

DOMESTIC SLAVERY

IT'S CLOSER THAN YOU THINK

TO REPORT CONCERNS, SEEK ADVICE OR GET
HELP CALL THE **CONFIDENTIAL UK MODERN
SLAVERY HELPLINE** ON 0800 012 1700 OR
VISIT **MODERNSLAVERYHELPLINE.ORG**



Modern Slavery campaign
SUPPORTER PACK



**modern
slavery
helpline**

LAST UPDATED FEBRUARY 2018

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TOOLKIT PURPOSE

This toolkit has been designed to give an overview of the government's **Modern Slavery campaign** to tackle Domestic Slavery and provide suggestions for how organisations can support the campaign and further it's work on the ground.

In the UK Modern Slavery is a hidden crime, the scale of it is significant and the impact on the lives of the victims is considerable. This is why we are committed to **educating at risk communities** and **putting a stop to these practices**. The campaign aims to do this by working with the community and with partner organisations who have direct links to those who are more likely to witness Domestic Slavery.

With support from an organisation like yours, operating at the heart of the community, we can further validate the campaign and help get it in front of the right people. We'd be grateful for any support you can provide, from using campaign materials (posters, leaflets and z-cards) to sharing the video and digital content, referencing the campaign at events or putting us in touch with influential leaders in the community.

TIMINGS

Ongoing current phase

modern
slavery
helpline



OVERVIEW OF CAMPAIGN

Objective: To help reduce the prevalence of Modern Slavery offending in the UK by deterring potential offenders and ensuring victims and potential victims know how to keep themselves safe and where to go for support .

Following a successful pilot project focusing on the issue of domestic slavery within the Nigerian community in Manchester and Dagenham we want to get more local organisations involved with the campaign. In partnership with The Salvation Army, AFRUCA and Unseen we are focusing on raising awareness of domestic slavery, how to spot it, and who to report it to

Specifically on offenders/potential offenders:

Increase at-risk communities understanding of legal/cultural norms and potential consequences

Specifically on victims:

Increase the number of victims accessing support and signpost other options available

TOPLINE RESULTS OF PILOT ACTIVITY

41 community representatives engaged; 3 active advisers

111 pieces of media coverage; 98% included call to action

High quality coverage e.g. TV & radio interviews all +10 mins

High levels of engagement from 13 media partners

8 community events, with positive feedback on format/impact

Nearly 20,000 materials distributed, incl. 50+ public sector organisations

Community ambassadors targeted 268 outlets in Manchester and Barking & Dagenham, 436 conversations

300+ students taken part in workshops

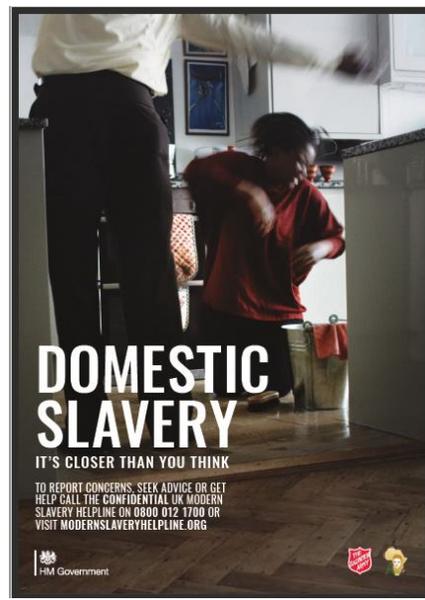
6,000 Health Visitors exposed to training materials and messages

Independent focus groups suggest pilot worked very well

Static creative assets

We have created posters, z-cards and leaflets to educate the public on how to spot the signs of domestic slavery.

If your organisation would like to order any of these please contact: ModernSlavery@consolidatedpr.com with details on how many you would like and where they will go on display. There is also an option to have co-branded versions with your organisation's logo.



DOMESTIC SLAVERY
BEING HELD WITHIN A HOUSE AGAINST THEIR WILL AND FORCED TO WORK LONG HOURS IN UNACCEPTABLE CONDITIONS

SPOT THE SIGNS

- DO THEY EVER LEAVE THE HOUSE ON THEIR OWN?
- DO THEY SEEM AFRAID OR ANXIOUS?
- CAN THEY FREELY CONTACT THEIR FRIENDS OR FAMILY?
- HAVE THEIR PASSPORT OR DOCUMENTS BEEN TAKEN AWAY?

DO THEY EVER LEAVE THE HOUSE ON THEIR OWN?
Do they seem to be on call 24 hours a day?

CAN THEY FREELY CONTACT THEIR FRIENDS OR FAMILY?
Are they quieter, wearing poorer quality clothing etc?

DO THEY SEEM AFRAID OR ANXIOUS?
Have they ever been harmed or deprived of food, water, sleep, medical care?

HAVE THEIR PASSPORT OR DOCUMENTS BEEN TAKEN AWAY?
Are they quieter, wearing poorer quality clothing etc?

GLUE PAGE

"SHE WOULD KEEP ME BUSY FROM MORNING TILL NIGHT. SHE WOULD NOT ALLOW ME TO ASSE. I GOT RICE ONCE A DAY AND PROTEIN FOOD ON FRID. IF I COMPLAINED, SHE BEAT ME"
- BEN WAS SUPPORTED BY THE WIDELLY TRUST AND THE MODERN SLAVE



GLUE PAGE

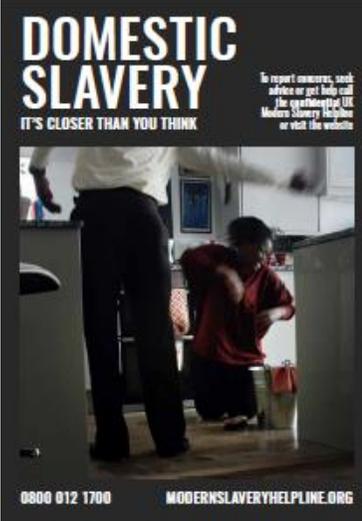
SPOT THE SIGNS OF DOMESTIC SLAVERY

- DO THEY EVER LEAVE THE HOUSE ON THEIR OWN?
- DO THEY SEEM AFRAID OR ANXIOUS?
- CAN THEY FREELY CONTACT THEIR FRIENDS OR FAMILY?
- HAVE THEIR PASSPORT OR DOCUMENTS BEEN TAKEN AWAY?
- DO THEY WORK IN EXCESS OF NORMAL WORKING HOURS?
- WHAT CONDITIONS ARE THEY LIVING IN?
- DO THEY STAND OUT FROM OTHER FAMILY MEMBERS?

CALL 0800 012 1700 OR VISIT MODERNSLAVERYHELPLINE.ORG

DOMESTIC SLAVERY IT'S CLOSER THAN YOU THINK
HM Government

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0800 012 1700
MODERNSLAVERYHELPLINE.ORG



DOMESTIC SERVITUDE
BEING HELD WITHIN A HOUSE AGAINST THEIR WILL AND FORCED TO WORK LONG HOURS IN UNACCEPTABLE CONDITIONS

SPOT THE SIGNS

- DO THEY EVER LEAVE THE HOUSE ON THEIR OWN?
- DO THEY SEEM AFRAID OR ANXIOUS?
- CAN THEY FREELY CONTACT THEIR FRIENDS OR FAMILY?
- HAVE THEIR PASSPORT OR DOCUMENTS BEEN TAKEN AWAY?
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0800 012 1700 | MODERNSLAVERYHELPLINE.ORG

HM Government

CAMPAIGN FILMS

We have incredibly engaging videos produced by award winning **Nigerian film maker, Ogo Okpue**. They highlight how incidents of Domestic Slavery are happening under the radar in communities across the UK. Click the screenshots to view the videos. Should you want to include these in your own social posts or display them at events, get in touch and we can share copies.



“Spot the Signs” short film



“Have you heard?” short film



EXAMPLE SOCIAL POSTS

Social posts	Visual
<p>Watch Spot the Signs a #ShortFilm by award-winning filmmaker @ogodinife highlighting #DomesticSlavery #closerthanyouthink http://bit.ly/2zO0LDL</p>	<p>Spot the Signs video: https://www.youtube.com/watch?v=KMtaUjsB6h0</p>
<p>We are supporting a new campaign to tackle #DomesticSlavery. You can help victims by learning to spot the signs. Report confidentially to @MSHelpline 08000 121 700 #itscloserthanyouthink</p>	<p>Poster </p>
<p>If you've seen someone living in #DomesticSlavery report it. Call the confidential @MSHelpline 08000 121 700 and improve a victim's life</p>	<p>Infographic </p>
<p>"That girl works morning until night, no school, no friends. They abused the girl." Report confidentially to the @MSHelpline 08000 121 700 http://bit.ly/2AWdO6f</p>	<p>Have you Heard video: https://www.youtube.com/watch?v=uj6a2jY19z4</p>
<p>Could you #SpotTheSigns of someone living in #DomesticSlavery? If you see it, report confidentially to the @MSHelpline 08000 121 700</p>	<p>Spot the Signs video: https://www.youtube.com/watch?v=KMtaUjsB6h0</p>

COPY FOR STAFF COMMUNICATIONS & PUBLIC-FACING CHANNELS

Supporting the Government's Modern Slavery campaign

As an organisation we are supporting the government's specialist community-led campaign to tackle Domestic Slavery in [insert area]. The campaign is run in partnership with charities including The Salvation Army, AFRUCA and Unseen – who run the Modern Slavery helpline.

Domestic Slavery is the most hidden form of exploitation in the UK. The Home Office estimates that there were 10,000 – 13,000 potential victims in the UK in 2013.

There are things to think about if you suspect someone is living in Domestic Slavery:

- What conditions are they living in? Have they ever been harmed or deprived of food, water, sleep, medical care?
- Do they stand out from other family members? Are they quieter, wearing poorer quality clothing etc?
- Can they freely contact their friends or family?
- Do they seem afraid or anxious?
- Have their passport or documents been taken away?
- Do they work in excess of normal working hours? Or seem to be on call 24 hours a day?

You can help victims of Domestic Slavery by anonymously reporting concerns and seeking advice from the Modern Slavery Helpline: 08000 121 700.

HOW TO RUN AWARENESS RAISING ACTIVITY

Set specific objectives

Educating the community to spot the signs of domestic slavery and report them to the Unseen helpline.

Using the internet and social media

Share key messages and campaign successes on your social media. Sharing drafted social posts with organisations is an easy way for organisations to show support and effective method for getting the messages in front of your audience.

Working with the press and media

Share our press release or tweak your own. Including quotes from key community influencers increases its chance of media pick up and of a positive response from the community.

Events and roundtables

Research local events that the audience will be attending, ask organisers if they would like a member of your organisation to discuss the campaign or if they are willing to display campaign materials. If resources permit, hosting a roundtable with local community leaders has proven a successful way of getting honest feedback and the community on board with the campaign.

Evaluation

Review whether you achieved your targets, and what went well/not well so you can factor any learnings into your next campaign.

TEMPLATE PRESS RELEASE FOR TRADE/LOCAL MEDIA

[insert organisation] supports Modern Slavery campaign to tackle domestic slavery in [insert area]

[insert organisation] is supporting a successful community-led campaign to tackle Domestic Slavery in **[insert area]**.

The campaign is in partnership with The Salvation Army, child protection charity AFRUCA and Unseen – who run the Modern Slavery helpline.

Domestic Slavery is the most hidden form of exploitation in the UK. The Home Office estimates that there were 10,000 – 13,000 potential victims of modern slavery in the UK in 2013. Domestic slavery refers to the practice of keeping another person against their will to carry out domestic duties and denying them of their basic human rights. Victims typically work long hours with no pay and are often mistreated.

The campaign aims to encourage the community to report concerns, seek advice or get help by calling the UK Modern Slavery Helpline 0800 121 700 or visiting the website www.modernslaveryhelpline.org. The helpline is a 24-hour confidential service which provides victims and the public access to support and information concerning situations of Modern Slavery, free of charge.

There are things to think about if you suspect someone is living in Domestic Slavery:

What conditions are they living in? Have they ever been harmed or deprived of food, water, sleep, medical care?

Do they stand out from other family members? Are they quieter, wearing poorer quality clothing etc?

Can they freely contact their friends or family?

Do they seem afraid or anxious?

Have their passport or documents been taken away?

Do they work in excess of normal working hours? Or seem to be on call 24 hours a day?

The last tranche of the campaign led to nearly 20,000 materials being distributed to local community hubs and public sector organisations, 6,000 Health Visitors having access to training materials and over 300 primary school students being educated on how to accurately spot the signs of slavery through workshops run by children's charity Just Enough.