

Campaign toolkit

#JustDont

justdont.uk

Background

The Police and Crime Commissioner for Humberside commissioned Hitch Marketing to rebrand and relaunch the **#JustDont** campaign, originally developed in West Yorkshire, for communities across Hull, East Riding of Yorkshire, North Lincolnshire, and North East Lincolnshire.

Grounded in extensive desk research and co-creation with young men aged 15–22, the campaign explores perceptions of violence against women and girls (VAWG) and aims to shift behaviours and attitudes using social norms and bystander theory.



The insight revealed that while many young men recognised inappropriate behaviour, they often lacked the confidence or language to challenge it. Building on this, **#JustDont** empowers men to take action, whether that means speaking up directly or seeking support from a trusted adult.

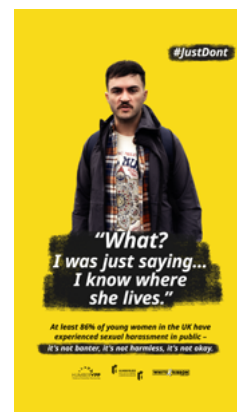
The #JustDont campaign

#JustDont is a region-wide initiative that challenges the everyday harassment and harmful behaviours faced by women and girls. It highlights that it's not banter, it's not harmless, and it's not okay, encouraging men and boys to step up, challenge their mates, and change the culture.

Through a bystander-led message - **"Even if it's your mate, just say something"** - the campaign gives audiences simple, practical ways to intervene safely.

It aims to build awareness, strengthen social responsibility, and reinforce that preventing violence is everyone's role.

Drawing on the PRIME behaviour model and social norms theory, **#JustDont** seeks to make positive intervention the social norm, particularly among men aged 18-25.



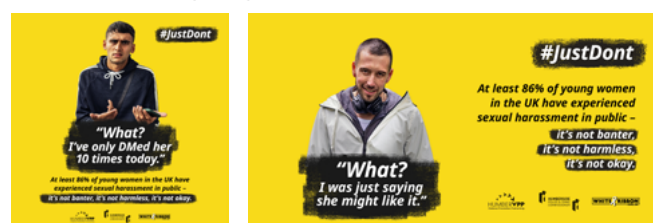
How you can get involved

The campaign comes with a suite of materials for local partners, schools, community groups, and public areas designed to raise awareness and drive participation both online and offline.

Available assets include:

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

All materials are designed for flexible use across the Humber region's four local authorities, helping local partners amplify the message and keep conversations going across communities.



We have created a suite of campaign creatives that can be accessed at justdont.uk

If you have any questions, please get in touch with pcc@humberside.pnn.police.uk

