**Domestic Abuse Awareness Campaign - Euros 2024 – Social Media Toolkit**

**PART 1: Euros 2024**

*A red and blue card with text

Description automatically generatedFootball doesn’t cause domestic abuse, but incidents can increase or become more severe around key matches, show domestic abuse the red card.* [Research from Warwick Business School published in 2022](https://www.wbs.ac.uk/news/domestic-abuse-increases-almost-50-per-cent-after-england-win-at-world-cup/#:~:text=Researchers%20from%20Warwick%20Business%20School,day%20after%20an%20England%20match.) found that reported cases of alcohol-related domestic abuse rose by 47 per cent on the day of an England victory at the World Cup or European Championships. The reported number of alcohol-related cases was also 18 per cent higher than average on the day after an England match. The study, published in the journal Social Science and Medicine, used 10 years’ worth of crime data from West Midlands Police.

**The findings are a reminder that while most fans will be celebrating England victories at Euro 2024, these victories also create an atmosphere where perpetrators are more likely to commit domestic abuse**.

Previous research published in 2014 found that cases of intimate partner violence increased by 38 per cent when England lost and by 26 per cent when they won or drew at a major tournament. However, the new study ‘The role of alcohol in the link between national football tournaments and domestic abuse – Evidence from England’, used a more detailed data set from 2010 to 2019. It found a bigger increase on days that England won at major tournaments, which was confirmed by a re-analysis of the data used in the 2014 paper. The rise in reported cases began during the three-hour period of the match, peaked in the following three-hour period, before gradually declining to normal levels over the 24 hours after the match. The increase mostly stemmed from cases of domestic abuse from a male against a female.

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| **Social media content** *(please include full SADA web address if using Instagram* [*www.surreyagainstda.info*](http://www.surreyagainstda.info) *as Instagram does not allow for live hyperlinked URLs in posts)* | | |
| Perpetrators | **Twitter:** Football doesn't cause domestic abuse, but incidents can increase or become more severe around key matches. If you’re worried about your own behaviour in a relationship, find out how you can get help to stop <https://tinyurl.com/55tta2aj> #SurreyAgainstDA  **Facebook/Instagram:** Football doesn't cause domestic abuse, but incidents can increase or become more severe around key matches. There’s no excuse for abuse. It takes strength to admit that you are abusing your partner. If you really want to change, you can. If you’re worried about your own behaviour in a relationship, find out how you can get help to stop <https://tinyurl.com/55tta2aj> #SurreyAgainstDA | A hand holding a red card |
| Perpetrators | **Twitter:** Football’s coming home, win or lose, there’s no excuse for abuse. If you’re worried about your own behaviour and how it is affecting your partner or family members, find out how you can get help to stop <https://tinyurl.com/55tta2aj> #SurreyAgainstDA  **Facebook/Instagram:** Football’s coming home, win or lose, there’s no excuse for abuse. If you’re worried about your own behaviour and how it is affecting your partner or family members, find out how you can get help to stop. It takes strength to admit that you need help. If you really want to change, you can, but you will only be successful if you can:   * Accept responsibility for your own behaviour * Realise that you have a choice * Accept that the abuse comes from your desire to control your partner * Accept that your partner has a right to live their own life without fear and control * Seek help from professionals   If you’re worried about your own behaviour, find out how you can get help to stop <https://tinyurl.com/55tta2aj> #SurreyAgainstDA | A hand holding a red card |
| Perpetrators | **Twitter:** During the Euros, many of you are out celebrating, but domestic abuse reports are increasing. Show domestic abuse the red card. If you think your behaviour might be hurting people close to you, help is available. For support visit: <https://tinyurl.com/55tta2aj> #SurreyAgainstDA  **Facebook/Instagram:** During the Euros, many of you are out celebrating, but domestic abuse reports are increasing. Show domestic abuse the red card this summer! If you think your behaviour might be hurting people close to you, help is available. For further information and support visit: <https://tinyurl.com/55tta2aj> #SurreyAgainstDA | A hand holding a red card |
| Survivors | **Twitter:** Football doesn't cause domestic abuse, but incidents can increase or become more severe around key matches. For help and support call Surrey's Domestic Abuse helpline provided by Your Sanctuary: 01483 776822. <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA  **Facebook/Instagram:** Football doesn't cause domestic abuse, but incidents can increase or become more severe around key matches. Domestic abuse is more widespread than you think. It affects people of all genders, ages, ethnicities, abilities and income levels and it can happen in any relationship. It can take many forms, including psychological and emotional abuse, coercive control, economic and financial abuse, stalking and harassment, physical violence and sexual abuse.  There are lots of misconceptions about domestic abuse, including:  • It’s not domestic abuse without physical violence  • It doesn’t happen to men  • If it was that bad, they would just leave  • It doesn’t affect the children if they don’t see it  • Carers aren’t capable of abusing someone in their care  Whatever the situation, domestic abuse is never the survivors fault and never acceptable. For help and support, call Surrey's Domestic Abuse helpline provided by Your Sanctuary: 01483 776822. <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA | A hand holding a red card |
| Survivors | **Twitter:** During the Euros, some people are out celebrating, but domestic abuse reports will be increasing. Whatever the situation, domestic abuse is never acceptable. For help and support call Surrey's Domestic Abuse helpline on 01483 776822. <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA  **Facebook/Instagram:** During the Euros, some people are out celebrating, but domestic abuse reports will be increasing. Whatever the situation, domestic abuse is never acceptable. Show domestic abuse the red card this summer! For help and support call Surrey's Domestic Abuse helpline on 01483 776822. <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA | A hand holding a red card |
| How you can help | **Twitter:** Research has shown that during football tournaments incidents of domestic abuse rise when England play, and that's just what gets reported. Find out how you can help someone experiencing abuse and the support services available: <https://tinyurl.com/y4amwew6> #SurreyAgainstDA  **Facebook/Instagram:** Research has shown that during football tournaments incidents of domestic abuse rise when England play, and that's just what gets reported. Domestic abuse is more widespread than you think. If you suspect someone you know may be experiencing abuse, try asking supportive questions: How are you doing at the moment? I’ve noticed recently that you’re not yourself. Is anything the matter? Is everything alright at home?  Stay calm and hear the request for help. Remember that a survivor can find it difficult to tell someone that they are experiencing domestic abuse. Find out how you can help someone who is experiencing abuse and the support services available across Surrey <https://tinyurl.com/y4amwew6> #SurreyAgainstDA | A hand holding a red card |

**PART 2: Controlling behaviour in relationships - *Not all abuse is physical***

Domestic abuse in relationships doesn’t always involve physical violence. It can be sexual, financial and emotional abuse and can happen to anyone. Sustained controlling behaviour such as regularly intimidating, bullying, criticising or threatening someone in a personal or intimate relationship, are all forms of what is called ‘coercive control’. This is a form of domestic abuse and is a criminal offence.

**What is coercive control?**

Typically, one person in a personal relationship, whether it be a partner, spouse or family member, will control the other over a period of time and in ways that go largely unnoticed by friends and family. As well as the bullying and criticism, common traits of coercive control can include checking the other’s phone, making them dress in or look a certain way, wanting to know where they are and who they are seeing, restricting their money or cutting them off from friends and family.

**Who can it happen to and what support is available?**

Domestic abuse can happen to anyone and affects people of all genders, ages, ethnicities, abilities and income levels. A range of help and support is available, including general advice and confidential listening. So, if you think you may be in a controlling relationship or know someone who is, we are here to help when you are ready. Visit the [Surrey Against Domestic Abuse](http://www.surreyagainstda.info/) website, call Surrey’s Domestic Abuse helpline provided by Your Sanctuary on 01483 776822 to get advice, signposting and information. In an emergency you should always call 999.

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| Survivors | **Twitter:** Domestic abuse isn’t always physical. Controlling behaviour and emotional pressure are also abuse. Intimidating, bullying, criticising or threatening a partner or family member are all forms of coercive control <https://tinyurl.com/yx7qjgk5> #SurreyAgainstDA  **Facebook:** It can be really hard to recognise that you're being controlled and emotionally abused by someone close to you. Many people living with a partner that are controlling, don’t always recognise it is abuse.  Sustained controlling behaviour and emotional pressure, regularly intimidating, bullying, criticising or threatening a partner are all forms of what is called 'coercive control' and it is a crime. For further information and support visit: <https://tinyurl.com/yx7qjgk5> #SurreyAgainstDA | A black and pink sign with white text  Description automatically generated |
| Perpetrators | **Twitter:** Domestic abuse isn’t always physical. Controlling behaviour and emotional pressure are also abuse. If your behaviour is having an impact on your loved ones, support is available to help you stop. <https://tinyurl.com/55tta2aj> #SurreyAgainstDA  **Facebook/Instagram:** Domestic abuse isn’t always physical. Controlling behaviour and emotional pressure are also abuse. Intimidating, bullying, criticising or threatening a partner or family member are all forms of coercive control.  If your behaviour is having an impact on your loved ones, support is available to help you stop. <https://tinyurl.com/55tta2aj> #SurreyAgainstDA | Text  Description automatically generated with medium confidence |
| Coercive control | **Twitter:** Domestic abuse isn’t always physical. Controlling behaviour and emotional pressure are also abuse. Intimidating, bullying, criticising or threatening a partner or family member are all forms of coercive control <https://tinyurl.com/yx7qjgk5> #SurreyAgainstDA  **Facebook/Instagram:** It can be really hard to recognise that you're being controlled and emotionally abused by someone close to you. Many people living with a partner that are controlling, don’t always recognise it is abuse.  Sustained controlling behaviour and emotional pressure are also forms of abuse. Regularly intimidating, bullying, criticising or threatening a partner are all forms of what is called 'coercive control'. <https://tinyurl.com/yx7qjgk5> #SurreyAgainstDA | A person and person sitting on a couch  Description automatically generated  [Not all abuse is physical – coercive control](https://youtu.be/OdrC9HXmNHo?si=Iq8Hj5u12PK2b0xb) |
| Financial abuse | **Twitter:** Financial abuse is an aspect of coercive control and involves a perpetrator misusing money to limit and control their partner’s actions and their freedom of choice. If you are experiencing abuse, help is available <https://tinyurl.com/26ta7s9t> #SurreyAgainstDA  **Facebook:** Financial abuse is an aspect of coercive control and involves a perpetrator misusing money to limit and control their partner’s actions and their freedom of choice. Financial abuse can include:   * Forcing you to take out loans or debts * Withholding money * Forcing you to beg for money * Not allowing you to earn your own money or have access to joint accounts * Making you account for any money spent – for example by producing receipts or bills * Constant monitoring or questioning of your finance   If you are experiencing abuse, help is available <https://tinyurl.com/26ta7s9t> #SurreyAgainstDA | A person and person sitting on a couch  Description automatically generated  [Not all abuse is physical - financial control - YouTube](https://www.youtube.com/watch?v=--2-G_1AoKc) |
| Isolation | **Twitter:** Isolation is an aspect of coercive control and is often used to facilitate power and control over someone, reducing the opportunity of the survivor to escape from the abuse. If you are experiencing abuse, help is available <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA  **Facebook:** Isolation is often used to facilitate power and control over someone for an abusive purpose. Isolation reduces the opportunity of the survivor to escape from the abuse. It also helps disorient the survivor and makes them more dependent on the abuser.  Isolation of the survivor from the outside world is an important element of psychological control and can include controlling a person's social activity: whom they see, whom they talk to, where they go and any other method to limit their access to others.  If you are experiencing abuse, help is available <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA | A person and person sitting on a couch  Description automatically generated  [Not all abuse is physical - isolation - YouTube](https://www.youtube.com/watch?v=PbF95uQpkSc) |
| Monitoring | **Twitter:** Monitoring a partner’s daily activity can be used as a means of exerting power and control over them. It can be a frightening form of abuse and have serious consequences for a survivors mental health. Help and support is available <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA  **Facebook:** Monitoring a partner or former partners’ daily activity can often be used as a means of exerting power and control over them. Early in a relationship, a partner may insist on driving you everywhere on the pretext of ‘just wanting to keep you safe’. They may phone several times a day saying it’s because they love you so much. They may connect their phone to yours via live location saying it helps them know where to collect you from.  This behaviour may not seem abusive, some of it in isolation might not be, and some people may feel flattered by this attention. However, it can become a frightening form of abuse and have serious consequences for a survivors mental health.  If you are experiencing abuse, help is available <https://tinyurl.com/hxzrffdk> #SurreyAgainstDA | Two women sitting on a couch  Description automatically generated  [Not all abuse is physical - monitoring - YouTube](https://www.youtube.com/watch?v=nKfth44R-T8) |

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