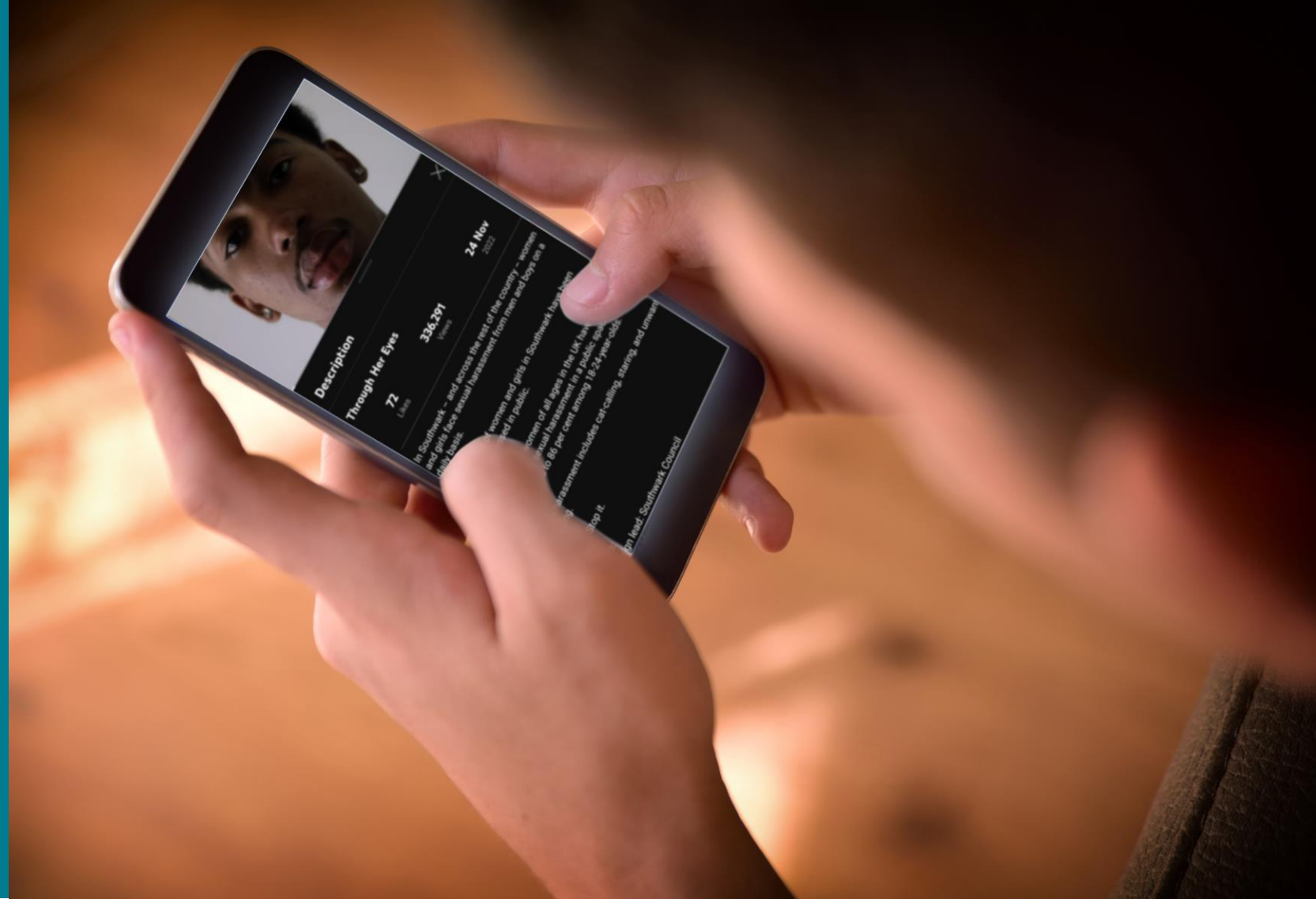


# Through Her Eyes

Southwark Council's campaign tackling misogyny

Winner at The Drum Awards for Social Purpose (2023)

Finalist for campaign of the year at the LGC Awards (2023)



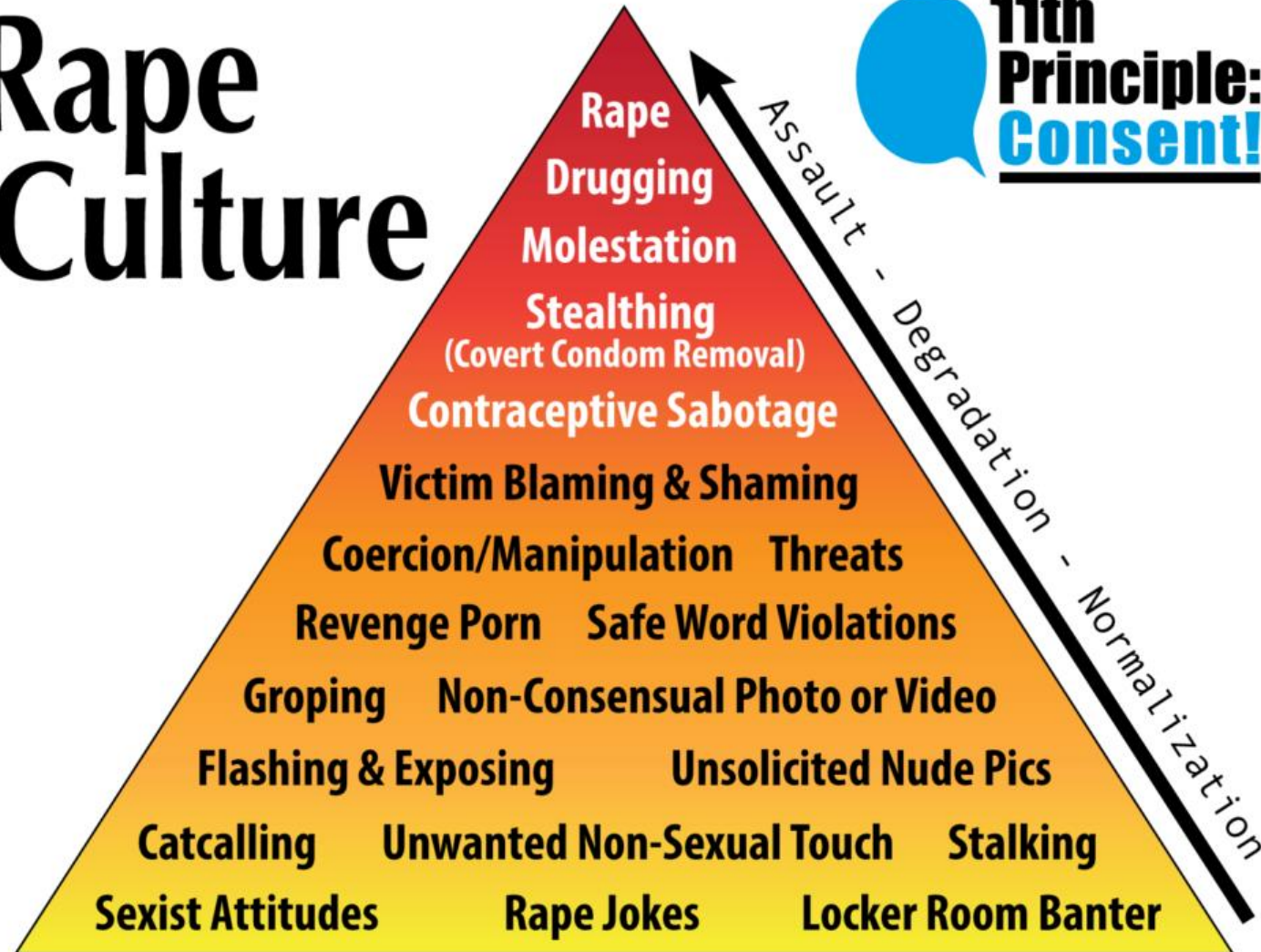
# What was our focus?

**62% of women and girls in Southwark** have been sexually harassed in public.

**71% of women of all ages in the UK** have experienced some form of sexual harassment in a public space.

This number rises to **86% among 18-24-year-olds.**

# Rape Culture



# Campaign summary

**Target audience:** men and boys in Southwark aged between 16-25

**Objective:** to show the reality of everyday sexual harassment and encourage men and boys to challenge their own attitudes and behaviour, and that of others.

**Key message:** see it, stop it

**Budget:** £30k from the Home Office's Safer Streets Fund



“Alright  
gorgeous?”



“Oi, give  
us a smile!”



“Nice  
uniform”



See it through a girl's eyes.

Stop the harassment they face from men and boys.



←  
Watch the video

[southwark.gov.uk/through-her-eyes](https://southwark.gov.uk/through-her-eyes)

**Southwark**  
Council  
southwark.gov.uk



←  
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Council  
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# Influencing behaviour change

Something as simple as drinking an extra cup of water a day can take an average of two months to become a consistent, habitual behaviour.

How are habits formed: Modelling habit formation in the real world (2009)

Phillippa Lally et al., European Journal of Social Psychology



# 1) Achieving initial impact

**526,662 views**

across Snapchat, Facebook, Instagram  
and YouTube

**Average cost-per-view of £0.06**

across channels

**616% better performing organically** than  
the council's top performing tweets the  
same year





# Gaining wider recognition: timing & advocates



We all need to work together as a society to tackle the epidemic of violence against women and girls.

This **excellent campaign by Southwark Council** will help to get the message across to **men and boys that words matter** and there is a **link between misogyny and violence**.

**Sadiq Khan, Mayor of London**

# Gaining wider recognition: media coverage



**Mirror** The Mirror ✓  
@DailyMirror

On White Ribbon Day, a new video has been unveiled targeting men and boys to show the daily sexual harassment that 71 percent of women in the UK experience in public



Mirror EXCLUSIVE



**EXCLUSIVE:** Terrifying ad shows 'horrific' reality of being a young girl walking to school



**campaign**

## 2) Growing our initial impact



**A special assembly at South Bank University Academy to all sixth form boys**

# Feedback from our target audience



“Before, this was all normalised. But it’s definitely something that’s **going to be in my mind** since watching the video because it shouldn’t be normal.”

“We might not have done [sexual harassment] ourselves but **we’ve definitely all had the chance to stop people doing it** and haven’t.”



# Feedback from our target audience

“The video made me think about the consequences that we carry as men on society. The problem can start as a joke, but then go all the way to violence **so it has to be stopped straight away.**”

“**It was eye-opening** to see it from the perspective of a boy with girls being the perpetrators.”



# 3) Embedding the campaign

## The Metropolitan Police

- Video incorporated as resource for safer school officers
- Potential reach: 1,033 schools across London

## Local government

- Individual councils and local authority bodies

## Southwark Young Advisors

- Developed anti-misogyny workshops for a wider target audience
- Delivering workshops using the campaign video in primary and secondary settings

# Promotion opportunities



Peckhamplex



London Bridge station

# Our key takeaways

## **Weigh up the value of awareness days for media launch**

- Topical vs more competition

## **Be fully led by your target audience**

- Young people's views vs. what the council thinks

## **Encourage others to take ownership**

- Ignite > Empower > Grow



# Systemic change

The **Protection from Sex-based Harassment in Public Act 2023** amends the Public Order Act 1986 by creating a new offence of intentional harassment, alarm or distress on account of sex.

Specific examples of such behaviour were cited as:-

Intrusive or persistent staring or questioning

Following someone

Sexual or obscene comments

Propositions or gestures

Non-consensual physical contact