

Domestic Abuse Awareness Campaign:

1 June – 17 July 2026

Partner Communications Pack

Men's World Cup 2026

**HAMPSHIRE
DOMESTIC ABUSE
PARTNERSHIP**
Recognise it. Seek help.



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Campaign overview

Major football tournaments can increase the risk of domestic abuse. This campaign aims to raise awareness, encourage early help-seeking, and ensure people know where to access support.

The Hampshire Domestic Abuse Partnership will be running a targeted paid advertising campaign across Hampshire to maximise reach and visibility.

The campaign is designed to:

- Encourage people to recognise risk and seek support early
- Promote the Advice Line and available services
- Support individuals to put safety plans in place ahead of high-risk periods
- Increase awareness among the wider community



Campaign timeline and messaging

Phase 1: Pre-tournament

(from 1 June)

Objective: Early awareness and prevention

- Paid social media ads will launch across Hampshire from 1 June
- Focus on giving people time to seek support and plan ahead

Key message:

- *Reports of domestic abuse rise during major football tournaments (by around 25%)*

Phase 2: During the tournament (11 June – 19 July)

Objective: Prompt action and recognition of risk in real time

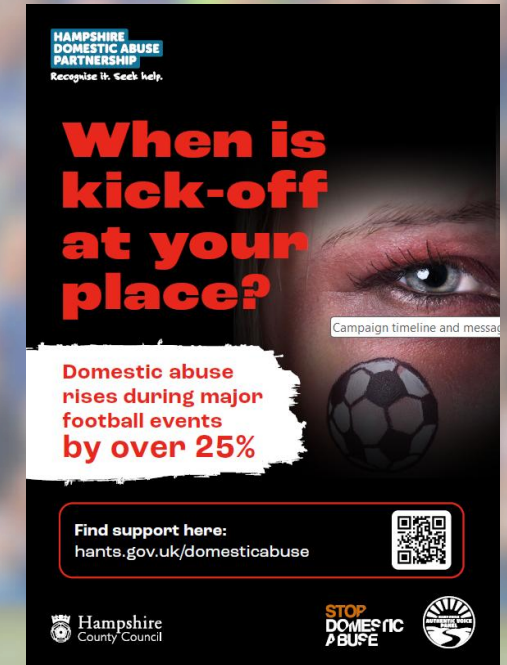
A second wave of messaging will go live once the tournament starts.

Key message:

- *“What time is kick-off at your place?”*

Campaign assets available

Asset type	Suitable for	Source
Animated video assets	<ul style="list-style-type: none"> • Social media • Digital screens (waiting rooms, receptions, community venues) • Websites and intranets 	<p>Assets will be available on our website: Communications and campaigns Health and social care Hampshire County Council</p>
Posters (print-ready)	<p>High-quality files that can be printed locally, for display in:</p> <ul style="list-style-type: none"> • Offices and service settings • Health environments • Community spaces • Public venues (e.g. pubs) 	
Static images (non-print versions)	<p>Optimised for:</p> <ul style="list-style-type: none"> • Newsletters • Email communications • Internal bulletins • Website content 	



How partners can support the campaign

We encourage all partners to actively share and amplify campaign messaging.

Share digitally

- Use your social media channels to share campaign content
- Add assets to your website or intranet
- Include messaging in emails, newsletters and bulletins
- Share within community and service user groups

Use within your venues

Display animated assets on screens in:

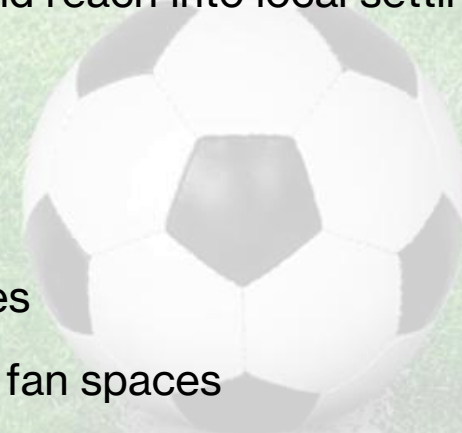
- Waiting rooms
- Reception areas
- Public-facing environments
- Print and display posters in visible locations

Reach community spaces

Community Safety and wider partners are encouraged to extend reach into local settings such as:

- Pubs and bars
- Betting shops
- Community centres
- Event venues and fan spaces

These settings can play a key role in reaching people during match periods.



Service preparedness

Partners should also consider how their services can respond to a potential increase in domestic abuse disclosures and reports during this period.

Suggested actions:

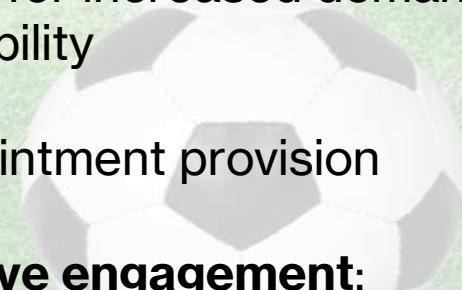
- **Brief staff teams** on the campaign and key messages
- Ensure staff feel **confident** in recognising and responding to abuse
- **Attend this free online training** - [Domestic Abuse: Understanding and Assessing Risk and Supporting Safety Planning](#) – Wed, 3 June 2026, 09.30 – 11.00
- **Signpost** clients and service users to support, including the Advice Line

Review capacity for increased demand:

- Helpline availability
- Staffing levels
- Group or appointment provision

Consider **proactive engagement**:

- Raise the topic in appropriate conversations
- Share safety planning advice
- Display materials in private and accessible spaces



Be creative and responsive—small actions across services can make a significant difference.



Key support information



- **Hampshire Domestic Abuse Partnership Advice Line** (run by Stop Domestic Abuse)
☎ **03300 165 112**
 - ✓ Free and confidential
 - ✓ Open to members of the public and professionals
 - ✓ Provides advice, support and safety planning guidance
- Stop Domestic Abuse **online chat** function
 - ✓ access to advice and support
- Hampshire **Police Domestic Abuse cars**
 - ✓ Operating around key match days/times with additional specialist DA support and DA champions in addition to police officers
- **Hampshire Domestic Abuse Partnership [website](#)**
 - ✓ Further campaign information and support options, plus a wealth of other information about domestic abuse.
- **In an emergency, always call 999.**