

THAT GUY – Police Scotland Rape and Sexual Crime Prevention Campaign

Summary and Recommendations

This paper highlights the recent October 2021 national launch of Police Scotland's new Rape and sexual crime prevention campaign, **THAT GUY**. The **THAT GUY** Campaign contributes to the prevention and eradication of violence against women and girls and seeks to achieve

- the reduction of rape, serious sexual assault and harassment by encouraging frank conversations with men about male sexual entitlement
- that women feel safer and that women are free to live their lives without having to worry about what men say or do.

It is proposed that the Community Wellbeing Board welcomes the contribution being made to the prevention and eradication of violence against women and girls through Police Scotland's **THAT GUY** Campaign

Members are invited to:

- i. consider raising awareness of the **THAT GUY** Campaign in their own authorities and where possible consider how it's content and key messages might be amplified by sharing the video in appropriate networks, through social media channels and by using the tag @ThatGuyScotland and hashtag #DontBeThatGuy
- ii. recognise and where possible encourage links to be made between **THAT GUY** and the preventative work with men and boys being taken forward through White Ribbon, Mentors Against Violence, Equally Safe in Schools and Universities and Whole Schools approaches to tackling violence against women and girls (Equally Safe at School) approaches.
- iii. raise and discuss any further opportunities members may wish to explore for the development of further collaborative activity together with public sector partners and via Community Planning Partnerships that would seek to reduce rape, sexual assault and sexual harassment through tackling attitudes and behaviours rooted in male sexual entitlement, including a deep dive into this issue for Members during COSLA's 16 Days Programme of Activity 2021

References:

- 20-11-27 Item 03 White Ribbon Scotland Bespoke COSLA Leaders Pledge 2020
- 20-11-27 Item 03A White Ribbon Scotland Bespoke COSLA Leaders Pledge- Appendix (002)
- 19-11-29 Item 01 White Ribbon Scotland Bespoke COSLA Leaders Pledge



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Purpose

1. This paper This paper highlights the recent October 2021 national launch of Police Scotland's new Rape and sexual crime prevention campaign, **THAT GUY**. The Campaign seeks to achieve
 - the reduction of rape, serious sexual assault and harassment by encouraging frank conversations with men about male sexual entitlement
 - that women feel safer and that women are free to live their lives without having to worry about what men say or do.

Current COSLA Position

2. COSLA and the Scottish Government are co-owners of Scotland's Equally Safe (ES) Strategy to prevent and eradicate Violence Against Women and Girls (VAWG). ES aims state that the Strategy is predicated upon a commitment to work collaboratively with key partners in the public, private and third sectors to prevent and eradicate all forms of violence against women and girls.
3. ES Priorities 1 and 4 commits Local Government, working with the Scottish Government and key Equally Safe stakeholders to strive to deliver a Scottish society that embraces equality and mutual respect, and rejects all forms of violence against women and girls, and that men desist from all forms of violence against women and girls. Key to the ambitions is the stated intention to 'raise awareness of VAWG and its causes and to change attitudes'.

What is changing?

4. The pandemic has heightened awareness of the prevalence of violence against women and girls in all its forms, within and across communities in Scotland and the United Kingdom. There has been a strong community response to recent sexual assaults, rapes and murders of women which have taken place in other parts of the country, while women were exercising their freedom of movement in public spaces and places.
5. Concerns have also been raised that the response of public bodies to the everyday risks faced and managed by women and girls in the course of their day to day lives, in respect to sexual harassment, abuse and violent attacks from men, has in some instances been inappropriate and inadequate.
6. In October 2021 Police Scotland launched a new rape and sexual crime prevention campaign designed to reduce rape, serious sexual assault and harassment and to support women to feel safer. **THAT GUY** seeks to reduce rape, serious sexual assault and harassment by having frank conversations with men about male sexual entitlement so that women feel safer and that they are free to live their lives without having to worry about what men say or do.
7. The campaign target audience are men aged 18-35 using social media and online access, with a range of content in formats that the group will be familiar with. Support for the campaign is being developed from young male social media influencers who will use their own channels to share content and their views on why men need to do more when it comes to challenging male sexual entitlement.

8. Key messages further include that:
- Men can make a difference by changing the way they talk about and to women. They should not contribute to a culture that targets, minimises, demeans and brutalises women
 - Sexual banter, sexual harassment, sexual violence – all reflect men’s sense of entitlement in their behaviour towards women
 - It’s time for men to reflect on their own, and their friends, attitudes and behaviours towards women
 - Women should be able to go about their daily lives without worrying about being sexually harassed, assaulted or raped
 - No man is entitled to sex, nor is any man entitled to a woman's attention.
11. The [THAT GUY campaign advert](#) features five young men who ask the viewer a range of questions that represent attitudes and behaviours associated with male sexual entitlement. The advert shows the link between the low level behaviours and serious sexual violence. Further campaign content is hosted on a dedicated website. This can be visited during the four week campaign, and after, for articles and videos offering practical advice on how men can be part of the solution when it comes to tackling harassment and sexual crime. www.that-guy.co.uk

Proposed COSLA Position

11. It is proposed that the Community Wellbeing Board welcomes the contribution being made to the prevention and eradication of violence against women and girls through Police Scotland’s **THAT GUY** Campaign

Next Steps

12. Members are further invited to
- i. consider raising awareness of the **THAT GUY** Campaign in their own authorities and where possible consider how it’s content and key messages might be amplified by sharing the video in appropriate networks, through social media channels and by using the tag @ThatGuyScotland and hashtag #DontBeThatGuy
 - ii. recognise and where possible encourage links to be made between **THAT GUY** and the preventative work with men and boys being taken forward through White Ribbon, Mentors Against Violence, Equally Safe in Schools and Universities and Whole Schools approaches to tackling violence against women and girls (Equally Safe at School) approaches.
 - iii. raise and discuss any further opportunities members may wish to explore for the development of further collaborative activity together with public sector partners and via Community Planning Partnerships that would seek to reduce rape, sexual assault and sexual harassment through tackling attitudes and behaviours rooted in male sexual entitlement, including a deep dive into this issue for Members during COSLA’s 16 Days Programme of Activity 2021

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