

Campaign toolkit

World Cup Campaign Burst



Background

As excitement builds around this summer's football and major sporting moments, the Police and Crime Commissioner for Humberside is relaunching the **#JustDont** campaign across Hull, East Riding, North Lincolnshire and North East Lincolnshire.



Research shows that large sporting events can often lead to increases in harassment, misogyny and violence against women and girls, both online and in public spaces. The campaign encourages men and boys to challenge harmful behaviour, support their mates to do the right thing, and help create safer environments for everyone watching, celebrating and socialising during the tournament.

Developed with young men aged 15-22 and grounded in social norms and bystander theory, the campaign recognises that many people want to speak up but don't always know how. **#JustDont** reinforces that disrespectful behaviour is never "just banter".

The Campaign

This World Cup campaign will run throughout the tournament period, using creative assets and football-related messaging to connect with audiences during key matches and moments.



Using the message:

"Even if it's your mate, just say something."

The campaign encourages positive behaviour both in-person and online, reminding audiences that everyone has a role to play in preventing harassment and violence against women and girls.

The campaign aims to:

- Challenge harmful attitudes and behaviours
- Encourage positive bystander intervention
- Promote respect during sporting events and celebrations
- Reinforce that violence and harassment are never part of the game

How you can get involved

Partners, schools, community groups, venues and organisations are encouraged to support the campaign throughout the tournament by sharing campaign materials online and in community spaces.

Available assets include:

- Campaign brand and guidelines
- Social media videos and stills
- A4 and A3 posters
- Social media toolkit with ready-to-use copy

Together, we can help ensure football stays positive, respectful and safe for everyone.

Campaign materials are available at: justdont.uk

For further information, please contact: pcc@humberside.pnn.police.uk

