

## Where to Get Help and Resources

**White Ribbon UK** – Training and advice on tackling male violence against women and promoting respectful behaviour.  
[www.whiteribbon.org.uk](http://www.whiteribbon.org.uk)

**Humberside PCC** – Learn more about local campaigns and how your business can get involved.  
[www.humberside-pcc.gov.uk](http://www.humberside-pcc.gov.uk)

**Humber VPP** – Find mental health and violence prevention support.  
<https://humbervpp.org/help-support>

*Together, We Can Make a Difference.*

### Your actions matter.

By challenging harmful behaviour, supporting young people, and promoting respect, you're helping to create safer communities for everyone.

*If it feels wrong, don't ignore it. #JustDont.*

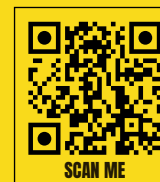
*Be part of the change.*

Join local venues and community partners making the Humber region **safer for everyone**. Download free posters, videos, and guidance from: [www.justdont.uk](http://www.justdont.uk)

# Creating safer spaces for women and girls

*At least 86% of young women in the UK have experienced sexual harassment in public – it's not banter, it's not harmless, it's not okay.*

*Even if it's your mate – just say something.*



**#JustDont**  
[justdont.uk](http://justdont.uk)



**#JustDont**  
**justdont.uk**



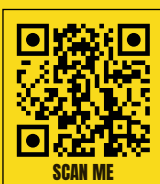
**“What?  
I was just staring  
at her.”**

## Why this matters

Tackling harassment and promoting respect starts here. Everyone deserves to feel safe, whether they're on a night out, ordering food, or spending time with friends.

The **#JustDont** campaign helps businesses and communities across the Humber region challenge harassment, promote respect, and support young men and boys to be part of the change.

You, your venue and your team can make a real difference by setting the tone and stepping in when behaviour crosses the line.



## How to make a difference

### 1. Challenge your mates.

**If you hear or see something that doesn't feel right, speak up.**

- Call it out directly if it's safe to do so.
- Change the subject or distract to de-escalate.
- Show support to the person affected.
- Find more tips on how to speak up here: [www.whiteribbon.org.uk](http://www.whiteribbon.org.uk)

### 2. Support young men and boys

**Sometimes, behaviour comes from pressure, insecurity, or not knowing what's acceptable.**

- Encourage honest conversations about respect, emotions, and mental health.
- For mental health support and wellbeing advice, visit:  
<https://humbervpp.org/help-support>

### 3. Promote healthy relationships.

**Respecting boundaries, listening, and seeking consent are key to all relationships.**

- Encourage staff and customers to look out for one another and model positive behaviour.

### 4. Step in safely.

**If you see something worrying, take action:**

- Check in with the person being targeted.
- Involve colleagues or security.
- Contact the police if someone's in danger.

### 5. Share the campaign

**Raise awareness in schools, community groups, and public spaces to start conversations that challenge behaviour and inspire change.**

- Share the message online using ready-to-post social media videos, images, and copy from the campaign toolkit.
- Display campaign posters (A4 and A3) in your venues to keep the message visible across your community.
- Use the campaign brand and guidelines to create consistent, impactful communications that align with the wider Humber region's message.
- Work together across the Humber region's four local authorities to amplify the campaign and keep conversations going both online and offline.