Right to the Streets, Season Two, Episode Four: Public campaigns to shift cultural norms

**Introduction**

**Amanda:** One of the things for me that really differentiates this campaign is that we actually went beyond awareness. And that for me, as a campaign, you always want to get in some ways to, what do we actually want people to do? I mean, behaviour change is all about what you want people to do. And if you can't really communicate that, then how are they going to know?

**Eve:** Hello, I'm Eve Holt. Strategic Director for Greater Manchester Moving. Welcome to Series Two of the Right to the Streets edition of the GM Moving podcast. There are things that we can all do to create safe, joyful, and welcoming streets, parks, and public spaces where all women and girls feel they belong, and are invited to be active. Together with GM Moving colleagues, I've been working with people and partners in Trafford, Greater Manchester, to do just this.

(Three, two, one, action! Oh my god! We live here, our families are here, and we want this to be a safe space for our children to grow up as well.)

**Eve:** You'll hear from lots of the people and partners involved, including local citizens, community leaders, politicians, commissioners, sports organisations, artists, comms experts, facilitators, performers, And many others who've all been playing an active role as part of a whole system approach to women's safety, shifting the dial from fear to freedom.

In this episode, we explore how public campaigns can help shift cultural norms, disrupting the ingrained and normalised culture of street harassment and catalyzing behavior change to make our streets, parks and public spaces safer and more welcoming and joyful for everyone, especially women and girls and gender diverse communities.

I chat with Diva Creative. This is a marketing agency we worked with to develop the Right to the Streets public, No Place For It campaign. Effective campaigning isn't easy, especially with small timescales and a very nuanced subject matter. So this is an honest account of how we approached it to help support your future campaigns in your local area.

You'll hear how this was designed and delivered with local people and subject experts, the nuanced challenges of representation, and the tensions that we wrestled with to agree the messaging, design, and which platforms to use.

**Interview 1**

**Amanda:** A lot of these campaigns use photography a lot and like try and replicate real life.

Sometimes that can look a bit dark and, reinforce ideas of outside urban spaces being scary as well. So we went for really colorful, really vibrant, something that would really stand out. We really wanted people to get their attention because obviously Instagram and all those places are very busy.

**Eve:** But before we head to the how, I want to tell you why we turned to a public campaign to kickstart a positive culture change around sexual harassment in North Trafford for the Right to the Streets project. So, firstly, why invest in a public campaign? The data and stories tell us that street harassment and fear of sexual assault is such a common everyday experience for many women and girls, with seventy four percent of women reporting experiences of unwanted sexual attention and eighty percent of women in Greater Manchester saying they don't feel safe outside alone.

Whilst the form, severity and impact of street harassment varies, Like all gender-based violence, it's underpinned by pervasive messaging, imagery and beliefs that objectify and sexualise women and girls and normalise a culture of misogyny and toxic masculinity. The Right to the Streets approach is found on the belief that harassment and violence is not normal or inevitable, and that we can take action today to help prevent and reduce harm, and together we can ultimately make harassment socially and culturally unacceptable.

We therefore set out to define the problem and the cultural shift that's intended and our tactics. Through conversation with subject experts and local people, we decided we needed to first increase awareness of the impact of harassment amongst men and boys. Motivating them to shift their behaviour and to challenge behaviour of others around them.

We also needed to equip people of all genders and ages with the know-how to take safe and appropriate action if they witness or experience harassment, so as to prevent or reduce harm. We drew on previous experience across the partnership in the subject of gender-based violence and in shifting cultural norms in other spheres, like road danger reduction strategies.

And we set out to develop a campaign that would engage and equip men and boys to be part of the solution and to dispel the common myth that culture change is too hard, offering some easy, quick steps that everyone can take. We were really clear that we wanted to do this in a way that centred the experiences of women and girls without re-victimising or re-traumatising them in the process, and in a way that felt relevant to people in North Trafford, whilst also being more widely applicable.

A lot of time and discussion was therefore given to the language, the imagery, the messaging, and the stories.

So let's hear from Amanda and Amy, two of the people behind the campaign from Diva Creative, as they tell us how this was achieved in practice.

**Amanda:** My name's Amanda. I'm a director of a company called Diva Creative. We're based in Yorkshire and we're passionate about social justice and communication and engaging people in conversations about how life could be better for all of us.

**Amy:** Hiya, yeah, so my name's Amy. I work at Diva Creative. I'm an account manager and my sort of involvement in this project so far has largely been around the social media management.

**Eve:** So what drew them to the Right to the Streets project?

**Amanda:** It's kind of a dream job. Which is a bit nuts because it's a really difficult job, but I think if we, we've been, we've been doing this for over twenty years and, and, and we've always wanted to do things that make a difference.

I think we spend a lot of time focused on the bigger issues and tackling things. And, it's sometimes it's more nuanced, subtle areas where people behave in ways that they don't maybe think about and consider and look at what the impact is. So that really drew me to it. And I think there was a real appetite within the team as well.

People really wanted to do something. And we all went into it thinking, oh, this is going to be a bit of a challenge, but actually why do things that are easy. So it was just a no-brainer really. It was just like, absolutely.

**Amy:** Yeah, I think as any young woman, I mean, twenty-three now, I think I was twenty-two when the project first started, and I think any young woman, has experienced sexual harassment to varying degrees, just living their everyday lives, so I think having the opportunity to be a part of a project that could actually make a difference to that.

And actually feeling like the things that we are creating and at the start, obviously feeling the things that we could create could actually make a difference. I mean, it was something that I was really keen to be a part of and I was very happy when Amanda and the team brought me on board on this project.

**Eve:** And you have done some work before, haven't you, around certainly action projects and that have been around violence against women and girls. Do you want to just talk briefly about some of the other work?

**Amanda:** So we've worked around sort of areas around sexual health and relationships for a long time. For many years we worked, in the area of HIV awareness and, tackling prejudice and really trying to communicate and engage with people around those issues. More recently, we've been involved in what I consider literally life-changing things like, the rail to refuge initiative, which, um, we were asked to do an animation that would promote the idea that if you feel unsafe, if you feel you need to get away from a abusive situation then you can, and, this is a way that you can do that. So it literally felt like, if someone sees this, that might actually help them make, on the way to exiting a really difficult situation. So stuff like that, it's actually a privilege to be able to be part of that. And yeah, we've done quite a lot around domestic abuse and sexual violence over recent years.

And I think, particularly as laws have changed and, and coercive behaviours have become recognised. So yeah, I mean, it's absolutely something that you feel very empowered to do.

**Eve:** So obviously research has been a really important part of this work. And from the very beginning, we talked about wanting to have a really strong philosophical underpinning to what we're doing to be very led by women's experiences, by the data, by the insight that exists to inform what we were doing. So can you just talk a little bit about what that's looked like from the campaign perspective?

**Amanda:** One thing that we use and a tool that we are very focused on is something called behaviour change, models and processes. And when you essentially want to try and, encourage people to change what they're doing, essentially in a sustainable way, one of the most important parts of that is really getting an understanding about, well, why don't they just do it anyway?

We all know we probably shouldn't smoke, so why do we, you know? And so understanding that people are or humans are far more complicated than that, and that we get into poor habits, we find rewards in things that aren't very good for us and all sorts of things like that.

So when we approach this campaign, which obviously isn't a health-related campaign, but it is about looking at how people respond in different situations, insight and understanding why people. are where they are. It's really critical. And I think what was really interesting about this campaign is that actually there was a step before that, which was actually, does anybody notice, do people actually recognise this as a thing?

Is it so embedded within our culture and our ways of interacting that we don't really take much notice? And I guess the question that we really asked at the beginning was, why don't people step in when they see, gender-based harassment in the street? Why do people just dismiss it and, don't feel that they have to do anything in a way that, if they saw somebody, even if they saw somebody drop their bag, they'd probably run up and say, Hey, don't forget your purse.

But, equally they'd quite happily stand around and watch some guy hassling a woman and not feel that it's an issue necessarily. So really our insight gathering and understanding was about why even before you think about what you do about it, do actually people recognize it and see it as a thing?

We had lots of things we could look at, there's a lot of data out there already about this. We did a small online survey, which helped to really tell us that people weren't that focused on it and didn't really feel like it was an issue they wanted to consider. We also had pre-existing campaigns or previous campaigns we could look at, like the, ‘Is This Okay’ campaign, where we could see how that had come across.

And of course, we had fantastic partners in public, who did a brilliant literature review and actually gave us some really strong insights, um, about how people perceive these issues. And I think the other thing that we did was we talked to each other. And I think sometimes you forget, there's all this stuff out there you can look at, but actually communication within the team is really important.

And in fact, Amy, I think you had quite a role in that too, is somewhat representing, what came to be our target audience. Cause we came to the realisation that we needed to focus in on who are we actually looking at and thinking about and we came to this eighteen to thirty-five age range and obviously Amy falls very well in that.

**Amy:** Yeah, definitely. And I think something that I found really interesting was that, you know, people that I'd spoken to both within our company and outside friends and family and things like that, that, that were, slightly older out of that age range. Both men and women that just didn't realise the extent that it still goes on.

I know like even if I would just walk to the gym after work, pretty much every single time someone would heckle out of their car or I'd carry a coffee, or I could have a sip of that love, or there was always something every single time and I think you forget. You almost don't recognise it after a while, that it becomes so normal.

And I think that campaigns like this, particularly when it is focused on something slightly different, that it's about the bystanders as well, it gives you that voice back and makes you realise, oh, actually, I can say something about this when it happens to me, but also when I see it happening to someone else, that actually, you know, I am well within my right to check on that person. Are you okay? Or to, you know, speak to the person that's doing that act. And it's definitely given more of a voice, I think.

**Eve:** And we've heard that across, I guess, all the partners and people involved, that sense that it has, it's created a space for conversation that often people haven't had themselves with their own colleagues, with peers, with family, with friends. And obviously that does bring a huge amount of wealth of insight and personal experience to the work, which I think shines through.

**Amanda:** I think what's also quite interesting is that the men in the team have also been really interested in this campaign. And I think that's something for me that was a really interesting thing right at the beginning was that we're not just kind of taking this quite binary sort of idea that, yes, it is typically men who harass women, but that doesn't mean to say that we just focus on that.

And this campaign is aimed at everybody and everybody has a role to play. And I think in our discussions, and we had a lot of discussions, we had mixed gender discussions. We had women-only discussions, not necessarily in a deliberate way, but it just turned out like that. And they are different, but at the same time the number of men in the team were going, Oh my God, I didn't realize this was, they were saying the same as us, really. I didn't realise this was a thing, they could go, Oh yeah, sometimes I might see a bit of it in the pub or whatever, but they didn't see that as part of their world.

So I think it really shone a light on something that probably we don't take the time to really think about the other thing that Amy just touched on was about the bystander thing. And I think one of the things for me that really differentiates this campaign is that we actually went beyond awareness.

So we started by going, hey, this actually isn't okay, is it? And actually it can be quite impactful and negatively painful and all the rest of it for women. But actually you can do something about it. And what we recognise with other campaigns, they often go to the place of this isn't okay and nobody likes it, but I don't know what to do about it.

So I think that was the real turning point in it. And actually when it came to internal conversations, then it moved to, yeah, but isn't that a bit dangerous? And, oh no, should be doing that. Is that responsible? So actually that was quite good because we moved beyond the sense of shock and awe that it's still happening and actually started thinking, actually, what do we do about it and how do we help promote that?

And that for me, as a campaign, you always want to get in some ways to, well, what are the tactics, what do we actually want people to do? I mean, behaviour change is all about what you want people to do. And if you can't really communicate that, then how are they going to know? I think what we were trying to obviously avoid was to go down that well, men, will you stop doing that please? Cause we've had enough, it is a social norming behaviour change approach. It is about culture, isn't it? So all of these things combine.

**Eve:** And that was incredibly important, wasn't it? The number of conversations we had in those early stages around, okay, so what's going to be the focus?

And, that was a real challenge as you talked before about health and actually there's a lot of parallels with health where in the past it's been very individualised. Again, when we talk about women's experiences of harassment on our streets, it's in the past been very individualised.

Again, it's about you taking on the safety work. It's about what you do differently. Or it's about persecuting men and saying it's about them doing something differently. But very little has been done to say, actually, what are all the things that need to change to create that big cultural shift? But then trying to bottle that and distill that in a campaign.

And how, to the point you made, how we really wanted to get that balance between moving from awareness to a greater sense of agency was so important. So, let's just talk a bit about how we got to that point then of focusing in on the active bystander interventions, because that then became, the point was that that became really clear that that was to be the focus.

Can you talk us through a little bit about what, how we got there, and then also, what does that look like?

**Amanda:** I think bringing in, I know that the bystander intervention was brought in to the project. So it wasn't something that we went, Hey, why don't we bring in that?

So the fact that that emerged, not as just part of what this is about, but actually quite a central thing. and basically what we were able to do was, yeah, immediately see. I guess the link, the connection between this is the problem, this is where we want to get to, and how do we make that?

And I often think it's a little bit like other social issues that have become unacceptable over time, in my lifetime, so I remember from being in my late teens, twenties, when people didn't really bother about people drinking and driving, for example, if you're in the pub and someone had had a cup of drinks, you wouldn't consider it.

It wasn't a thing. People didn't really worry. Now, there's a real feeling of you will not do this. This is not okay to do. This is dangerous. This is risky. And over time, those that behaviour became socially unacceptable behaviour. It like smoking with children, people would never have considered that being a problem and now it's, oh, that's not nice, and, and so immediately the person doing that is thinking, reflect, okay, that behaviour isn't, and there's all sorts of ways that the moderators can come into that and, and inhibit those behaviours.

And because as people, we don't like being unpopular generally, we tend to comply because we go, oh no, don't, don't hate me. So, in a way I see this a bit like that. What we really want men to do is to recognise this is not a socially acceptable behaviour. This is not a good way of being.

And we want men to do that with each other. We want peers to peers to do that. And we want everybody to suddenly start thinking, actually, this is something we need to pay attention to and create this environment of, of sort of zero tolerance. And I think that's where the bystander intervention is so useful because actually what you need is models.

So just like you hear somebody saying, Oh. do you think you should get a cab tonight because you've had a few drinks is modeling an intervention with somebody who you don't want to drive because, you know, they've been drinking and they probably maybe can't make that decision themselves. It's a similar parallel to me to to this.

It's a tool to enable. It's to get us on the way to try and model a certain way of dealing with something. And it's very empowering. It's not scary. It's, it's easy to do. It's another thing we often look at in behaviour change. There's no point in telling someone to do something that's, they're going to perceive as difficult.

Cause they won’t do it actually, it's really simple. And I think when we came to really distilling some of those tactics, so taking a great big, long series of like, you could do a bystander training and it could take quite a while into like, how do I get this across in twenty seconds, how do we just try and, put this in a little pill and, send it out there, was a real challenge.

But a good challenge because you can do that. And I think we can do that because we're doing it. And then how then we articulate that, obviously a lot through social media and then in other ways as well. So I think it was a really absolutely critical. It's a great opportunity really because at that point, I think before we had that, we were a bit like, well, what exactly do we want people to do? Apart from just realise it's not a good thing.

**Eve:** So can you just talk through the different elements of the campaign? So just let listeners know, what is it in the end that you’ve produced?

**Amy:** So, a big part of my involvement, especially, was launching this Right to the Streets, Instagram account and particularly the Nothing Beats Being Their campaign. We created a series of animations, which are really exciting to be a part of, we got voiceover recordings of the voiceover artists, and created these stories that were perhaps a little bit shocking to some people, I think, that actually visually showed, you know, a twenty second clip or something of a lady, one of them was, she's just tying up her bike, and a guy goes past in a car and shouts some abuse at her, and it's showed then how a bystander might step in and I think that that was really good, and a really nice clip that could be shared across social media as well.

And we also produced a series of the how and the why. So carousel posts on Instagram that explained how do you intervene, when you see this happening. And he gave those quick tips and things of this is what you could do. This is how you could do it. and then also some on the why as well and the how is it making that woman feel or, how will it actually make a difference when I do it?

*Video audio*

**Man’s voice:** You can ride me on anytime, love.

**Woman’s voice:** Did he really just say that? It’s not a compliment. It’s made me feel so uncomfortable. We’re always being watched.

**Man’s voice:** That was out of order. Are you okay?

*Video audio ends*

**Eve:** And, you talk about the animations, I mean, so much time and thought went into those animations, because, as you described, there's so much to try and bottle down and distill in each one.

So having the women, lots of thoughts, what goes on in their head in that moment, when somebody said or done something, and the impact it has. And then being able to move to what the focus we wanted was the focus on, then what you can do about it and that intervention. So, the now what piece really, which you wanted to be the majority of the time, squeezing all of that in to these micro animations is a lot.

**Amanda:** Yeah, essentially it was very much based in Instagram online. And we were trying to do these different things. The same we described, we were trying to show what harassment is also show that it is actually a harmful thing. It's not just something that you can just brush off and ignore.

And actually there's something that any of us can do something about. And wrapped up in all of that, we were trying to get people to feel something and feel motivated to do something, but also then taking a load of information about what they could do. So yeah, things like the short posts where people could flick through and actually work out really simple messages like distraction.

It's easy to remember. So yeah, it was all about how we made these bite-sized pieces of information really helpful and useful. Because obviously in the moment of something, it's quite hard. You can't remember a series of instructions. You can just remember probably one thing. And if you just remember distraction or checking in, that idea that you can actually do something after the event that will really support that woman. So I think it was all about making those bite-sized communications using social media, but also we use other media as well. We did some, what we call out-of-home marketing to, uh, actually literally on the streets with big billboards in places where, particularly like Old Trafford, where you sometimes find quite a strong male presence. And actually we timed our posts and things going out with those events. So football matches and cricket matches. So we try, I mean, it was very targeted, within the area as well, which meant that we could really hone in on the social media targeting and stuff in terms of demographic and in terms of age and also location.

So the campaign, yeah, it became this multifaceted thing. And I think the other thing that we made a very early decision about was that we wanted to use animation and illustration, like Amy said. So we wanted maybe to be a lot of these campaigns use photography a lot and like try and replicate real life. And, sometimes that can look a bit dark and a bit, reinforce ideas of outside urban spaces being scary as well, they're often at night and streetlights and things. And, in a sense, if you just saw that, that could actually trigger a sense of lack of safety in itself.

So we went for really colorful, really vibrant, something that would really stand out. We really wanted people to get their attention because obviously Instagram and all those places are very busy. And I think the other thing was the messaging around why we looked at people might, all the reasons you might say to yourself, like you might be stood at the bus stop and you notice some blokes hassing a woman next to them. And you're thinking, oh, I can't do anything. oh, they don't want me to step in. Oh, and all the reasons why you just think to yourself, I don't have to do anything. So we head on address that. And Brooke and I spent a long, long, long time on writing those, really trying to get it into a sort of colloquial way, but really punchy.

So yeah, it was all packed in this tight little Instagram. And we had slogan posts as well, which were a bit more militant and a bit more strident and a bit more feminist and going, no, we don't want this because we're really as well overlapping over that we wanted the female voice to be empowered and positive, and it wasn't sort of women moaning and going, oh, it was a real like, no, we're not having it. And that that was a really strong part of it too, and I think the use of colour and the design helped with that.

**Interview Two**

**Eve:** Now we're going to visit one of the out-of-home adverts. Amanda just mentioned it's a very wet afternoon here in North Traffic. It's the day of The Right to the Street celebration event, and we found out that Amanda had never seen the huge outdoor adverts in situ. So our podcast producer Vic takes her to see and no place for it to digital screen in all its glory on a very busy Chester road in Old Trafford.

**Vic:** Oh look it’s there!

**Amanda:** Oh my god it's there!

**Vic:** It looks so good, it's so bright!

**Amanda:** It's really strong isn't it? Oh yeah.

**Vic:** Right, I'm here with Amanda, we are on Chester Road. And these there, we're in front of what they call an ad shell, which is like a digital advertisement board. Amanda from Diva's with me, and we were saying that it's very different to back in the day when it used to be printed.

And now it's all digital, which is, I mean, I sound like an old lady trying to say that, but Amanda, what does it feel like to see the campaign in situ in Trafford?

**Amanda:** Oh, it's great. I mean, it's always really good to see everything actually come to life and actually be there in a real space, in a real urban environment.

And I think one thing I'd say is having looked through as they switch from one advert to the next. I have to say, I think ours really does stand out because of the yellow and, the size of the words and so on. So that's great. To actually see it, you test it out in the studio and you don't quite know, but when you see it in real life, you think, yeah, that does work. People probably get to look at that. It gets their attention.

**Vic:** And what's standing out to me as well is the diversity of the people that we've got on the campaign as well.

It's really, really wet today, and as you can see the cars are sloshing past, hitting Jamie, our producer with all the rain. We've just come from the celebration event, where there's lots of literature, there's lots of printed campaign material as well, and we've seen community members taking it away and using it, and then, so, is that a measure of success? When we think of it as campaign success is that people are actually using it.

**Amanda:** Absolutely. Absolutely. I mean, I think, the purpose of the posters is that we are quite defiantly saying, no, there's no room for sexual harassment. There's no room for that behaviour towards women on the streets out here. And that's just a really clear message. But when you actually then come and pick up some of the campaign leaflets and materials, a lot of that is actually, well, what can you do about it and how can you maybe make things better and try and dissuade people from behaving like that really? So I think to know that people are actually picking the stuff up and they're actually consuming it and taking, they want it. Because at the end of the day you present things and people choose. They just decide if it's right for them. And we were very keen to make it feel really friendly and accessible. As well as quite powerful and strong. So, hopefully people just think like it speaks to them.

**Vic:** From what we can see on the screen today. In wet Manchester, with thousands, I can't, you've probably got the stats somewhere, Amanda, but thousands of cars going past. Just at the right time, we'll see, there is no place for it in North Trafford. Oh my goodness, it started raining again, should we get back in?

**Amanda:** Yeah, that sounds like a good idea.

**Interview three**

**Eve:** So let's get back to Amanda and Amy. And much like Vic and Amanda's excited reaction to seeing the campaign in place in real life, I and the rest of the team and our partners and loads of other community members had the same reaction.

I never expected to be so excited at a billboard. Imogen in my team and myself, stood there in front of these billboards, and then I kept going back because we're just not used to seeing really powerful images of women in their diversity on big billboards in Old Trafford, taking up that space on that street. There was something so powerful, about that, and taking as many people as possible to go and see them, obviously, alongside that there's as you said, there's also, there's all the other, social media comms and messaging. And then the wonderful assets, it's been great to be able to hand out the little Z cards that again, a great way of getting that message out to other people then in a different way, and not everyone's on social media, but they've been a good way of helping equip people again, with the five Ds of bystander intervention using those lovely colorful graphics, and the posters.

And I think all of that together has shown that whilst, being very targeted about the audience and in the end about the key intervention, but then doing that in a whole multimedia way, really, which feels like it meets, different age groups, different parts of the local population, and gives us different things to give to different people has been absolutely phenomenal.

So yeah, a huge amount in quite a short amount of time. It's been good to hear, I guess, your own reflections on how that, the conversations. And I know Amy, so you actually attended one of the bystander intervention training as well. And, and you've got a story, so go on, share your story.

**Amy:** Yeah it was just a really interesting situation to have been in.

It was basically me and my boyfriend and my. boyfriend's sister had gone to a football match, away game, and we got the train, um, which is obviously one of those situations where you do see a rise in sexual harassment in those situations. And yeah, we were getting the train back. There were a lot of guys on the train, obviously had a bit to drink, that sort of thing.

And they had police officers that were walking up and down the train just to maintain and, the perhaps chaos of it all. And there was a female police officer and she'd gone to try and use the toilet. And every time she went in, there was a button and the guys around kept pressing it so that she'd go in to close the door and they'd open it before she could lock the door.

And it was a packed train. There was plenty of people around, men and women. And no one really did anything and I thought like, I'm not going to talk to the guy because from doing this, that's not always the most helpful thing to do. I just walked up to the woman, the police officer and was like, are you all right?

Like, and said, go in and press that button and it will lock it and that'll be fine. And she was, oh, thank you and thank you very much. And I went back to my boyfriend and his sister and was, and they were like, oh god, you've always got to be the hero, haven't you?

It's almost taking the mick a little bit. And I was like, actually, like, that's such an interesting, I feel like there's so much to unpack there about their maybe subconscious prejudices. And, the fact that they thought that it was this wildly crazy thing for me to have just gone over and been like, are you all right?

Like, do you want a hand? And the fact, I think that there was that position of the lady that was the police officer, she was in a position of authority, and I think that was an interesting dynamic as well. The boyfriend and his sister as well, to both be like, oh, that, you've always got to be the hero, like, and I'd love to say that before being a part of this campaign that I would have done that, but I'm not sure if I would have done. I think that actually the education from being a part of this and actually learning how to intervene in a helpful way, as opposed to just I don't know, going up to the harasser. Why are you doing that? I think that could have perhaps tumbled into something else.

You never know, but actually. by just going up and checking in with the person that it was happening to. That was enough to diffuse the situation and after that the guy that had been sort of harassing and just went quiet and just left it alone after that and I think perhaps realised that actually it was a bit weird that what I was doing there, like why was I doing that sort of thing. But yeah, it was a really interesting experience and I think I learned a lot from it and they did as well.

**Eve:** Wow. Fantastic story. I mean, what a brilliant example of the impact from spreading bias under intervention training. Just that example of what we set out to achieve at the beginning was, this was about equipping everybody as women and girls, men and boys, people, yeah, gender diverse communities to all be equipped with actually tools that enable them to take care of each other, look out for each other in a way that doesn't create any further harm, it reduces harm. And I just think that's such a fantastic example and yeah, so much to, to think about in terms of however people react and respond in those moments. That's fantastic. So we've already got, a big, so what, I suppose, in terms of people go, well, so what about a campaign, anything else you can add around, it's hard to measure success, isn't it?

It's just a short term. Hopefully this will continue to ripple out for much longer. Is there anything you want to say, either of you, in terms of how you do try and measure, get indicators of whether the campaign's working or not?

**Amy:** Yeah, so I'm going to be the boring one that brings out like the stats and things like that now and how we've done on social media.

But I think we've been really, really impressed and happy with how it has performed across social media and on the organic channels and on the paid things that we've done as well. Things like engagement rates have been a lot higher than platform averages and the comments that we've received have been largely positive.

I think the Instagram's been live for about three months. We've had two negative comments and that's it. And I think that shows really that the assets and the things that we have produced have resonated really well with the audiences that we've reached. Across the paid campaign, that we've run across social media on Instagram and on Snapchat as well, actually, we've achieved over 300, 000 impressions so far, which is a brilliant number and a great thing to achieve on Facebook.

It gives you an indication of what your audience might be. It reckons our total audience is about 50, 000 people. So to have achieved 300, 000 impressions across that audience is really, really great. That's not to say that we've necessarily reached every single person in that area, but I think it does show that we've done a really good job of reaching a good portion of our target audience. And then, yeah, obviously all the out-of-home advertisements as well. As we say, we've planned that around major events, sporting events and things like that. So we can say quite firmly that we have done a really good job, I think, of reaching a good audience, and a large audience.

**Amanda:** Measurement is such a difficult thing, particularly, when you're talking about, essentially cultural norms, things that, take, as I say, it took a long time for people to feel socially unacceptable to drink and drive, it took a long, long time and it takes time for people to go through the process of knowing things.

And I think the other thing that we have noticed that maybe hasn't happened as much, even though we've had really good engage, we've shown we've got good reach and we've got lots of people into the campaign is what we haven't necessarily seen as a lot of sharing. And I think that's because it's not necessarily the sort of thing you want on your own feed.

So it's still something that people aren't comfortable around. So they'll see it and they'll see it and they'll think, oh, that's useful. But they won't necessarily go, oh, I'm going to share this with, my sister, my friend, whatever. Even though. I'm sure in some ways they would like to, but people often reflect in their social about, well, how does this reflect on me?

And, or my dad might see that, or, someone might worry that I've been attacked or, you know, there's all those things around it because it's such a tricky area. But I think, yeah, to get what we've got. In the short time of how this is really gratifying. I think it just shows how much more is to be done and how much this kind of approach I do think is, is really effective.

And I think we need to do it everywhere. I think we really need to get people educated around. This is a thing, and it is interesting. There's so much noise now in the media. Obviously, at the minute, there's a lot going on around people's behaviour and how they assume different things about people and what's consensual and what isn't and all of that.

And I think, yeah, the conversations need to keep happening, but actually also people need to feel that agency and empowerment because otherwise we all just go around going, oh, it's terrible, isn't it? All these things that are happening. But that's just how it is, can't really do anything. That's why this is a powerful campaign.

And yeah, it needs to, I mean, it feels like such a short period of time and, you can't change the world in, in a few months. Well, you can, but generally you can't, pandemics do that, but, generally speaking, most things can't do that. So I think we have to, yeah, make sure that, people maybe use, I mean, we've made And, the other thing to say is that this campaign is also very much being designed for other people to use and to, to adopt and to take on and to use what we've made.

We're not going, oh, it's just ours so no one can have it. And I think there's potentially other areas that might be wanting to use it. So we make it less Trafford-specific, and fantastic. I mean, that's how I'd love, I'd love just to see it. I don't want to make money. I just want to see it. I want it just to be out there.

**Eve:** Fantastic. And Amy, so any, any hopes for the future for you?

**Amy:** Yeah, I think like Amanda said, I think it's going to be very hard to change the world and change a whole consensus with one campaign. But I think we've put the messaging in front of a lot of people. And I think that if more and more, authorities and councils and areas take up these resources and continue to use them, I think that would be just the best thing ever.

And to keep putting it in front of more and more people. I think education is the most important thing and if more and more people see it and understand it, hopefully more and more people will then, take action when they see it and then, as Amanda said, it will be less of that, I suppose, more social norming and realising that it's not okay and it's not normal to do these things, but it is normal to step in and it is okay to step in.

**Eve:** Fantastic. So very clear, I guess, invitation there to anyone listening to say, check out, check out the toolkit, the resources there to be used, to be adapted, whether you take them as they are or create your own active bystander training resources in your place, it's all there to be used and that's what I think we'd all love to see is, is that fantastic, there's fantastic images and messages and everything that sits behind them and all that thinking being used far and wide.

A huge thanks to Amy and Amanda for their time and for sharing the fascinating journey of the No Place For It campaign. I also have to give a massive shout out to Brooke from the Diva team who was such an important part of getting the campaign up and running on time and it being the huge success that it was.

We heard that there are, right to the streets, No Place For It resources to be used and to be adapted. So whether you take them as they are or create your own active bystander training resources in your place, please make use of them. Of course we'll link to those in the show notes. It's been great to see a big increase in campaigns across the UK that are seeking to address street harassment and violence against women and girls.

So there's the Is This OK campaign, launched by Andy Burnham in Greater Manchester. And then more recently, Tracey Brabin, the Mayor of West Yorkshire and her team have launched Just Don't, speaking to men and boys too to help tackle that behaviour. Northumbria has launched their It All Adds Up campaign, which is absolutely brilliant, again highlighting misogynist behaviour and the impact that has on women and girls.

And then London's more controversial, perhaps, say Mate to a Mate. Most recently, we've also seen the launch by Sport England of their This Girl Can, Let's Lift the Curfew campaign, which focuses on tackling harassment of women runners on our streets. The Right to the Streets initiative helps highlight some next steps people can take, building on all these awareness-raising campaigns across the UK, as we seek to highlight the many actions people can take to move the dial and change the story.

We've all got a role to play in that, equipping people with the tools to say this is not okay and to feel empowered in that process. We know the need for culture change is huge, but it's clear that potential for change is equally huge. Just think about all the rich learning from all those campaigns over just the last year and imagine what is possible if we all join forces.

**Outro**

This really is just the end of the beginning as we set out to change the world, starting in North Trafford. So that's it for this episode.

A huge thanks for listening. This podcast and the whole of the Right to the Streets initiative is just the start of the conversation. So, we'd love to hear from you.

Why not check out some of the public campaigns I've referred to and let us know what you think.What resonates? What jars? What best stirs you and others to action? Let us know and we'll share your thoughts on future episodes of this podcast. We've got a few ways that you can get in touch.

You can tell us on social media or on LinkedIn and Twitter. Simply search GM Moving or drop us an email. Just head over to our website at gmmoving.co.uk and hit the contact button.

Or you can leave us a voicemail. It's really simple and free, and you can record on your computer or phone. You can find the link to that in the episode's show notes, and on our GMMoving website.

Finally, a big thanks to everyone who's contributed to this episode. This Right to the Streets series, the GMMoving podcast, is just one element of the Right to the Streets initiative, led by Greater Manchester Moving, Trafford Council, Open Data Manchester, and lots of GMMoving partners. Thanks to funding from the Home Office.

This series is a MIC media production.