



## MEDIA INFORMATION

14 December 2020

**\*For immediate release\***

### **Commissioner launches Domestic Abuse Awareness Campaign**

Police and Crime Commissioner for Humberside Keith Hunter has launched a Christmas campaign to raise awareness of the services available for anyone affected by Domestic Abuse.

“You Are Not Alone” will reach thousands of households across East Yorkshire and Northern Lincolnshire through a campaign of leaflets, outdoor advertising and social media activity, highlighting the support services available in every area and encouraging people to reach out for help. Developed in consultation with Domestic Abuse service professionals throughout the Humber region, the campaign emphasises that anyone can be affected by Domestic Abuse, regardless of gender or background, and should not be worried about seeking help. Other messages are aimed at perpetrators of Domestic Abuse, encouraging them to acknowledge their behaviour and seek help.

The Christmas and New Year holiday period traditionally sees a rise in Domestic Abuse cases being referred to the police and local services, and many victims also worry about what will happen if they contact services, and the process following that initial referral. A full list of services and information can be found at [www.youarenotalone.online](http://www.youarenotalone.online)

The campaign also features the words of a survivor of Domestic Abuse who has shared her story in the hope it will give hope to others. The story features in a YouTube video which can be viewed at <https://youtu.be/KsRnzCnU0E8>

Police and Crime Commissioner Keith Hunter said: “During this year’s Lockdown periods we have seen a rise in referrals to Domestic Abuse services. As Christmas approaches, this situation could potentially increase further so it is important that we increase awareness of local services which are available to help.

I hope this campaign will encourage those affected to access support to help them escape their ordeal and rebuild their lives, free from abuse”.

-Ends-

#### **Notes:**

- Some of the creative elements of the campaign accompany this release.

- For further information contact David Hudson on 07881 843118 or [david.hudson@humberside.pnn.police.uk](mailto:david.hudson@humberside.pnn.police.uk)