IT'S JUST FLIRTING"

SEXUAL HARASSMENT.

IF YOU ARE FEELING UNCOMFORTABLE
TALK TO A MEMBER OF STAFF

Some Useful Numbers

Security: 0161 295 3333
Police Non-Emergency: 101
Police text service: 18001 101
In an emergency call 999

If You Need To Talk

Equality and Human Rights Campaign: 0845 604 6610
Rape Crisis: 0800 802 9999
Survivors UK (male survivors helpline): 020 3596 3898
Galop (LGBT+ helpline): 0800 999 5428



UNIVERSITY OF SALFORD
STUDENTS' UNION

@salfordsu
salfordstudents.com

Meet me/at
10pm/in my
hotel/room/
come alone

Where do you draw the line?
It's timeTo end sexual harassment
in the advertising industry

LOOKING LEERING

Sexual harassment.
Know where the line is.



ACTU

THEY CAME ON TO ME, SO I DON'T NEED CONSENT

#GCUerasethegrey

Previous sexual contact with someone does not mean consent is given for further sexual activity – consent to one thing is not consent to everything. Erase the grey when it comes to gender based violence. Need to talk? Contact the First Responders team.

gcu.ac.uk/firstresponders

timeTo
timeTo.org.uk

"WHAT'S THE
POINT IN
REPORTING
SOMEONE?
THEY WON'T TAKE
IT SERIOUSLY
ANYWAY."

**You will always be believed and supported
if you report sexual harassment.**

There are services where you can speak about what happened
that will listen. Even if you're not sure if a crime has taken place, all
information builds a picture and can prevent a future incident.



If an incident has just occurred, call 999
If you need support around sexual harassment, you can call 101
or the Victim Support Helpline on 0808 1689 111
Learn more at: hackney.gov.uk/reframe-the-night

"IF YOU GO
OUT DRESSED
LIKE THAT,
WHAT DO YOU
EXPECT?"


**No matter how we choose to dress,
we deserve and expect respect.**

Let's blame sexual harassment on the person
choosing to act out of line, not someone's outfit.




If an incident has just occurred, call 999
If you need support around sexual harassment, you can call 101
or the Victim Support Helpline on 0808 1689 111
Learn more at: hackney.gov.uk/reframe-the-night

Social media campaign

 **Hackney Council**
Nov 25 at 10:08 AM • 🌐

We're working with the City of London Corporation and Good Night Out to challenge the myths around sexual harassment on nights out. It's time to **#ReframeTheNight**

👉 www.hackney.gov.uk/reframe-the-night



👍❤️😬 You and 152 others 11 Comments • 19 Shares

👍 Like 💬 Comment ➦ Share

 **hacknycouncil**



91 likes

hacknycouncil Alcohol is never an excuse for assault. It's time to **#ReframeTheNight** and put the blame back on the person choosing to act out of line

👉 www.hackney.gov.uk/reframe-the-night
[@goodnightoutcampaign](https://twitter.com/goodnightoutcampaign)

 **Hackney Council**
Nov 29 at 11:58 AM • 🌐

You'll always be believed and supported if you report sexual harassment. You can call 999 if an incident has just occurred or 101 for support around sexual harassment, or speak to Victim Support anonymously on 0800 1689 111.


It's time to **#ReframeTheNight**👉
www.hackney.gov.uk/reframe-the-night


@CityOfLondonCorp @Goodnightoutcampaign
#16Days #SaferHackney



526 likes

hacknycouncil If you're worried that someone's in an uncomfortable situation on a night out, you can speak to a member of staff or security who will be able to help. Let's **#ReframeTheNight**👉
www.hackney.gov.uk/reframe-the-night
[@goodnightoutcampaign](https://twitter.com/goodnightoutcampaign)

 **hacknycouncil**



526 likes

hacknycouncil If you're worried that someone's in an uncomfortable situation on a night out, you can speak to a member of staff or security who will be able to help. Let's **#ReframeTheNight**👉
www.hackney.gov.uk/reframe-the-night
[@goodnightoutcampaign](https://twitter.com/goodnightoutcampaign)



Sitting down to my breakfast, bang on the 1st page of an ad: #ReframeTheNight. v chuffed at the collaboration with @_goodnightout & @cityoflondon



This should be a national, if not international initiative!



2w 1 like Reply



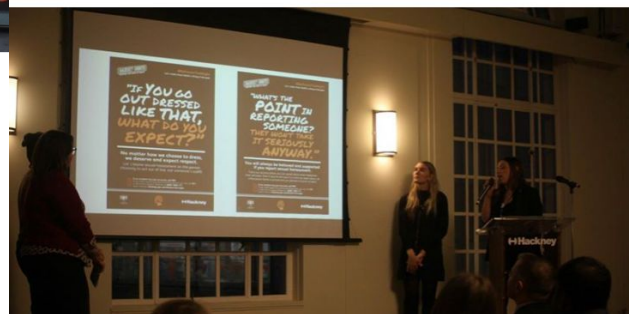
The #Dalston team is out this evening, working on the @hacknycouncil campaign to #ReframeTheNight by preventing sexual harassment and assault



— with Corinna Certevolte Luce and 9 others.

24 November 2019 · 🌐

Hackney Council's #reframeTheNight campaign: dispelling damaging myths to better respond to sexual harassment 💜



📍 We're supporting the #ReframeTheNight campaign, which works to tackle damaging myths about sexual harassment on nights out. Find out more 📄 hackney.gov.uk/reframe-the-night...
@hacknycouncil @cityoflondon @_goodnightout #16days 🍀 #MakingHackneySafer





90 likes

goodnightout_vancouver Our sisters at @goodnightoutcampaign just launched an amazing campaign. . . . #ReframeTheNight is a reference to the Reclaim The Night marches which were first

5 likes

realtalk.therapist Loving @hacknycouncil's new campaign to help break down the barriers for men and women in reporting experiences of sexual abuse. #reframethenight #healing #selfcare #hackney #abuse #hackneynights #london #therapy #blackmentalhealth #blackmentalhealthmatters #mentalhealthmatters #support #mentalhealth

Hackney Church Brew Co. is at Hackney Church Brew Co.

6 December 2019 · London ·

We're supporting the #ReframeTheNight campaign, which works to tackle damaging myths about sexual harassment on nights out.

Find out more www.hackney.gov.uk/reframe-the-night

@hacknycouncil @CityOfLondonCorp @goodnightoutcampaign @Hackney Church Brew Co.

Responsible Hospitality Institute · 5d

London tackles sexual assault and victim-blaming in nightlife with #ReframeTheNight campaign created by @_goodnightout #SociableCity



Town Hall launches sexual harassment crackdown ahead of fes...
hacknycitizen.co.uk

Shout-Up! @ShoutUp_NCL

"Hundreds of pubs, clubs and bars across Hackney are expected to clamp down on sexual harassment following the council's new zero-tolerance campaign."

Great to hear about @hacknycouncil and @_goodnightout's plans 🙌

buff.ly/2QvKzku



Islington Council @IslingtonBC

We're working with our neighbours @hacknycouncil, local businesses and partners to make Islington and its surroundings safe for those travelling, working or on a night out. Find out more islington.gov.uk/community-saf...

Hackney Council @hacknyc... · 25 Nov

We're working with @cityoflondon and @_goodnightout to challenge the myths around sexual harassment on nights out. It's time to #ReframeTheNight



cutecatcalls 🐾🐾🐾

9w 1 like Reply

roti.riot ❤️❤️❤️

9w 1 like Reply

brookeliz ❤️

9w 1 like Reply

Media

EAST LONDON LINES


'Zero tolerance' declared on sexual harassment in Hackney clubs and bars

by Lois Borney / November 24, 2019 / HACKNEY, NEWS / No Comments



Hackney Council launches Reframe the Night campaign to tackle sexual harassment in pubs and clubs

Campaign to drive late-night premises to tackle sexual harassment

by Alice Leader 
Nov-2019 - Last updated on 29-Nov-2019 at 09:10 GMT

Professional SECURITY
Magazine Online

THE Inspiration for Pub Success Since 1794
MORNING ADVERTISER

CITY A.M.

HACKNEY  CITIZEN

Hackney
Gazette

Reframing late nights

RESIDENTS and late-night businesses are being encouraged to 'Reframe the Night' as part of a campaign led by Hackney Council, City of London Corporation, and Good Night Out.

The campaign aims to challenge common myths prevalent on a night out by encouraging a safer space for people to enjoy themselves. It will also highlight information on how to report incidents and where to seek support for anyone who has been a victim of harassment.

The campaign was developed in consultation with Good Night Out, which works with licensed premises to prevent harassment on nights out. It provides specialist training to bars, clubs and outdoor venues to help them better prevent sexual harassment. In addition, local venues that sign up to the new safety charter will receive a campaign toolkit.

Also launching this month in Hackney Nights, which will encompass further training and resources for venues that will come on developing a safer night out.

Additional police presence will be funded by Hackney's Late Night Levy, which is paid for by local late-night licensed venues to contribute towards the management of alcohol-related crime and disorder.

Other initiatives funded by the Late Night Levy include the ongoing Operation Laguna, which has seen the Council work with the police to protect residents from crime and antisocial behaviour.

MORE INFO

To report an incident, call 999 or 101, or visit www.met.police.uk/101. Go online: www.met.police.uk/101



#ReframeTheNight
Let's make these beliefs a thing of the past.

"IF YOU GO OUT DRESSED LIKE THAT, WHAT DO YOU EXPECT?"

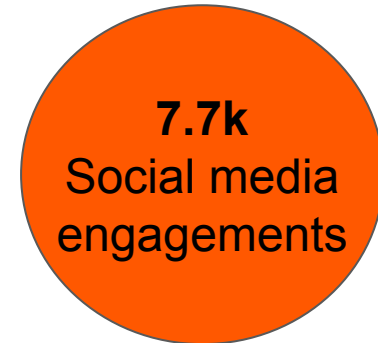
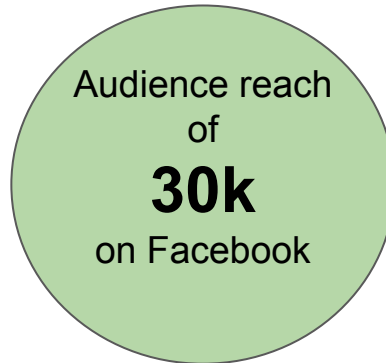
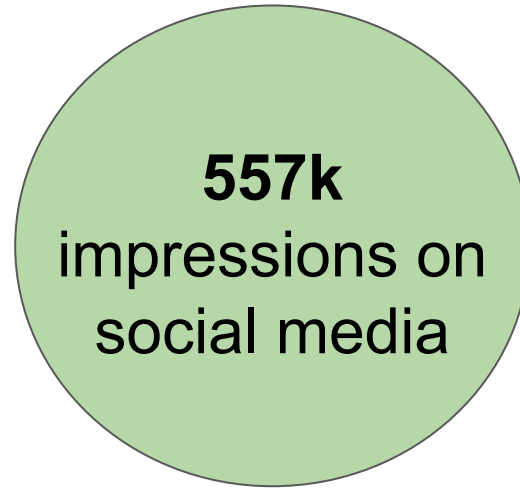
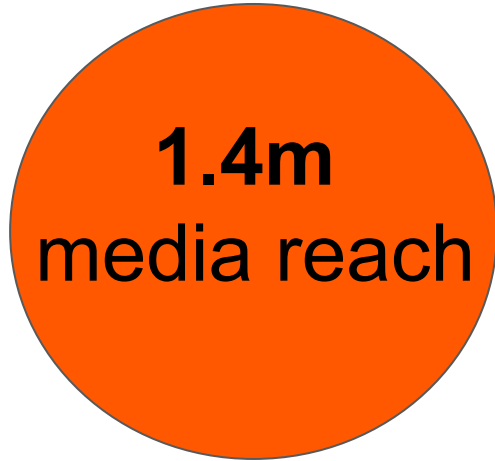
No matter how we choose to dress, we deserve and expect respect.
Let's share actual harassment in the person choosing to act out of line, not someone's outfit.

8 If you incident has just occurred, call 999. If the incident occurred on the night, call 101. Learn more at hackney.gov.uk/frames-the-night

The Council's campaign is aiming to stop sexual harassment in late night venues across the borough

Impact





Phase 2 (Stakeholders)



Toolkit Content

We're supporting Hackney Council, City of London Corporation and Good Night Out's **#ReframeTheNight** campaign.

This licensed premises commits to tackling sexual harassment and ensuring that everyone has a good night out.

This signatory undertakes to:

1. Display posters that tackle damaging myths in the night time economy, promoting and encouraging a safer night out for all
2. Train all of our staff in tackling and addressing sexual harassment
3. Take all reports of sexual harassment seriously and to take appropriate action to address issues that arise on our premises

Premises' name:

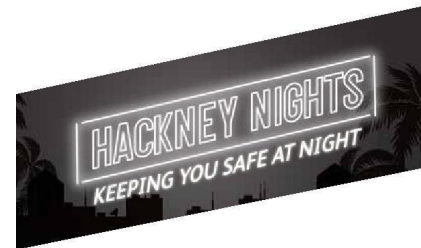
Signed (by the licensee):

Dated:

 hackney.gov.uk/reframe-the-night

HC031227



 If you've been a victim of sexual harassment, you can speak to a member of our staff. All of our staff have been trained by Good Night Out under Hackney Council's night time safety charter, Hackney Nights. Learn more at: hackney.gov.uk/reframe-the-night

This licensed premises supports
#ReframeTheNight
Let's put the blame back on the person choosing to act out of line
www.hackney.gov.uk/reframe-the-night

Training



Venue Feedback

The training has provided us with the tools, knowledge and confidence to challenge harassment and prevent instances of sexual assault.

**Keelan Warr, Operations Manager
Village Underground**

This training has provided me with a direct protocol on how to deal with harassment in night time spaces. I think that this programme should be compulsory for everyone who works in venues

**Caterina, Supervisor
Ridley Road Market Bar**



Any questions?

