

At risk of:
Trauma
Scarring
Period problems
If she's cut.

Female Genital Mutilation, including pricking, piercing and cutting, has lifelong consequences for us all.

Let's protect our girls.



FGM is illegal. To find out how to protect our girls, visit nspcc.org.uk/fgm or call the free, anonymous helpline on 0800 028 3550.

NSPCC

HM Government

At risk of:
Childbirth complications
Infection
Anxiety
If she's cut.

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NSPCC

HM Government

At risk of:
Childbirth complications
Panic attacks
Scarring
If she's cut.

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NSPCC

HM Government

At risk of:
Trauma
Infection
Difficulty urinating
If she's cut.

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NSPCC

HM Government

Female Genital Mutilation (FGM)

Partner brief and campaign materials

October 2018

Let's protect our girls.

Dear Partner

The Home Office is launching a Female Genital Mutilation (FGM) campaign on 5 October and will be running for eight weeks as part of our commitment to tackling this crime and protecting vulnerable women and girls.

The campaign will support our ongoing work to tackle FGM, which includes an ongoing programme of outreach by the Home Office's FGM Unit, work with law enforcement bodies, and working with partners to help ensure the Government's response is as effective as it can be.

The campaign seeks to help prevent FGM by changing attitudes among affected communities through raising awareness of the **negative long-term health consequences** of FGM. The campaign also **encourages communities to report** via the NSPCC's FGM helpline.

We would be grateful for your support with this campaign and we encourage you to use the resources in this partner pack to promote the campaign through your channels. Please contact [the VAWG inbox](#) if you have any questions.

In addition to the campaign, the Home Office will be hosting an international **Policy For Progress: Ending FGM and Forced Marriage** conference in November 2018, in partnership with the Council of Europe. The event will bring together experts from across Europe and beyond to share practical examples of international work to end FGM and Forced Marriage. This includes influential policymakers, frontline professionals, non-Governmental organisations and inspiring campaigners. For more details please contact: visitsandevents1@homeoffice.gsi.gov.uk.

We thank you for your support.

Let's protect our girls.

Campaign aims

The campaign looks to help prevent FGM by changing attitudes among affected communities, through raising awareness of the **negative long-term health consequences** of FGM including childbirth complications, period problems, scarring, mental health issues.

The campaign also raises awareness that FGM is a horrific crime, and **encourages communities to report** via the NSPCC's FGM helpline.

Who is the campaign aimed at?

The campaign is primarily targeting parents and families aged between 18-45 years old, of girls at risk of FGM, along with community influencers/elders (45+) from Sudan, Somalia, Ethiopia, Eritrea, Egypt, Iraq, Gambia, Nigeria.

Target audiences are selected based on the prevalence of FGM in countries of origin, the size of these communities in the UK and the NHS England statistics on newly recorded cases of FGM.

We are also raising awareness among frontline professionals including doctors, nurses, teachers of the resources available, and the supporting guidance on their duty to report all known cases of FGM in girls aged under 18 to the police.

Where is the campaign running?

Our campaign messages will be disseminated across a variety of channels, which will include proactive PR, partner networks and paid media. This will include community print and radio, online adverts, social media, public washrooms and paid search to encourage families and community members to call the NSPCC helpline for help and advice on how to protect girls from FGM.

Paid media will be underpinned by community outreach. This will include distributing materials within communities, and using FGM ambassadors to speak at events and local organisations to reach community channels.

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Campaign posters

The creative features real families, celebrating those who are protecting their children from the practice.

These posters are available to download and print on [GOV.UK](https://www.gov.uk)

Partners can order hard copy support materials by emailing FGMEnquiries@homeoffice.gov.uk.



Please note: We kindly request that campaign collateral is not used beyond September 2020

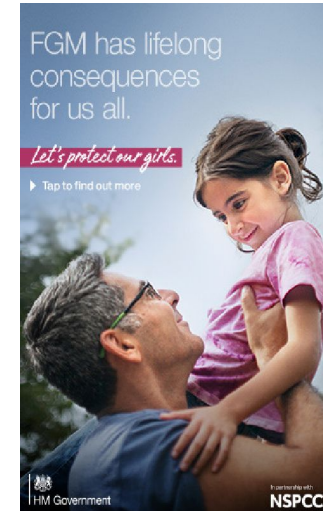
Let's protect our girls.

Digital Resources

Digital adverts

These online adverts can be placed on websites to drive to the [NSPCC](https://www.nspcc.org.uk) where families can get further advice and support.

Download digital assets here.



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FGM film

[FGM film](#): The 'Ending Female Genital Mutilation' film produced as part of the 2014 FGM campaign is hosted on the NSPCC website and is also available to share on social channels, events and community groups.



Let's protect our girls.

Social media assets

We have four social media adverts that we invite you to download and share on your own channels.

Download social assets here.

We will be posting about FGM on the Home Office social channels: [Instagram](#), [Twitter](#) and [Facebook](#), and welcome your support in sharing the content on your own channels too.

Suggested tweets

Childbirth complications. Infection, Anxiety. Female Genital Mutilation has lifelong consequences for us all. Visit nspcc.org.uk/fgm to find out more. #EndFGM

Female Genital Mutilation is illegal. Visit nspcc.org.uk/fgm to find out how to protect our girls. #EndFGM

FGM has lifelong consequences for us all. Let's protect our girls. Visit nspcc.org.uk/fgm to find out more. #EndFGM

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Additional resources

Violence against Women and Girls strategy

This document provides an overview of the wide range of actions the government is taking to tackle violence against women and girls between 2016 and 2020.

<https://www.gov.uk/government/publications/strategy-to-end-violence-against-women-and-girls-2016-to-2020>

Resources on GOV.UK

Information on the Home Office's FGM Unit, links to helplines, resource packs and information documents.

<https://www.gov.uk/government/collections/female-genital-mutilation>

FGM the facts leaflet

<https://www.gov.uk/government/publications/female-genital-mutilation-leaflet>

Statement opposing FGM – different translations

<https://www.gov.uk/government/publications/statement-opposing-female-genital-mutilation>

Let's protect our girls.

Guidance for Professionals

As someone who comes into contact with families that may be at risk of FGM, you can play a crucial role in identifying and protecting young people. Please use the assets in this pack to display posters, have conversations and raise awareness of FGM.

The Home Office [multi-agency statutory guidance on FGM](#) sets out what risk factors you should be aware of in relation to FGM and what action you should take in order to safeguard the children and young people in your care.

A girl at immediate risk of FGM may not know what's going to happen or fully understand what FGM is. But she might talk about or you may become aware of:

- a long holiday to her country of origin, or another country where the practise is prevalent;
- a special occasion or ceremony to 'become a woman' or get ready for marriage;
- a female relative already being cut – a sister, cousin, or an older female relative such as a mother or aunt;
- unexpected, repeated or prolonged absence from school;
- concerns raised by the school about academic work;
- difficulty walking, standing or sitting;
- spending longer in the bathroom or toilet; and
- appearing withdrawn, anxious or depressed.

Free [FGM E-Learning](#) is available as is an [FGM Resource Pack](#)

See the [Home Office fact sheet](#) for more information on your responsibilities under the [FGM mandatory reporting duty](#).

Reporting and Support

- If a child or young person is at imminent risk of harm, [contact the police](#).
- Regulated health and social care professionals and teachers in England and Wales who encounter a 'known' case of FGM in a girl under 18 **are required by law to report this directly to the police**.
- For additional guidance you can contact the dedicated 24 hour NSPCC FGM Helpline by calling 0800 028 3550 or emailing fgmhelp@nspcc.org.uk.