

Ask for Angela Poster Campaign

Background

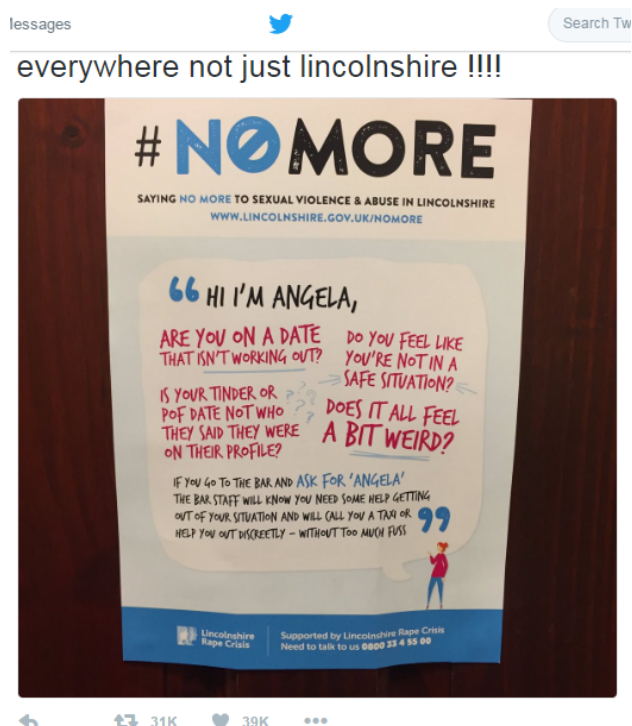
Ask for Angela is a poster campaign devised by Hayley Child (Sexual Violence and Abuse strategy coordinator) to go into bars and pubs across the county as part of #NoMore awareness week. The posters were designed to remain in the venues beyond the awareness week. The name 'Angela' came from a close friend (of the coordinator) who's friend Angela Crompton had been murdered by her husband following a short abusive marriage. Seeing the impact losing her friend in such a horrific way had on her friend it seemed like a nice dedication to use the name Angela as a way of helping other potentially at risk of violence and abuse. The name Angela also sounded much like 'angel' so was promoted as a play on words to be similar to having a guardian 'angel' to help you out of a tricky situation.

The Coordinator had developed the 'Ask for Angela' poster as a way to engage with the Night time economy. Initially drawing up a basic version which was taken to pubwatches across the county for feedback. Feedback was extremely positive from bar managers and their staff. The poster was taken to the Task and finish group for the #NoMore campaign where it was also approved. Lincolnshire Rape Crisis offered to get their design team to make the posters more attractive (original poster was basic using Word) and also offered to pay for design & printing in exchange they placed their charities' contact details on its base.

#NoMore Awareness Week

The posters were sent out to pubwatches across the county in both PDF format and also print version with the coordinator attending Pubwatch meetings to promote and provide some basic guidance on how the scheme works.

2 weeks after #NoMore Awareness week a Student tweeted the poster she had seen in a bar and it went viral initially being **retweeted 31,000 times and liked 39,000 times**.



Articles appeared in written media

UK Media	Local Press	International Press
<ul style="list-style-type: none"> • Cosmopolitan • The Independent • Metro • The Mirror • The Sunday Sun • Guardian • BBC News Online • Glamour Magazine • BuzzFeed • Marie Clare 	<ul style="list-style-type: none"> • Lincolnshire Echo • Lincolnite • The Nottinghamshire post 	<ul style="list-style-type: none"> • Sydney Herald • New York Times

Radio Interviews and coverage took place through the following streams

UK Radio	Local Radio	International Radio
<ul style="list-style-type: none"> • BBC Radio 5Live • BBC Radio 4 • KissFM • Capital FM • Virgin Radio • Christian Radio 	<ul style="list-style-type: none"> • LincsFM • BBC Lincolnshire • Siren FM 	<ul style="list-style-type: none"> • Australian radio station • Canadian radio station • ABC News (New York) • WGN Chicago Radio

Television coverage came from

UK Television	Local Television	International
<ul style="list-style-type: none"> • BBC 60 second news 	<ul style="list-style-type: none"> • BBC Look North • ITV Calendar 	<ul style="list-style-type: none"> • Fox News

Areas requesting to use the Posters out of Lincolnshire

UK	International
<ol style="list-style-type: none"> 1. Metropolitan Police (use in London) 2. Essex 3. North Lincolnshire 4. Nottinghamshire 5. Leicestershire 6. Derbyshire 7. Cheshire 8. Isle of Wight 9. Cambridgeshire 10. Norfolk 	<ol style="list-style-type: none"> 1. Australian Police 2. Adelaide, Australia 3. Alberta, Canada 4. Minneapolis U.S. 5. Austin, Texas 6. Argentina 7. Berlin

<ul style="list-style-type: none"> 11. Gloucestershire 12. Glasgow 13. Aberdeen 14. Liverpool 15. Ireland 16. Maidstone, Kent 17. Winchester 18. Southampton 	
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Celebrity Support:

Actor Ashton Kutcher and George Takei from Star Trek show support



Areas known to have implemented the scheme:

- London Met Police took the scheme on and have reported it has been used several times successfully.

- Lincoln Bars have fed back that the scheme has been used in at least 3 venues and the result has been positive in removing the potential victim from the premises safely without causing further distress.
- Australia have implemented the scheme alongside the Alcohol Accord and have had some great support from alcohol corporates locally as well as the public and media.
- Some towns and cities in America have also implemented the scheme either as it is or done a slight twist by using the 'Angel Shot' as the 'code word'

Feedback:

Public feedback has been very positive on social media and by the staff at venues which have implemented the scheme.

The only Negative feedback was that the poster was targeted at women implying men could not be victims, however it was soon explained that the posters were also implemented in male toilets too.

Award Winning:

Hayley Child was nominated and won the Suzy Lamplugh Award for Safety Scheme of the year for Ask for Angela.