

#NotPartOfTheJob



Don't abuse our staff, it will not be tolerated.



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Introduction

Welcome to **#NotPartOfTheJob** and thank you for being part of this ground-breaking initiative that seeks to create a consistent national approach to ensuring our workplaces are safe, healthy, respectful and free from violence and abuse.

The original campaign was established as a result of Chief Constable Sir Iain Livingstone's commitment to reduce the impact of violence and to improve the safety of officers and staff in his Your Safety Matters Assault Pledge.

It was clear from discussions with our Emergency Services and Front Line Responder partners that the issues were not unique to Police Scotland, and this led to the creation of an External Partners Group which was tasked to investigate the issues of violence against staff and develop preventative measures that could be undertaken collectively. To support the work of the External Partners Group a Communications sub-group has been established with responsibility for developing the messaging and making sure it meets the need of each organisation.

Your Safety Matters is intended as the corporate title for the project with **#NotPartOfTheJob** being the functional, delivery name behind what we are doing.

We have already seen success with the delivery of two local area partnership launches in Ayrshire and Dumfries and Galloway and this toolkit gives a flavour of the work to date across all of the work streams, whilst providing practical advice and assets to allow the promotion of **#NotPartOfTheJob** within your own organisations and to your wider public facing networks.

In the toolkit you will find:

- Our aim and our pledge
- Key messages
- Campaign assets
- Contact information

Aim

We are committed to ensuring the safety of all our employees at work.

As a partnership we are committed to:

- Ensuring a safe, healthy and respectful workplace environment, free from violence and abuse.
- Encouraging our colleagues to report any forms of violence or abusive behaviour directed towards them when carrying out their duties.
- Ensuring that they are offered appropriate support if they have been affected by violence or abusive behaviour.
- Educating our communities on the impacts faced by frontline and emergency service workers.

Key messages

Here are some generic messages that can be tailored in line with your organisation's style guide and corporate branding.

Core message

As Partners in **(name of area)**, our job is to rush to your aid, and keep you safe.

We don't expect to be abused, insulted or threatened, that is **#NotPartOfTheJob**.

The harm caused by this lasts long after our shift ends, and in a dangerous situation, it could put both our lives at risk.

Aggression, threatening behaviour or verbal abuse towards us, is an offence and may result in your arrest.

Gateway messaging

How was your day at work?

Today, we were insulted, threatened and assaulted.

Aggression, threatening behaviour or verbal abuse towards us, is an offence and may result in your arrest.

Abuse, insults, aggression and threats...

Another day on the front line.

Aggression, threatening behaviour or verbal abuse towards us, is an offence and may result in your arrest.

The cuts and bruises may heal but the damage you cause lasts long after our shift ends.

Aggression, threatening behaviour or verbal abuse towards us, is an offence and may result in your arrest.

Internal Communications

We have joined with our Partners in signing up to the **#NotPartOfTheJob** Assault Pledge which sets out our commitment to end abuse, insults, aggression, threats and violence directed towards our colleagues.

According to the latest figures released, a total of (insert number) assaults were recorded and the **#NotPartOfTheJob** Assault Pledge makes it clear that these are not simply part of the job.

The pledge also encourages staff to report any form of abuse as quickly as they can following any incident and ensures they will be offered the right support.

The pledge brings together the following key Emergency and First Line responders: **British Transport Police, NHS, Police Scotland, Scottish Ambulance Service, Public Health Scotland, Parole Board, Retailers Against Crime CIC, Lifelines Scotland, Scottish Fire & Rescue, Scottish Prison Service, Victim Support Scotland, Scottish Grocers Federation.**

You may also wish to add a quotation from a senior figure in your organisation.

Examples for your reference

Here are some examples of how Ayrshire and Dumfries and Galloway local partnerships have used #NotPartOfTheJob messaging and creatives to engage with internal and external audiences.

Social Media:

Press Adverts:

Posters:

#NotPartOfTheJob



**No Spitting
No Swearing
No Biting
No Punching
No Kicking**

Aggression, threatening behaviour or verbal abuse, is an offence and may result in your arrest.

Public Health Scotland | PUBLIC CRIME | SGF | NHS SCOTLAND | SOS SCOTLAND | Victim Support Scotland | POLICE SCOTLAND | SCOTTISH GOVERNMENT | BRITISH POLICE OFF | SCOTLAND POLICE | LIFELINES SCOTLAND

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Report It!
Physical Assault
Verbal Abuse
Near miss
Cuts and bruises
Injury of any kind

You must submit a report as soon as you can following the incident and seek support from your line manager.

Public Health Scotland | PUBLIC CRIME | SGF | NHS SCOTLAND | SOS SCOTLAND | Victim Support Scotland | POLICE SCOTLAND | SCOTTISH GOVERNMENT | BRITISH POLICE OFF | SCOTLAND POLICE | LIFELINES SCOTLAND

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Vehicle Graphic:

**No Spitting, No Swearing,
No Biting, No Punching, No Kicking**


Aggression, threatening behaviour or verbal abuse, is an offence and may result in you being changed.

For your safety you will be searched before entering this vehicle.



**No Spitting, No Swearing,
No Biting, No Punching, No Kicking**

Aggression, threatening behaviour or verbal abuse, is an offence and may result in you being changed.

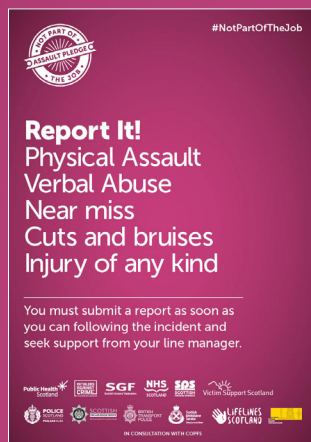


Campaign assets that can be used

The following creatives can be used to create engaging campaigns to spread the #NotPartOfTheJob messaging.

Please email the Your Safety Matters mailbox at YourSafetyMatters@scotland.police.uk to request high resolution files that can be used as per the requirement of your organisation.

Posters:



Social Media:



Useful Contacts

PPCW Command - PPCWCommand@scotland.police.uk

Your Safety Matters - YourSafetyMatters@scotland.police.uk