

# Improving the impact and legacy of public awareness campaigns on sexual violence

November 2016

# The vision

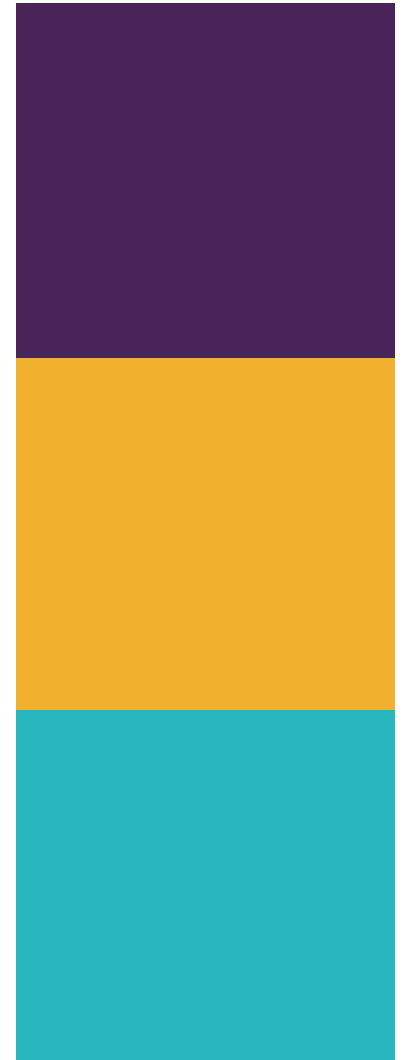
**Working together to create awareness campaigns that  
prevent sexual violence**



## Taking the long view

Domestic abuse, child sexual abuse and exploitation, sexual assault and rape are likely to remain priority issues for many years. Rather than creating short term awareness raising campaigns we take the long view. We create evolving conversations with the public using online platforms that are constantly maintained and updated.

Our long term approach means that every evaluation feeds into future campaigns allowing us to target more ambitious outcomes over time.



## Creating a Centre of Excellence

In order to have a meaningful impact on sexual violence campaigns need to have an informed understanding of how and why these crimes take place.

Our founder Dr Nina Burrowes is an internationally recognised expert on the psychology of sexual violence. Her expertise, along with input from our advisory board, forms the starting point for our long term theory of change.

By creating a space that is solely dedicated to one aim The Consent Collective acts as a centre of excellence, attracting expertise and talent from a range of different fields and combining those talents to achieve the shared goal of creating more impactful campaigns.



# Bringing the work to life



Sexual violence is a community wide problem. We need engaging campaigns that are able to reach people who haven't thought about these issues before.

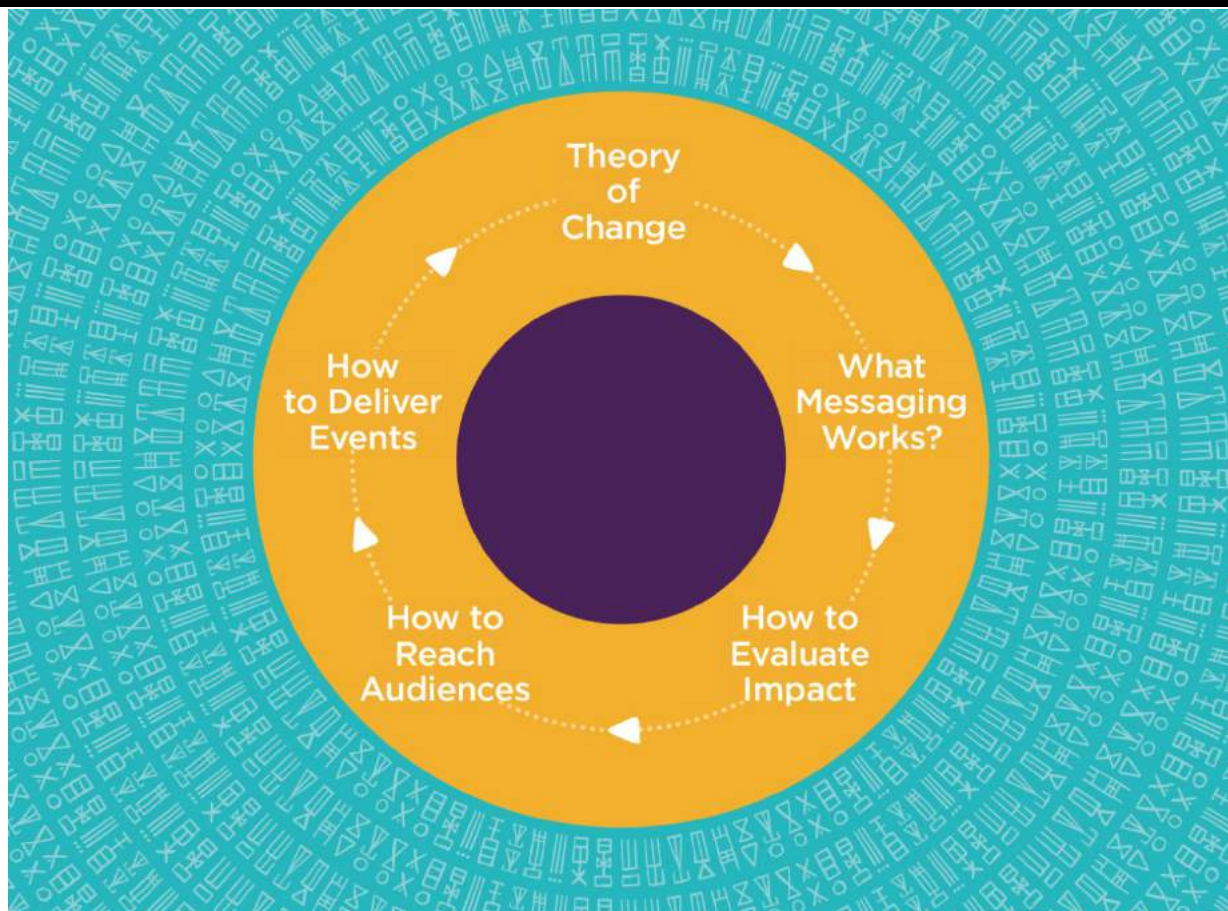
We work with artists, activists, theatre producers, experts and comedians to bring campaign messages to life, engaging the public, stakeholders, and press.

## Always getting better

Learning and evaluation is sewn into our process so that we're always getting better at what we do.

When we make mistakes we only make them once.

When we get it right that good practice feeds into all future campaigns.

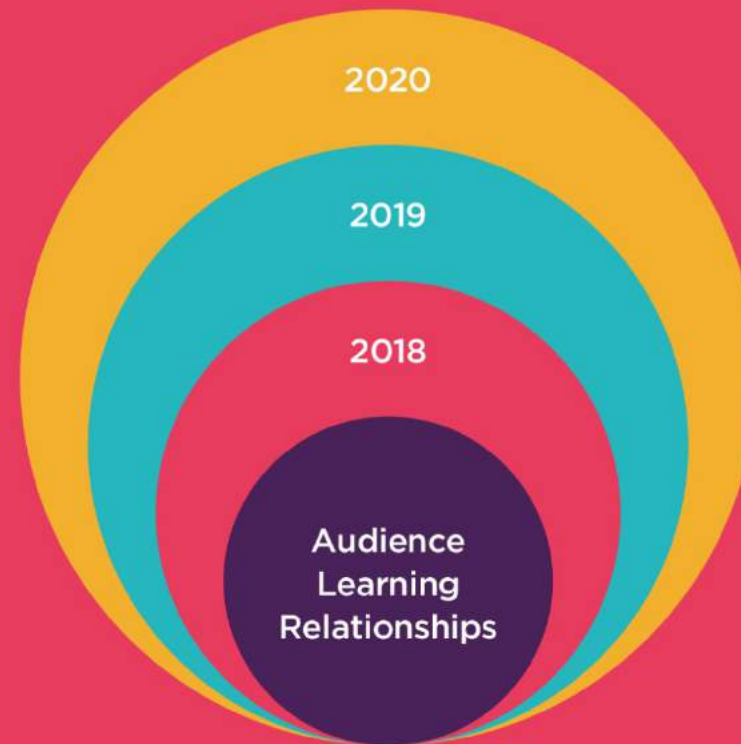




## Planting Seeds

Giving campaigns a stable and permanent home gives our work a legacy. None of our campaigns are left on the shelf or have to start from scratch. Instead they are part of an on-going process.

Over time we're building our learning, audience, and relationships with the media and stakeholders. Campaigns delivered in 2020 will benefit from the work we're doing today.







## Why sponsorship?

The sponsorship model is at the heart of our work. Many different organisations have an interest in reducing the prevalence of sexual violence. These include organisations from the criminal justice, education and health sectors in the UK and overseas.

In order to have a meaningful impact on such a large-scale and complex issue multiple agencies need to come together. Our sponsorship model enables different organisations to collectively support and benefit from our work.

Locally the sponsorship model facilitates partnership working. We work with our sponsors to identify other local agencies who may be interested in co-sponsoring the distribution of campaign resources in their area.

Where events are held we work with large and small stakeholders to ensure they are part of the conversations we're starting.

Our work really is about being a collective.



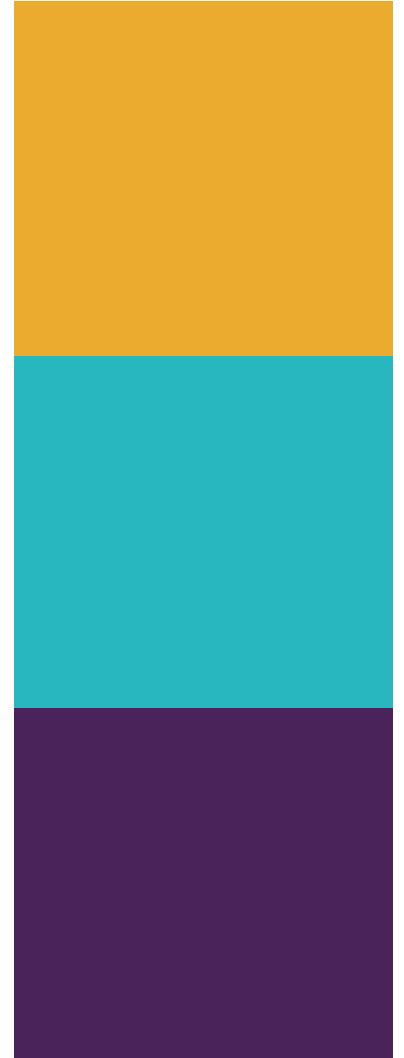
## What can sponsors expect?

We will produce a suite of resources to support the campaign including short animated videos, posters, info-graphics and a selection of events. Then we'll work with your communications team to co-ordinate the distribution of these resources in your area.

We'll also work with your teams to build a local collective. We'll identify local stakeholders who may become co-sponsors, using their budgets to support the distribution of campaign resources or to fund events.


Where events are held we'll work with your local community and voluntary sector organisations to ensure that these agencies are part of the conversations we're starting.

And we'll evaluate the reach and impact of our work both nationally and in your area.




## We'll use our events to engage your community

### Headliner




A large audience evening event featuring spoken word artists, a panel discussion, and a set from our comedians.

### Conversation starter




A panel event bringing the public, stakeholders, and press together to discuss sexual violence.

### Community festival



A mini-festival including workshops, talks, and performances. Helping to connect, inform, and energise the public and stakeholders in your area.

### The campus package



Faculty staff training, evening events and workshops on consent for universities who want to do more about sexual violence on campus.



# Bringing a vision to life

## We're looking for our early adopters

We will begin our work with a selection of organisations who share our vision for change. We'll work closely with our early adopter's communications and procurement teams as we explore the best ways of collaborating together. Our early adopters will shape our work and will always be credited for being the organisations who were there at the start.

Any organisation that would like to be an early adopter needs to be able to commit financial resources to this project during the current financial year. We're interested in working with organisations with a range of budget capacity so that we can explore working on different scales.

We anticipate primarily working with Police Forces and Police and Crime Commissioners, however we're happy to talk to other types of organisations about how they could get involved.

The campaign will not launch until Spring 2017 but we will begin working with our sponsors by the end of 2016.

If you would like to find out more  
please contact:

Dr Nina Burrowes

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## About us

### The Consent Collective



The Consent Collective is a not-for-profit organisation that creates media campaigns and events on sexual violence.

The Consent Collective will be responsible for planning, project management and evaluation.

### Open Agency



Open Agency are an independent, creative agency specialising in advertising, branding, communications, digital design and exhibitions.

Open Agency will co-ordinate all of the creative content for the campaign.

### Campaign Collective



Campaign Collective is a social enterprise helping charities, social enterprises, public service organisations and other campaigners benefit from affordable professional communications advice and support.

Campaign Collective will co-ordinate the distribution of our creative content and provide communications consultancy.

### On Road Media



On Road Media is a charity that tackles social problems by improving media coverage of misrepresented groups and issues. The On Road team brings people together, runs events and interactions, and works with clients and communities to design projects that bring about real social change.

On Road Media will manage our events and long term media relationships.

## Dr Nina Burrowes

Dr Nina Burrowes is a psychologist who helps people understand the psychology of sexual violence.

A regular trainer of police officers, prosecutors, barristers, and judges in the UK and overseas Dr Burrowes is the author of *Responding to rape myths in court. A guide for prosecutors* along with two books on sexual abuse.

Nina is the creator of the online video series *Sexual abuse: The questions you've never had the chance to ask* which is regularly featured on UpWorthy and the co-founder of The Clear Lines Festival, the UK's first festival combining the arts, comedy and discussion to create community conversations about sexual assault.

Her current work with On Road Media is connecting Nina with some of the best journalists and media professionals in the UK with the view to creating different media content about sexual violence.

Her vision for The Consent Collective is to build a growing, collaborative organisation that connects talent, experience, and resources in a way prevents sexual violence.



## Endorsements

“Dr Burrowes has worked with me in my capacity as National Lead for Adult Sex Offences for over a year. Her ideas on publicity campaigns for rape, child sexual abuse and domestic violence are ground breaking and will enable these campaigns to form a more effective part of prevention strategies. Combining resources, working to a long term vision, and engaging the public and media in an on-going conversation will mark an essential evolution in the way we conduct these kinds of campaigns. Dr Burrowes’ plan has my support and I fully anticipate that my organisation the Met will be an early adopter of the Consent Collective strategy. In this time of contracting public sector budgets this strategy will represent a present day cost-saving that also provides an investment into the future. It makes sense for large numbers of forces and partners to adopt this campaign so ensuring best value to the public.”

**AC Martin Hewitt, National Lead for Adult Sex Offences**



“Culture change is a lengthy process, The Consent Collective is offering PCCs and Police Forces across England and Wales the opportunity to be part of a unified campaign around public awareness of sexual violence. By working together we will significantly improve the impact and legacy of campaigns giving all PCCs and Police Forces a permanent relationship and ongoing conversation with the public ultimately changing their views and understanding of rape. Awareness campaigns are key to prevention of sexual violence and over time by consistently working together we can change opinions.

As PCC for Northumbria I am willing to be an early adopter and would encourage PCCs, forces and our partners to adopt this approach of working together to change public attitudes to and understanding of sexual violence”

**Vera Baird QC, Police and Crime Commissioner for Northumbria and chair of the Association of Police and Crime Commissioners**

“This initiative is much needed and we at Women’s Aid are looking forward to supporting it. In work to tackle violence against women and girls, prevention and awareness raising are absolutely critical because cultural attitudes are such a big part of the problem. However, there is a lack of support for public sector agencies who want to help. We look forward to collaborating with The Consent Collective to change that.”

**Polly Neate, CEO, Women’s Aid**

“For many years, organisations such as Survivors Manchester have been working hard to develop messages and change the social and public narrative on sexual violation of children and adults, but with limited time and resources, it can be an impossible mission. What Dr Burrowes and The Consent Collective are proposing gives us, both the third sector and statutory agencies, the chance to develop a long term approach to public awareness campaigns and targeted responsible use of the media to ensure that we can really change public perception and understanding of sexual abuse, rape and exploitation, which has a direct impact on the life of victims, from disclosure to the jury box. We are fully endorsing The Consent Collective and will be working through the Male Survivors Partnership (UK) to play our part in achieving collective ambitious outcomes”

**Duncan Craig, CEO, Survivors Manchester**