

Appendices

Appendices for the Culture change through communications guide.

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Appendix 1 – Interventions aimed at tackling sexism and misogyny in policing

The College of Policing applied the Behaviour Change Wheel to combatting internal cultures of sexism and misogyny – specifically, to reducing problematic behaviours that occur in a policing workplace context (including online) between colleagues. Drawing on multiple sources of evidence (including academic literature, social theories, force practice examples and input from subject matter experts), 12 intervention themes were selected as the starting point. The suggested interventions, which include effective communications, need to be joined up as part of a wider strategy to make an impact.

Safer environments to raise concerns

- External and impartial support for victims and witnesses (pre-reporting).
- Anonymous and/or confidential reporting systems.
- Policies that protect those who raise concerns from retaliation.

Recognition for those enacting change

- Demonstration of inclusive behaviour in recruitment and promotion assessments.
- Recognition of those working to create inclusive services.

Enhanced leadership capabilities

- Effective communications that motivate people to take action and minimise resistance.
- 'Red flag' training for leaders to spot and manage early signs and prevent escalation.
- Independent reviews of expected behaviour.

Creating a learning culture

- Raising awareness of sexism and common misconceptions.

- Experiential training on how to act on sexism and misogyny.
- Reflective and non-judgemental spaces.
- Regular pulse checks on cultural change.

Appendix 2 – Case example 'Enough'

Introduction and campaign strategy from the Home Office

'Enough' is the UK government's long-term, national behaviour change campaign aimed at tackling violence against and women and girls.

While the campaign is not directed at internal police culture, it is highly relevant to tackling sexism and misogyny.

The campaign was informed by behavioural science principles, tested with its target audience, and built on expertise from a stakeholder advisory group of over 40 organisations and experts. The campaign aims to tackle harmful attitudes and behaviours that exist within society, to educate young people about healthy relationships, and to support those affected by abuse to access support.

Creative example – 'Enough' out-of-home poster (student college or university setting)



- [Download and view the campaign poster](#)

The key campaign principles are as follows.

- A single, impactful word was used to deliver a memorable and empowering message.
- Explicitly naming the behaviour to improve understanding of what constitutes abuse. In this instance, 'shared someone else's nudes without consent'.

- Showing or referencing scenarios or settings that feel relatable to our target audience. In this instance, a student college or university setting.
- Having multiple people in a scene reacting and intervening. This is designed to show disapproval, alleviate concerns around intervening and leveraging a sense of shared responsibility to tackle this issue.
- Clearly showing multiple and practical ways of intervening:
 - ‘I’ll make sure he deletes the images’
 - ‘I’ll tell him it’s illegal’
 - ‘I’ll make sure he knows it’s wrong’
- Using language in the second person to highlighting everyone’s responsibility to challenge abuse:
 - ‘If your mate shared someone else’s nudes without consent, what would you do?’
 - ‘If you think it’s wrong, act on it’
- Providing information on further resources to deepen understanding on the subject, in this instance: ‘Find out the many ways you can safely tackle violence against women and girls’.

STOP mnemonic



The Enough campaign team also developed an intervention mnemonic to help people remember the options for safely challenging abuse – STOP (say something, tell security or the police, offer support, provide a diversion).

Where possible, an example is given next to each letter to further deepen understanding.

For more information, view the [Enough campaign resources](#).

Tags

Violence against women and girls