



SCOTTISH GOVERNMENT  
ADULT SUPPORT  
AND  
PROTECTION

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A social marketing campaign  
February 2015  
Partner Toolkit

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## INTRODUCTION: WHAT IS THE 'ADULT SUPPORT AND PROTECTION' CAMPAIGN?

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During February 2015, the Scottish Government is launching a marketing campaign to raise awareness amongst Scottish people of the issue of 'adult harm' in Scotland; adults who are being harmed, neglected or taken advantage of, or appear to be at risk of it happening due to circumstances, illness, injury or another reason. The campaign covers the various types of adult harm, including physical, psychological, financial and sexual harm, and neglect. The campaign will encourage people to act if they believe or suspect someone is being harmed, neglected or taken advantage of, highlighting that people often have an instinctual feeling that something is wrong. The campaign will include a radio partnership, digital and press advertising, a media partnership with Media Scotland (Daily Record, Sunday Mail and regional titles) and PR activity.

## WHO IS THIS TOOLKIT FOR AND HOW CAN YOU USE IT?

Scotland-wide involvement from individuals, local authorities, community groups, charities, customer facing service providers, police, health bodies and other organisations is vital to ensure Scottish people are fully informed about the campaign and encouraged to act if they think someone is being harmed or is at risk. We want people across Scotland to remember that:

- We can often have an instinctual feeling that someone is being harmed or is at risk; a sense that something is not right. By acting on this, we can help a person who is at risk to overcome the situation and become safe from harm.
- It's both vital and safe to act on concerns. One anonymous phone call to your local council is all it takes. They will check it out sensitively to make sure support is given, if needed.
- Adult harm can take many forms, from financial harm to physical harm, to neglect, to psychological harm to taking advantage of people who aren't in a position to stand up for themselves due to age, illness, mental health, learning or physical disability.

You can play an important role in spreading this message, and we want to make it easy for you to do so. This toolkit can be used to communicate with your staff, elected members, customers and the general public. Please feel free to tailor your messaging according to your local audiences and communication channels.

**Thank you for your support.**





## KEY MESSAGES

### CAMPAIGN STRAPLINE

Seen something? Say something.

### OVERARCHING STORY

- Many adults in Scotland suffer harm, in the form of physical, psychological, financial and sexual harm, or through neglect or other people taking advantage of them. People who can't look after or stand up for themselves can be particularly at risk, whether through factors such as personal circumstances, physical or learning disability, age or illness and injury. A new campaign encourages people to act on their instincts if they think someone is being harmed or at risk, and to contact their local council so the person's welfare can be checked out

### CAMPAIGN KEY MESSAGES

- The Scottish Government's new Adult Support and Protection campaign highlights the issue of 'adult harm' in Scotland; adults who are being harmed, neglected or taken advantage of, or appear to be at risk of it happening. Adults particularly at risk of harm are those who can't look after or stand up for themselves through factors such as personal circumstances, physical or learning disability, age or illness and injury.
- People often have an instinctual feeling that someone is being harmed or is at risk; a sense that something is not right. By acting on this, they could help a person who is at risk to overcome the situation and become safe from harm.

- It's both vital and safe to act on concerns and raise them with your local council. They will check it out sensitively and support will be given, if needed.
- Adult harm can take many forms and there are some signs to look out for:
  - **Physical**; cuts or bruises that can't be properly explained, hiding injuries or refusing to talk about them, appearing fearful or withdrawn
  - **Psychological**; being verbally bullied, ridiculed, ostracised and threatened with violence. It can also include people taking advantage of someone who is unable to stick up for themselves, for example 'freeloading', persistently 'hanging out' at their house or involving them in illegal or socially unacceptable activity
  - **Neglect**; failing to dress, wash or eat properly, becoming socially isolated or leaving people who need help unattended and uncared for
  - **Financial**; giving money to a stranger or someone they know for reasons that concern you, being unclear or confused about where their money has gone or being stressed about money issues or debt
  - **Sexual**; being sexually harassed or intimidated, appearing nervous, withdrawn or intimidated, becoming tearful or upset when their relationship is mentioned
- Getting complete statistics on the prevalence of adult harm in Scotland is difficult, and the full picture is unclear. However, it's estimated that there are about 300 referrals to council social work departments every week and that, on average, 16 of these will result in an investigation
- If you thought a child was at risk of harm, you would do something about it. It should be no different for an adult, but many people are not aware of adult harm or of the need to act on their concerns about others
- We all have a responsibility to look out for others; neighbours, friends, relatives and others who could be subject to harm
- Sometimes people are afraid to act through being seen as interfering or being a 'busybody' or fear of subjecting another person to false accusations. The process for checking on an adult's welfare safeguards the identity of the person who raised the concern, and ensures people aren't subjected to false allegations or speculation
- If you think something's wrong and that an adult might be being harmed or taken advantage of, you're right to get it checked out. One email or anonymous phone call to your local council is all it takes. For your local contact details, visit [actagainstharm.org](http://actagainstharm.org)



## TEMPLATE MEDIA RELEASE

If you're planning to contact your local newspaper or radio station about the Adult Support and Protection campaign, you may find the template media release below useful. Please remember to tailor it accordingly before distribution.

### NEWS RELEASE

#### For immediate release

#### **If you think an adult's being harmed, get it checked out**

#### **It's right to act on your suspicions, Scots told**

Scottish people are being urged to act on their instinct if they think an adult is being harmed, neglected or taken advantage of, says [your organisation].

[Your organisation] is supporting the Scottish Government's 'Adult Support and Protection' campaign, aimed at raising awareness of adult harm and encouraging people to act on their gut feeling that somebody may be experiencing harm or is at risk of it.

Adult harm can take many forms, such as physical, psychological, financial, and sexual harm and neglect. Getting complete statistics on the prevalence of adult harm in Scotland is difficult, and the full picture is unclear. However, it's estimated that there are about 300 referrals to council social work departments every week and that, on average, 16 of these will result in an investigation.

[Your organisation spokesperson] said: "If you thought a child was at risk of harm, you would do something about it. It should be no different for an adult. But many people are not aware of adult harm or of the need to act on their concerns about others.

"It's not always easy to tell if an adult is in trouble. But there are signs and situations to be aware of. For example, a person may have unexplained cuts and bruises, or refuse to talk about injuries. They may be failing to look after themselves or their property, or are confused where their money has gone, or are giving money to

people they know for reasons that might concern you. They may appear quiet, withdrawn or nervous around certain people, or get upset at the mention of their relationship, or may constantly be having people – friends or strangers - ‘hanging out’ at their house.

“Adult harm can affect anybody, but people who can’t look after or stand up for themselves can be particularly at risk, whether through factors such as personal circumstances, physical or learning disability, age or illness and injury. We all have a duty to look out for people in our communities.

“People often have an instinctual feeling that someone is being harmed or is at risk; a sense that something is not right. By acting on this, they could help a person who is at risk to overcome the situation and become safe from harm. We know sometimes people don’t want to get involved, for fear of being seen to intrude on other people’s privacy or that they might be wrong about the situation and subject another person to unfair accusations. But it is vital that they do raise concerns with their local council. And it is safe to do – you don’t need to provide your personal details and the authorities will check the situation sensitively and support will be given, if needed. For your local contact details, visit [actagainstharm.org](http://actagainstharm.org)

“The message is simple – if you think an adult is at risk of harm and something feels wrong, you’re right to get it checked out. If you see something, say something.”

## NOTES TO EDITORS

The Scottish Government’s new Adult Support and Protection campaign highlights the issue of ‘adult harm’ in Scotland; adults who are being harmed, neglected or taken advantage of, or appear to be at risk of it happening.

## Adult harm can take many forms:

- Physical; cuts or bruises that can’t be properly explained, hiding injuries or refusing to talk about them, appearing fearful or withdrawn
- Psychological; being verbally bullied, ridiculed, ostracised and threatened with violence. It can also include people taking advantage of someone who is unable to stick up for themselves, for example ‘freeloading’, persistently ‘hanging out’ at their house or involving them in illegal or social unacceptable activity
- Neglect; failing to dress, wash or eat properly, becoming socially isolated or leaving people who need help unattended and uncared for
- Financial; giving money to a stranger or someone they know, for reasons that concern you, being unclear or confused about where their money has gone or being stressed about money issues or debt
- Sexual; being sexually harassed or intimidated, appearing nervous, withdrawn or intimidated, becoming tearful or upset when their relationship is mentioned

There are, on average, 300 referrals relating to adult harm received across Scotland each week. On average, one investigation is commenced for every 18 referrals received, and one protection order granted for every 12 investigations commenced.

These statistics are taken from published analysis of 2010-2012 information. These data are known to have inconsistencies and incompleteness, especially in terms of investigations and protection orders, and the figures above should be viewed as broad estimates. For more detail, please refer to *Adult Support and Protection in Scotland: A detailed review of the 2010-2012 biennial reports*, available online at: [www.scotland.gov.uk/Resource/0041/00418395.pdf](http://www.scotland.gov.uk/Resource/0041/00418395.pdf)

## WEBSITE / NEWSLETTERS / E-ZINE

If you plan to include information on the 'Adult Support and Protection' campaign in your newsletters, e-zines or online, you may want to use some or all of the following text:

### **IF YOU THINK AN ADULT IS AT RISK OF HARM, IT'S RIGHT TO GET IT CHECKED**

Scottish people are being urged to act on their instinct if they think an adult is being harmed, neglected or taken advantage of.

The Scottish Government's 'Adult Support and Protection' campaign aims to raise awareness of adult harm and encourage people to act on their gut feeling that somebody may be experiencing harm or is at risk of it.

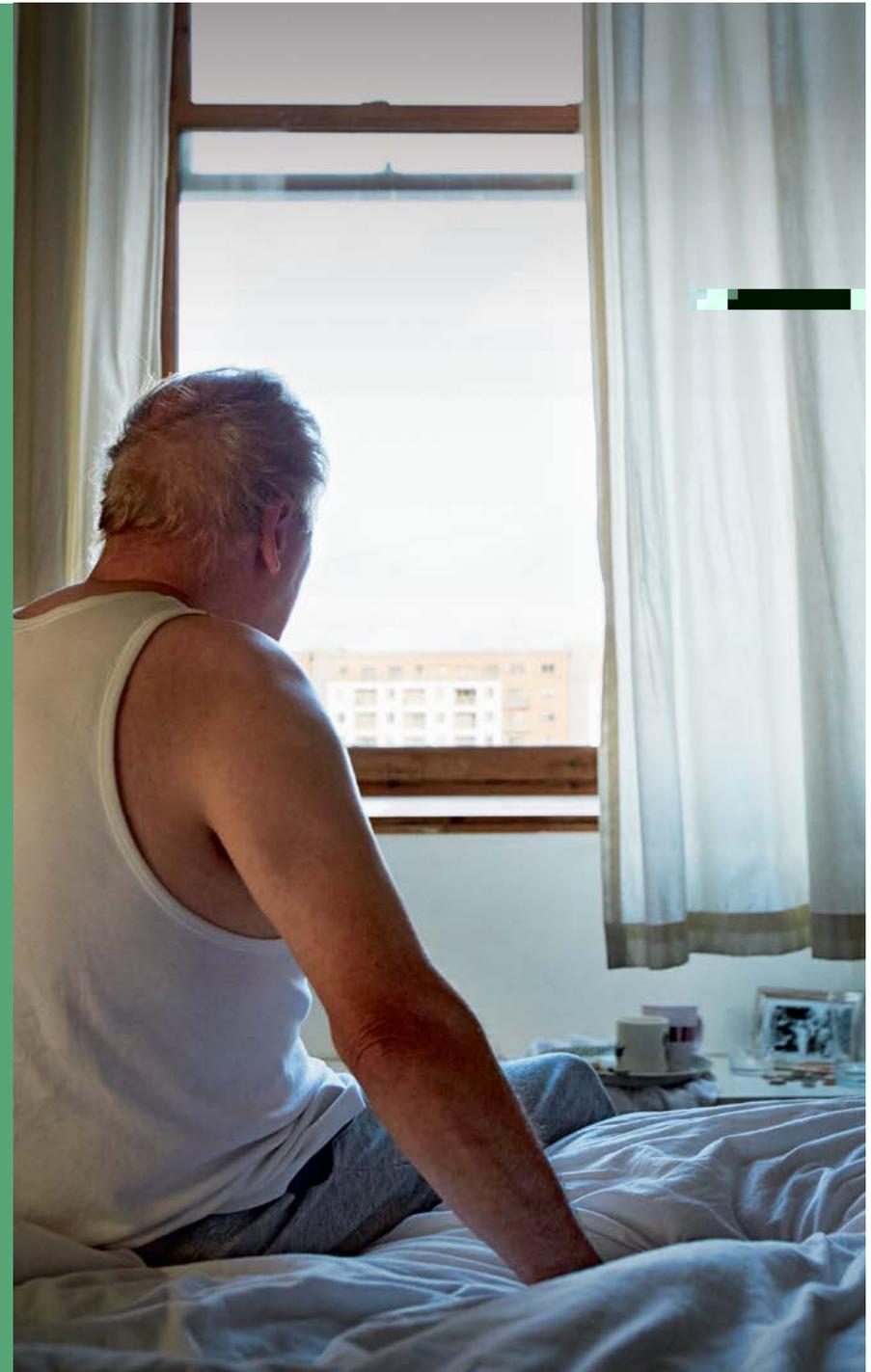
Adult harm can take many forms, such as physical, psychological, financial and sexual harm, and neglect. It can affect anybody, but people who can't look after or stand up for themselves can be particularly at risk, whether through factors such as personal circumstances, physical or learning disability, age or illness and injury.

Getting complete statistics on adult harm in Scotland is difficult. However, it's estimated that there are about 300 referrals to council social work departments every week and that, on average, 16 of these will result in an investigation.

If people thought a child was at risk of harm, they would do something about it. It should be no different for an adult, but many people are not aware of adult harm or of the need to act on their concerns about others. People often have an instinctual feeling that someone is being harmed or is at risk; a sense that something is not right. By acting on this, they could help a person who is at risk to overcome the situation and become safe from harm.

If you think something's wrong, you're right to get it checked. One email or anonymous phone call to your local council is all it takes. For your local contact details, visit [actagainstharm.org](http://actagainstharm.org)

**Seen something? Say something.**



## CAMPAIGN CREATIVE

A suite of campaign posters and an information leaflet have been produced. Electronic and printed files of these with space for you to place your own organisation's logo and information are available by contacting [ASP@stripecommunications.com](mailto:ASP@stripecommunications.com)



HELPING OUT  
OR  
CASHING IN?



HELPING OUT OR CASHING IN?

## SOCIAL MEDIA

We'd be grateful if you could also provide support via your social media channels.

We will be providing campaign partners and stakeholders with a comprehensive social media map for the duration of the campaign, including text and graphic content for Facebook and Twitter activity.

Alternatively, you can support the campaign through your own content, using the hashtags #seensomething and #saysomething. Here are a few examples of tweets you can use to let people know about the campaign. We recommend embedding graphics and other images in your tweets and Facebook posts for the maximum impact, and we suggest directing followers to the Adult Protection area of your own organisation's website, WithScotland's site [www.withscotland.org](http://www.withscotland.org) or the campaign website [actagainstharm.org](http://actagainstharm.org):

- Think someone's being harmed? It's always right to get it checked #saysomething [actagainstharm.org](http://actagainstharm.org)
- If you think something's wrong it's right to get it checked #saysomething [actagainstharm.org](http://actagainstharm.org)
- Adult harm is as serious as child harm. If you think something's wrong, it's always right to get it checked. [actagainstharm.org](http://actagainstharm.org)

Here are some examples of Facebook posts you may want to use:

- If you think someone is being harmed, neglected or taken advantage of, trust your instinct and contact your local council. It may be nothing, or you may be helping that person escape harm.
- Adult harm takes many forms, from physical to psychological to financial to sexual. If you think someone's being harmed or at risk, get it checked out.
- Is that bruise from a fall or something more sinister? If your gut is telling you something might be wrong, it's always right to get that checked out. You could be changing someone's life.
- Is someone just helping out or are they cashing in? If you think someone's being taken advantage of, get it checked out. It might be nothing, or it might be the best thing you could do for them.





## PR ACTIVITY

### NEWS OPPORTUNITIES

There are plenty of opportunities for you to get coverage in local media about local Adult Support and Protection issues and the work your organisation does. The key factor is making sure what you want to talk to the media about is newsworthy. Here's a checklist to gauge how newsworthy your story is, although you don't need to tick all of these boxes.

#### Timing

- Did the event/announcement happen recently? The more recent, the more newsworthy
- Is there any way to tie in your announcement/information to a current event? For example, the national campaign or recent a national/local news story
- Has your local service achieved a milestone or has some statistics to release?

#### Impact and proximity

- How many people does your story affect?
- Who is involved? Are those involved local people?

#### Human interest

- Does someone have a personal story to tell?
- Does the story involve someone overcoming problems to achieve a positive resolution? Does someone need help from the local community?
- Is there a heart-warming aspect to the story? Alternatively, will the story shock local people into taking the subject seriously?

## Novelty

- Can you connect the announcement/event with a local celebrity or MSP?
- Is the announcement/event unusual?

## Importance

- Is this important for people in the community?

Once you have identified a newsworthy story, the best way to communicate it is through a press release.

## NEWS RELEASE

Newspapers and broadcasters receive hundreds of stories every day – to increase the chance of your story being published, please follow these guidelines:

- Your press release should answer the 5 W's - who, what, when, where, why
- Ensure that the release is grammatically correct and doesn't contain any spelling mistakes, factual errors, and sources are quoted correctly
- Keep it punchy and don't use unnecessary flowery language
- Ensure information is true, correct and doesn't exaggerate your message
- A press release must be presented objectively from a third person point of view
- Keep the headline short and simple
- Provide references to any statistics, facts and figures raised in the press release
- Refrain from expressing personal opinions, unless they are done in quotes

- Before sending a press release out, triple-check it and get a fresh pair of eyes to read over it
- **Run your press release past your organisation's own communications office or give them the lead to draft it. You can also contact Stripe Communications for assistance, [ASP@stripecommunications.com](mailto:ASP@stripecommunications.com)**

If media are interested in running your story they may ask for the following:

- An interview with a key spokesperson
- A suitable photograph / image to run alongside the story

## PHOTOGRAPHY

Stories which have relevant photography or imagery to run alongside often appeal to media who are always on the lookout for eye-catching images – it will also increase the amount of media coverage.

- A great photo can make a big difference to whether or not your story gets covered, particularly in local newspapers
- Always make sure you have a high-resolution image at least (300dpi) to support your story, and media know this
- You can hire your own photographer for your event or activity and send it to media
- For media who have their own photographers or film crews, you can invite them to your event/activity to record what happens and potentially interview your spokespeople.

If media cannot send a photographer, make sure your own photographer has a list of your media contacts to send images to. There will also be a bank of images available to all local groups that will be available on request for issue to local media.

## INTERVIEWS / SPOKESPEOPLE

The media may be interested in speaking to a spokesperson. Key points to remember are:

- Identify a spokesperson who is comfortable speaking to the media and prepare them with key messages (these are provided in this toolkit)
- Any interviews with case studies that are organised in conjunction with the Scottish Government must have a Scottish Government representative at the interview
- The spokesperson should be upbeat and positive
- Don't answer anything that may feel uncomfortable – it's okay to provide further information later
- If you aren't sure of an answer – you can send over further information after the interview
- Don't say anything you wouldn't want to see in print or video the next day – even if it is 'off the record'.

## PERMISSIONS

If you are working with young people, (under 16 years of age) or at risk adults or adults with limited capacity, you should ensure that you have the relevant permissions from their parent/guardian allowing them to be filmed or photographed for use in media. A sample permissions form is included in this document under Appendix A.

## MEDIA PROCESS

- Draft press release
- Approve spokesperson
- Approve quotes
- Issue to media
- Contact media on the phone to follow up release.

# CASE STUDY

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## WHY USE A CASE STUDY?

One way the campaign can achieve coverage and connect with local people is through using case studies in national and local media. Case studies give readers, listeners and viewers a means to identify with the issue and the real impact of adult harm, and inform people of the reality of adult harm and the positive impact of acting to have their concerns about someone's welfare checked out

## IDENTIFYING RELEVANT LOCAL CASE STUDY / WISH LIST

As a general guide, you should be looking for people who are:

- Able to discuss their relevant personal experience of adult harm, either as a victim or person who has supported a victim
- Are a relevant age to the target audience, usually through being local or formerly from the area
- Willing to discuss honestly and openly their negative experiences and provide examples of the positive direction their life has taken since overcoming the problem
- Willing to try and use their story to open peoples' eyes to adult harm
- Most importantly, in a position or life circumstances where speaking about their experiences is not going to place them at risk of further harm or cause distress or damage to their mental health.

Always check the use of a case study with your local ASP lead. You can also contact Stripe Communications for support and advice. Any case study will need a full briefing and preferably a list of the likely questions they will be asked. Always ask for the opportunity for the case study to have support at a media interview, through a family member, friend or care worker.

## USEFUL CONTACTS

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If you have any questions, need advice and support, or have suggestions, please contact Simon Ebbett or Kirsty MacLeod at Stripe Communications:

**Simon.ebbett@stripecommunications.com**

**Kirsty.macleod@stripecommunications.com**

**ASP@stripecommunications.com**

WithScotland is a national resource supporting professionals working with children and adults at risk of harm: **[www.withscotland.org](http://www.withscotland.org)**

The campaign website is **[www.actagainstharm.org](http://www.actagainstharm.org)**, which people can visit to find their local authority contact details if they wish to raise concerns about a person at risk of harm.

## APPENDIX A – SAMPLE PERMISSIONS FORM

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### CONSENT FORM

Name: \_\_\_\_\_

Please complete the following. Please tick each box:

- I hereby give my permission and consent for the above person to be photographed, filmed or interviewed for the purpose(s) of the Adult Support and Protection campaign.
- I further consent to the pictures being used for promotional purposes in print, broadcast and electronic formats by the Adult Support and Protection campaign on an ongoing basis.
- I acknowledge that all rights and copyright of this material rests with the Adult Support and Protection campaign and can be used for any promotional/publicity purpose.

Full name: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_

Date of birth: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

If under 16 then this form must be signed by a parent/guardian