

Don't let the chants drown out their cries

Together, we can help stop abuse in its
tracks.

November 2022

CrimeStoppers.



A recent study highlighted that domestic abuse increases by 38% when England lose a game.

When England win, the increase is 26%.
For some, the prospect of match day is a fearful one.
The impact of domestic abuse is enormous and
devastating.

Crimestoppers are appealing to family, friends,
neighbours, colleagues and anyone who may have
suspicions to speak out and help someone who could
be a victim.

CrimeStoppers.

We believe everyone has the right to feel safe from crime, wherever they live, wherever they work, for ourselves and all those we care about.

But sometimes people might be worried about a crime, or something that's wrong, and want to pass on information. Which is why it's good to know they can always trust Crimestoppers.

We're an independent charity that gives people the power to speak up and stop crime, 100% anonymously. By phone and online, 24/7, 365 days a year.

No police contact. No witness statements. No courts. Every year

we help stop thousands of crimes.

Support us to help make communities and work places safer together.



Tackling domestic abuse.

What is domestic abuse?

Domestic abuse is an incident or pattern of incidents of controlling, coercive, threatening, degrading and violent behaviour and includes sexual violence. In a majority of cases it is inflicted on someone by their current or ex-partner, but may also been carried out by a family member or carer.

Alcohol and substances can also be triggering factors of domestic abuse as well as

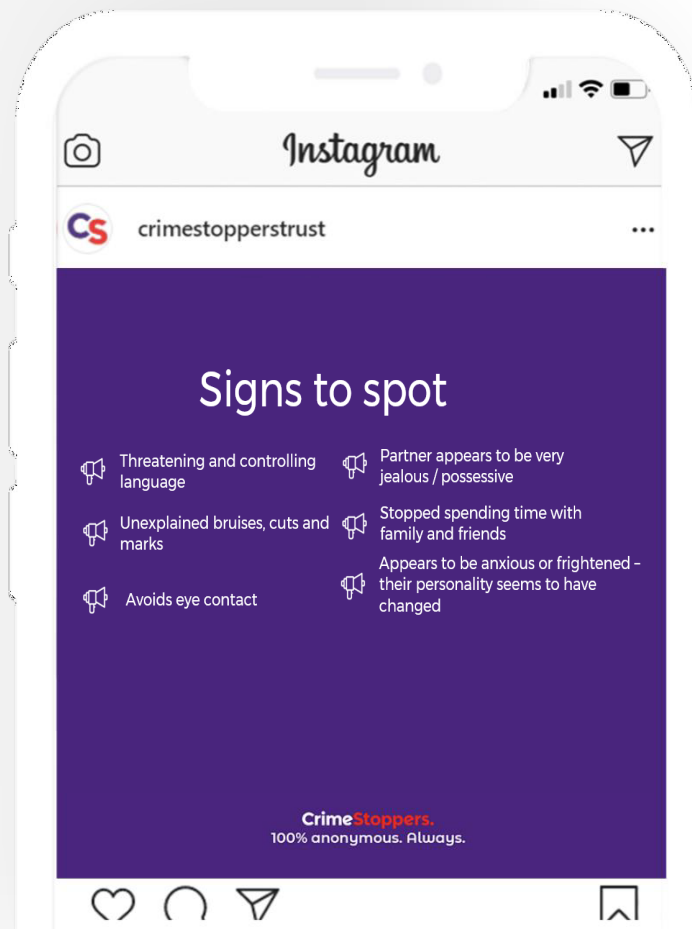
What factors can cause domestic abuse?

There are many factors that can cause or lead to domestic abuse incidents and some of them might be well entrenched in to a person who is inflicting domestic abuse. Alcohol and substance use is very often a triggering factor for domestic abuse incidents as well as the impact of events such as a beloved team winning or loosing a game.

Who is at risk?

Domestic abuse affects 1 in 4 women and 1 in 6 men in their lifetime and an average of 2 women are murdered each week and 30 men murdered per year.

Domestic abuse can be experienced by anyone and perpetrated by anyone, although statistically women are more often the victims with children the hidden victims.



Educate. Support. Prevent.

Our campaign will raise awareness of domestic abuse and the impact of sporting events and alcohol and will empower people to report information about those they feel need support and about those who are perpetrators of this crime.

By working with partners the campaign will also signpost victims to get help.

The campaign will:

Educate the public on the signs of domestic abuse and the impact it has on victims.

Messaging will seek to **help prevent domestic abuse** by targeting audiences who may have information on the crime.

By targeting awareness messaging and highlighting the warning signs of potential victims and those close to them, as well as professionals in that can help and support people, we seek to **help prevent future victims**.



Did you know
Domestic Abuse
reports increase by
38%
when England lose
a match?

100% anonymous. Always. **CrimeStoppers.**



Do you know
someone who seems
more on edge
when matches
are on?

100% anonymous. Always. **CrimeStoppers.**



Win or lose, lots
of people are more
vulnerable to suffer
domestic abuse.

38%
Rise in domestic
abuse reports
when England
loses a match.
(National Statistics)

100% anonymous. Always. **CrimeStoppers.**



Don't let the
chants drown out
their cries.

100% anonymous. Always. **CrimeStoppers.**

How you can support us.

We have developed a suite of assets which you can download, print and share with your network. Click below to download the following:

- Posters
- Social Media Carousels
- Video

We have also included our organic social media schedule so you can see when we'll be posting, and when you can share our messaging.

[Click to view and download assets](#)

Alternatively, follow us and share our campaign posts on: [LinkedIn](#) – [Facebook](#) – [Twitter](#) – [Instagram](#) to help us amplify our campaign messaging to new audiences.

To learn more about our campaign, please contact:

Lydia.Patsalides@crimestoppers-uk.org



CrimeStoppers.

Breaking the wall of silence since 1988.