



# CAMPAIGN TOOLKIT



**POLICE  
SCOTLAND**  
Keeping people safe

# INTRODUCTION

Welcome to the toolkit for the 'One Punch can ruin two lives' campaign, which will be rolled out as part of an integrated campaign commencing on 24th August 2017. We would like your support to help spread the campaign messages and as such this toolkit contains information which may assist, namely:

- **Information about the campaign**
  - **Key messages**
  - **Planned communications methods**
  - **Campaign assets you can use**
  - **Useful contacts**
- 

# THE CAMPAIGN

The One Punch campaign will launch in August and will provide opportunities for partnership working and media/social media opportunities.

---

# THE AIM

To raise awareness of the consequences that one punch can have on two people's lives.

---

## TARGET AUDIENCE

As the campaign's aim is to reduce the number of violence related incidents and also provide assurance that this type of crime is being tackled, the campaign is relevant to the general public as a whole. It will specifically focus on those who partake in the consumption of alcohol, in particular males aged 18-50 years old.

.....

## KEY MESSAGES

The main messages for the target audience are as follows:

- Getting into an altercation can ruin two lives. It increases the risk of becoming a victim of crime and also the risk of getting into trouble if a situation quickly escalates into violence or disorder.
- Think about how much alcohol they consume, and the effects alcohol has on their mind and body.
- Remind people of what these effects are: Institute of Alcohol Studies website states 'Alcohol effects on the mind and body are thought to be more likely to induce antisocial behaviour, leading to criminal acts, including violent crimes as it can reduce self-control.
- Inform individuals of the potential consequences of a violent act and how drinking too much can contribute to these types of situations, for example increased vulnerability and/or overstepping the mark and being an aggressor.

## PLANNED COMMUNICATIONS

Violence and alcohol related incidents are a national issue, however the issues communities are concerned about are local to them. Consequently, the communication methods for this campaign will have a strong local presence.

The channels used to communicate the campaign messages are those that people will come in to contact with every day while going about their daily lives. Particular emphasis has been placed on channels that communicate the message to the public immediately prior to, or during, the consumption of alcohol.

We are going to use media that will reach a large portion of our target audience during times when they are most likely to be pre-drinking/in-pub. Beer mat advertising and washroom posters will help engage with the target audience whilst they are drinking in a bar or a club.

We will also target people at the time when they are buying alcohol from 'off sale' premises by distributing posters and advertising on ATM machines outside such shops all over the country.

Posters will be distributed to SPoCs in all Local Policing Areas. It is for each local area to decide the locations for display to increase awareness, however in order to focus on the target audience, the following types of premises are suggested:

- **Sports Centres / Gyms**
- **Licensed Premises including Supermarkets / 'Off Sales', Pubs & Clubs**
- **Further Education – Universities, Colleges etc.**
- **Partner premises e.g. NHS Buildings, Accident & Emergency Departments, GP Practices etc.**
- **Transport Hubs**

# ASSETS FOR YOUR USE

## SOCIAL MEDIA

Messaging around our One Punch Campaign will be posted across Police Scotland's corporate social media channels. We encourage you to watch our channels closely and share our content with your own social media audiences. We'll be using the hashtag #OnePunchTwoLives and a mixture of digital content, case studies and videos from key partners. The following are examples of messaging you'll find on Facebook and Twitter:



- Even one punch can have serious consequences & ruin two lives  
#OnePunchTwoLives 1/2
- Remember, your actions - your responsibility. Making the wrong decision may lead to your arrest 2/2
- Alcohol can make you more likely to get involved in an argument or even a fight  
#OnePunchTwoLives 1/2
- If you're drinking alcohol this summer, please do so responsibly - know your limits  
#OnePunchTwoLives 2/2
- Alcohol can make you more likely to get involved in an argument/fight & could result in you or someone else being seriously injured 1/2
- It could even lead to you being arrested for your actions. Pls drink responsibly & know your limits #OnePunchTwoLives 2/2
- Don't spoil nights out, getting involved in confrontation/disorder. Drink responsibly 1/2
- Even one punch can have serious consequences & ruin two lives  
#OnePunchTwoLives 2/2



Lots of us enjoy a drink on nights out with friends and family.

Drinking alcohol can affect your mind, your self-control and can influence your behaviour - all of which makes you more vulnerable.

### Remember...

- Alcohol can make you more likely to get involved in an argument or even a fight.
- Even one punch can have serious consequences and ruin two lives.
- Making the wrong decision may lead to your arrest.
- At the end of the day, your actions - your responsibility.

## ASSETS FOR YOUR USE

### SOCIAL MEDIA

The following attached assets are available for your use across any of your communications channels.

#### 'TACTICAL EYE' A4 POSTER



#### WEB BANNERS



STATIC AD 1200 X 628



CAROUSEL AD 1080 x 1080

#### ANIMATED GIFS



#### BEER MAT



# USEFUL CONTACTS

## POLICE SCOTLAND - CORPORATE COMMUNICATIONS

If you have any further queries or would like to get these materials in a specific format or size then feel free to contact us:

Email: **MarketingAndCampaigns**  
**@scotland.pnn.police.uk**

Phone: **01786 896 010**