



# Change Campaign Tackling Unacceptable Attitudes Towards Women

YOU'RE RIGHT / THAT'S WRONG

When a mate crosses the line...  
**have the conversation**  
[thatwrong.co.uk](http://thatwrong.co.uk)

## Background

The Police and Crime Commissioner for Leicestershire is launching a new behaviour change campaign to change men's behaviour towards women and improve women's safety.

The **'You're Right, That's Wrong'** campaign calls on men aged 18-30 to act when they see or hear public place harassment towards women or misogynistic attitudes, particularly within their peer group.

Public place harassment such as catcalling (e.g., wolf-whistling, sexualised comments directed to women in public places), unwanted persistent attention and misogynistic attitudes (e.g., disrespectful jokes, sexist, or demeaning language) cause real harm. We're calling on men to be part of the solution to the problem.



## What do we want men to do?

We're asking men to be active bystanders when they notice a mate's behaviour towards women crossing the line. To be an active bystander, you can take one of three actions:

- **Be Direct** – if it's safe to do so, speak up, tell your mate their behaviour isn't ok. This can be during or after the situation.
- **Get Help** – speak to other friends and decide how to act together. You can also get help and speak to others after the situation, to decide how best to speak to that mate.
- **Distract** – do something to change the situation, suggest doing something else or change the conversation.

All these actions start with a **conversation** - we're asking men to **have the conversation** - when they know a mate's behaviour towards women has crossed the line.

## The campaign

To engage men aged 18-30 with the campaign, we're running a series of six adverts reflecting different behaviours, across Leicester, Leicestershire and Rutland to speak to men at timely moments when they might see a mate's behaviour cross the line.

This includes advertising in bars and pubs, in the city centre, on the transport infrastructure and social media and mobile advertising. Adverts will be upweighted on evenings and weekends and to areas associated with the night-time economy.



**POLICE & CRIME  
COMMISSIONER**  
for Leicester,  
Leicestershire & Rutland  
Your Communities - Your Commissioner

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We've also created a series of 30-second films to explain the actions you can take, when you see a mates behaviour cross the line. These videos will be live w/c 28th February.

Our campaign [website](#) provides further information on the issue, why it's important for men to help and '[conversation starters](#)' to provide men with the tools and confidence to act.

## Get involved

Please support this important subject area, by helping to promote the campaign. Whether it's sharing social media posts, displaying posters in your organisation, or showing the videos to men aged 18-30 – your support can help to make Leicestershire a safer place for women.

All campaign assets can be downloaded [here](#).

We have created a series of six social media graphics, in a range of formats for different channels.

We're calling on men to act when they see a mate cross the line. You can help make Leicestershire safer for women. To find out how to **#HaveTheConversation**, visit [thatswrong.co.uk](http://thatswrong.co.uk)

When a mate crosses the line, **#HaveTheConversation** and help make Leicestershire a safer place for women. Find out more visit [thatswrong.co.uk](http://thatswrong.co.uk).

Seen a mate cross the line? You know it's wrong. Help make Leicestershire a safer place for women. Find out more [thatswrong.co.uk](http://thatswrong.co.uk) **#HaveTheConversation**

Email signatures and social media banners can also be downloaded.

Keep an eye on the 'resources' page on the campaign website to order posters and campaign merchandise such as beer mats.

## Get in touch

If you would like any more information, or have your own ideas of how to support, please get in touch by contacting [campaigns@Leicestershire.pnn.police.uk](mailto:campaigns@Leicestershire.pnn.police.uk)

This campaign is led by the Police and Crime Commissioner for Leicestershire. It is supported by Leicester City Council, the Violence Reduction Network and Leicestershire Police.

**Just seen  
a mate not  
leave her  
alone when  
she's said no?**

You're right, **that's wrong.**

When a mate crosses the line...  
Distract him, then **have the conversation.**



To find out how, visit [thatswrong.co.uk](http://thatswrong.co.uk)



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