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Tackling and preventing sexual harassment in all workplaces is a priority for TUC Cymru.

After many years of campaigning by the trade union movement and civil society, the Worker Protection Act came into effect on 26 October 2024. This means that employers will need to take a proactive and preventative approach to protecting their employees from workplace sexual harassment.

This duty is an important move forward in tackling sexual harassment. We are launching a campaign to raise awareness and educate workers (men and women) around workplace harassment, worker's rights and reporting methods.

HALF OF ALL WOMEN HAVE EXPERIENCED SEXUAL HARASSMENT.

7 IN 10 FOR DISABLED WOMEN AND LGBTQ+ WORKERS.

"We live in a society where the person who has experienced this awful thing is more worried about the reporting than the business supposedly there to protect them, or indeed the person who has carried out the harassment.

How backwards is that?"

Campaign insight focus group participant



Our overall aim is to ensure nobody experiences sexual harassment in the workplace.

There are not enough people reporting harassment in their workplace due to fear of not being believed or downplaying what they are experiencing. This campaign will look to:

- Position and reinforce TUC Cymru and its member unions as a voice leading the charge in calling for change.
- Raise awareness and educate workers (men and women) around workplace harassment, worker's rights and reporting methods.
- Raise awareness of the 'Worker Protection Act' so employers create a safe space for their workers.
- Promote TUC Cymru's courses on sexual harassment prevention.



Communication barriers

Our insight highlighted the common barriers and how our campaign will look to address them.

BARRIER	HOW THIS CAMPAIGN WILL ADDRESS IT	
Employers lacking knowledge around how to handle workplace sexual harassment.	Provide training and education to empower employers and reassure employees that their concerns will be addressed.	
Low level understanding around the severe impact workplace sexual harassment can have on those experience it, or how it can escalate.	Educational content and use of case studies to demonstrate the impact it can have from those who have experienced it.	
Limited practical knowledge of how to intervene, diffuse or report and incident.	Straight forward educational information on reporting and what to do if they experience it.	
Low level understanding of employers' duty of care and lack of knowledge around best practice for reporting.	Straight forward educational information on reporting and information focusing on actions.	
Reluctant to report for fear of not being believed, seeming small or not being acted upon.	Messaging to inspire confidence in reporting processes and highlighting support.	
Lack of knowledge about how a trade union can help here.	Highlight the benefits of being part of a trade union. Using case studies and information to showcase the support that a trade union can bring.	

Research shows that people know and understand what workplace sexual harassment is. Therefore, this campaign will not detail what is and isn't included in sexual harassment. Instead, the campaign will reiterate that if something doesn't feel right, you should trust your instinct and report it.

Tone of voice

- Clear and considered
- Direct and jargon free
 - Supportive
 - Factual and informative
 - Inspire confidence



The following assets have been created for you to help support with this campaign:

- Posters
- A5 Flyer
- Email signature graphic

ORDER YOUR PACK OF POSTERS DOWNLOAD ONLINE ASSETS

Materials will be available in English and Welsh







How can you help?

For unions

- Share and raise awareness of the campaign across your channels e.g. website, social media and newsletters.
- Share social media posts, graphics and videos.
- If possible, create a dedicated webpage for the campaign.
- Direct reps towards TUC Cymru's sexual harassment prevention training.

For reps and branches

- Share and raise awareness of the campaign across your channels e.g. website, social media and newsletters.
- Reshare social media posts, graphics and videos from TUC Cymru's social media channels.
- Display posters and leaflets.
- Sign up to training.

Employers

- Share and raise awareness of the campaign across your channels e.g. intranet, social media and newsletters.
- Reshare social media posts, graphics and videos from TUC Cymru's social media channels.
- Display posters and leaflets.
- Sign up to training.

