

Our reference: MGLA060422-8614

Date: 9 May 2022

Dear

Thank you for your request for information which the Greater London Authority (GLA) received on 6 April 2022. Your request has been considered under the Freedom of Information Act 2000.

You requested:

1. *How many adverts and or posters were produced for the recent violence against women and girls campaign 'Have a Word'? (Here is a link to the campaign)*
2. *I would like to clarify that when I said 'how many adverts and or posters' I was referring to the number of original pieces created, not the total number printed or times broadcast.*
3. *How many reference violence and or abuse in lesbian relationships?*
4. *How many reference violence perpetrated by women?*

Please find below the information we hold within the scope of your request:

The ['Have A Word' campaign](#) aims to challenge the sexist attitudes and inappropriate behaviours exhibited by some men in order to tackle the epidemic of misogyny and violence against women and girls (VAWG). It speaks to men who perpetuate toxic forms of masculinity and who stand by when women feel threatened, putting the onus on men to self-reflect and call out misogynistic behaviour when they see it.

This campaign aligns with one of the Mayor's [key priorities for safety](#) - to seek to reduce violence against women and girls in London, and change the culture that enables this to happen. Data that shows in the UK, a violent man kills a woman every three days and almost a quarter of women in our country report having been a victim of sexual assault. Research by UN Women UK has also found that 71 per cent of all women have experienced some form of sexual harassment in a public space, with this number rises sharply to 86 per cent among 18–24-year-olds.

The campaign was based on the insights that around seven in ten women (69%) say the government's efforts in supporting women's safety are lacking, compared with 59% of men ([YouGov](#)); 76% of women say men in society don't pull their weight in keeping women and girls safe ([YouGov](#)); 68% men and 79% women agree doing more to criticise their male friends for bad behaviour towards women would be somewhat effective ([YouGov](#)).

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Of course, not all men are violent towards women, and we know that men and boys similarly experience forms of abuse and violence. We recognise the specific needs of men and boys in relation to these crimes in both the Mayor's Police and Crime Plan and in the services we commission.

In line with the specific context of this campaign, please find the answers to your questions below:

1. There were three unique advert creatives developed, including one hero video, one static poster with two image variants (which was printed for TfL and out-of-home locations), and one animated creative which was developed for digital use.
2. This campaign is aimed at targeting the specific issue of male violence against women, as it was based on research that showed in the UK a violent man kills a woman every three days, alongside other insights outlined above. This campaign therefore currently does not reference relationships between two women.
3. This specific campaign aims to create allies in tackling the specific issue of Violence Against Women and Girls (VAWG), which is disproportionately perpetrated by men and boys, therefore does not reference violence perpetrated by women.

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA060422-8614.

Yours sincerely

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>