

# THIS ENDS NOW

## WORDS MATTER



### THE CAMPAIGN

Words Matter is a groundbreaking new policy we have created in collaboration with Gloucestershire Constabulary to change the language used by the UK police and media when handling and reporting sexual offences. Once this policy is implemented nationwide, it will help change public opinion and behaviour through ending victim blaming and misogyny.

### THE AIMS

- To change public opinion and behaviour
- To end victim blaming and misogynistic policing and journalism

**2024** The policy will be implemented in Gloucestershire

**2025** The policy will be rolled out in forces across the UK

We will also be running a billboard campaign. To help make this a reality, please consider donating!

[Donate today](#)

### WHY DO WORDS MATTER?

**The language we use makes a massive difference to the way we think.**

Words used by the police and media can trivialise male violence against women and girls, contributing to victim-blaming narratives, discouraging victim-survivors from coming forward and preventing perpetrators being held accountable.

Police forces and agencies have a duty of care to the public to use language which empowers victim-survivors. Statements, press releases, media interviews, and briefing documents must use active language that holds the perpetrator to account.

