



THAT GUY

@ThatGuyScotland

that-guy.co.uk



Introduction

Thank you for supporting That Guy, Police Scotland's campaign to help prevent violence against women and girls.

Meaningful change happens when organisations work together. By supporting the campaign, you're helping us reach audiences beyond Police Scotland's own channels and encouraging positive conversations within your communities, organisations and networks.

This toolkit contains everything you need to support the campaign, including key messages, campaign guidance and links to assets.

The campaign

Sexual violence against women and girls begins long before you think it does. The attitudes, behaviours and messages that shape relationships are learned much earlier – through peers, culture, social media and the people around us.

The That Guy campaign focuses on prevention – addressing the attitudes, behaviours and social norms that can contribute to sexual violence before it happens.

Our research shows that 94% of men in Scotland aged 18-35 believe they have a part to play in reducing sexual violence against women.

We surveyed more than 1,600 boys aged 11-18 across Scotland and found that the men they look up to most are sports figures and family members, highlighting the important role that everyday male role models can play in shaping positive attitudes and behaviours.

The campaign will be delivered through a mix of communications. Activity will include:

- A new video advert
- Digital and Out Of Home advertising
- Social media content
- Website articles
- Partnership activity
- Community engagement

All activity is designed to encourage positive role modelling and help men prevent sexual violence before it starts.



How you can help

Your support plays an important role in extending the reach of the campaign. You can:

- Share content on social media
- Display campaign assets on digital screens and social channels
- Feature in newsletters, website or internal channels

Every action helps encourage conversations about how respect and positive role modelling can help create a Scotland where women and girls feel safe, respected and free from violence.

Key messages for men

- Sexual violence begins long before you think it does.
- What seems like harmless “banter” can contribute to behaviours that lead to sexual violence or harm.
- Women should be able to go about their daily lives without worrying about being sexually harassed, assaulted, or raped.
- The continued rise in sexual crime in Scotland shows an urgent need for us all to do what we can to help counteract the negative influences that young men and boys are being exposed to.
- Men need to be part of the conversation about ending sexual harassment and violence towards women.
- We’re encouraging men to reflect on the role they can play in positively influencing boys and young men.
- You don’t need to be perfect to be a role model. It’s about the standards you set through everyday behaviour, the way you speak about women, what you share online, the conversations you have with friends and whether you’re prepared to challenge behaviour that is sexist, disrespectful or harmful.



Key messages for men (continued)

- Men speaking up about the sexual harassment, abuse and intimidation of women really matters. Your words and actions are more powerful than you think.
- Many young people are navigating an online environment where extreme content, sexual entitlement and harmful views about women are being normalised.
- You are a role model. Be a decent one. Your actions set the standard for others. Stop sexual violence before it starts. See how at **www.that-guy.co.uk**



Campaign assets

Available assets include:

- 30 second digital advert
- 15 second digital advert
- Social media graphics for Facebook, X, Instagram and LinkedIn
- Campaign logo
- Suggested social media copy
- Internal article content

We can also explore providing pop-up banners, posters and stickers at an additional cost.

All assets are available via our That Guy website:
that-guy.co.uk/resources/



Contact

For any questions about the campaign or if you would like to discuss additional ways to support, please contact Police Scotland Corporate Communications

Email

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