

# DON'T DISRESPECT

A partnership campaign to combat street harassment and violence towards women and girls.



**YOU CAN STOP HARASSMENT TOWARDS WOMEN AND GIRLS**

# 'DON'T DISRESPECT' campaign

**Don't Disrespect** addresses the national issue of violence against women and girls. It focuses on the use of street harassment by men and boys to intimidate young girls and women, which occurs outside schools, on public transport, and in town centres.

The types of behaviour include catcalling, intimidation, abusive language, and suggestive comments. The goal of the campaign is for boys and men to recognise that such actions are unacceptable. It also encourages friends and peers to intervene and speak up when they witness this behaviour, urging their mates to stop.

Research conducted with young people from local schools and youth hubs has shown that this is a significant issue for them, and they want action to prevent it.



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# What's the issue?



**Your mates aren't impressed**

**She's not laughing**

**It's not OK.**

**75% percent of girls and women aged 12 to 21 across the country have experienced public sexual harassment from men and boys.** (Source: Plan UK)

Almost half of these girls have faced harassment in schools and colleges, and one in three girls in the UK have received unwanted sexual attention, such as being groped, stared at, catcalled, or wolf-whistled at while wearing their school uniform in public.

Sexual harassment has become an everyday reality for girls. It restricts their freedom and negatively impacts their mental health, leaving them feeling uncomfortable, scared, intimidated, humiliated, or unsafe.

Research conducted in local schools indicates that boys often engage in certain behaviours to impress their friends to show off.

(Source: Plan UK)



# Who is it for?

**Location:** Kent and Medway

**Boys:** To empower boys and men to take a stand and end street harassment.

**Girls:** To build advocacy amongst young girls to call out the behaviour and share content widely.

**Parents:** To make them aware this is happening and encourage them to speak with their child about harassment.

**Schools/Teachers:** To provide schools with lesson plans from Life Lessons and other organisations to help educate about the issue and prevent it from happening.

**Other:** Stakeholders, partners, higher education, town centre partnerships, shop owners, pubs, fast food chains and the general public.



**Developed for young people, by young people**

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# A campaign for young people, designed by young people

Young people highlighted that street harassment from boys and young men was a problem in and outside of school.

Throughout the planning and preparation for this campaign, young people have influenced the entire campaign from script and scene suggestions for the film, messaging for print and the campaign name.

Young people from local acting schools and members from the Kent Youth County Council took part in the video.



# The Don't Disrespect Video



The video was created to highlight the experiences that girls face. It tells the story of a girl on her way home, where we witness boys intimidating her.

The scenes depicted represent behaviours that young girls from local schools and youth hubs have reported happening regularly.

It also highlights that too many boys carry out this behaviour, and they are encouraged to speak out and stop their mate from doing it.

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# The Don't Disrespect Video



## Don't Disrespect film



## Interviews with cast and KCC representatives

Videos are available via the KCC You Tube channel, including in portrait and square format and they will also be shared via social media.



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# Print and Promotion



Phone kiosks in town centres



Bus sides



Bus backs



Bus internal ads



Posters (available to [download](#) on the website)

Website banners, images and other materials can be requested at [marketing@kent.gov.uk](mailto:marketing@kent.gov.uk).

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# Social Media

**Please support the campaign by sharing, commenting and reacting to the video and social media posts on your social media channels.**

**A couple of posts for partner use available on the next slide.**

The main website is:  
[www.dontdisrespect.uk](http://www.dontdisrespect.uk)

You Tube video link:  
<https://youtu.be/rHTWrN7FW8>

You Tube Portrait link:  
<https://youtube.com/shorts/xKHQx6Kb9sY>

If you require downloads of the video, please email [marketing@kent.gov.uk](mailto:marketing@kent.gov.uk)

The content will be shared on:  
Facebook: [Kent County Council](#)  
Instagram: [Kcc\\_kent](#)  
X: [Kent\\_cc](#)  
You Tube: [Kent County Council](#)  
Snap Chat: Kent County Council

Please always use the following hashtags for tracking:  
**#DontDisrespect #OiGirl #VAWG**

Others can include:  
**#violenceagainstwomenandgirls  
#vawg #showrespect #respectgirls  
#respectwomen #girls #whiteRibbon**

**Please tag:**  
**@kentcountycouncil (FB)**  
**@kent\_cc (X), @KCC\_kent (IG)**  
**@kentcountycouncil (LI).**



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# Social Media



We're supporting the new Don't Disrespect campaign, which highlights the issue of street harassment and violence against women and girls. Watch the powerful video which tells the story of boys' behaviour towards a girl walking home from school. It comes with a message of: Their mates aren't impressed. The girls aren't laughing. It's not ok! <https://youtu.be/rHTTrWn7FW8>. It's time to put a stop to street harassment and violence against women and girls. The website has useful resources for teachers, parents and young people. [www.dontdisrespect.uk](http://www.dontdisrespect.uk) #DontDisrespect #VAWG

**Please tag:**  
**@kentcountycouncil**  
**(FB)**  
**@kent\_cc (X),**  
**@KCC\_kent (IG)**  
**@kentcountycouncil**  
**(LI).**



If you have concerns about violence against women and girls and need some support for yourself or for a young person you care for or teach, you can find some useful resources from the new campaign Don't Disrespect launched by @kentcountycouncil. Resources include links to lesson plans and guidance for parents or young people, and a powerful video showing the behaviour that girls experience from some boys and young men. Let's put a stop to violence against women and girls. [www.dontdisrespect.uk](http://www.dontdisrespect.uk) #DontDisrespect #VAWG

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# Resources

**Oi Girl**  
*Where are you off to?*

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YOU CAN STOP HARASSMENT TOWARDS WOMEN AND GIRLS

YOUR MATES AREN'T IMPRESSED  
SHE'S NOT LAUGHING  
IT'S NOT OK.

IF YOU'RE CONCERNED ABOUT SOMEONE'S BEHAVIOUR,  
REPORT IT TO A RESPONSIBLE ADULT.

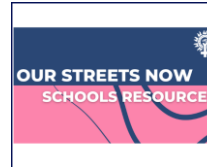


**DONTDISRESPECT.UK**

The [website](#) has some great resources to help support teachers in schools, colleges and youth settings, including lesson plans specifically developed to educate about violence against women and girls and street harassment.

There are also links to websites that can help support young people who are in distress and need confidential support, as well as for parents in how to talk to your child about issues relating to harassment.

Posters will be sent to schools, but they are also available to download. If you would like to support this campaign, and need materials to help, please contact [marketing@kent.gov.uk](mailto:marketing@kent.gov.uk) to request items.



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# With special thanks

The Kent and Medway Violence Reduction Unit, Kent County Council and Kent Police would like to say a special thank you to everyone who has helped make this campaign happen.

In particular to young people from schools and youth hubs and the Kent Youth County Council who have taken part in numerous focus groups throughout the development stages of the project and given us some very helpful and positive feedback to help shape the look and feel of the campaign!

Thank you also to the young actors from local youth acting schools who delivered some fantastic acting to make the videos realistic and impactful.

And thank you to Government for providing the funding to help raise awareness of this important issue.

The videos were produced and directed by production agency the Prod Company.



**Dontdisrespect.uk**

**#dontdisrespect**