

**Speak up to help
stop FGM.**

FGM isn't a woman's
issue; it is everyone's issue.

CrimeStoppers.

5 - 25 July 2021



Female genital mutilation (FGM) is a procedure where the female genitals are deliberately cut, injured or changed, but there's no medical reason for this to be done.

It's also known as female circumcision or cutting, and by other terms, such as sunna, gudniin, halalays, tahur, megrez and khitan, among others.

FGM is illegal and a form of child abuse. Those that perform the procedure or facilitate FGM can be prosecuted and face 14 years in prison.

CrimeStoppers.

We believe everyone has the right to feel safe from crime, wherever they live, wherever they work, for ourselves and all those we care about.

But sometimes people might be worried about a crime, or something that's wrong, and want to pass on information. Which is why it's good to know they can always trust Crimestoppers.

We're an independent charity that gives people the power to speak up and stop crime, 100% anonymously. By phone (0800 555 111) and online ([crimestoppers-uk.org](https://www.crimestoppers-uk.org)), 24/7, 365 days a year.

No police contact. No witness statements. No courts.

Every year we help stop thousands of crimes.

Support us to help make communities and workplaces safer together.



Our youth service, Fearless, is aimed at 11 to 16 year olds, with flexibility to adjust the programme for up to 18 year olds. It helps empower young people to make positive, informed decisions about reporting crime and provides non-judgemental awareness and information about crime and criminality. This is done via our A-Z and youth resources section on the website, a standalone website optimised for mobile devices and developed in partnership with young people, as well as our local and national youth campaigns.

What makes our service unique is that young people can report information about crime 100% anonymously via **our website**.

Speak up to help stop FGM.

Between April 2015 and March 2020, the Female Genital Mutilation Enhanced Dataset by NHS Digital identified 24,420 women and girls as having had FGM.

Whilst evidence is incomplete, most professionals agree that FGM, a form of child abuse, is happening to girls and women who live in the UK - but the police are lacking intelligence to prevent this crime from occurring.

The core aim of our campaign is to help gather intelligence on this under-reported crime.

Crimestoppers' marketing communications team consulted with campaigners and expert representatives from 28 Too Many, The Royal College of Midwives, the Home Office and the NHS to ensure messaging was fit for purpose.



Empowering men and teenagers to speak up.

Our pilot, lasting 3 weeks, seeks to talk to men within practicing communities and teenagers who are friends of those who could be at risk.

We want to give them an opportunity to speak up and tell us what they know whilst staying 100% anonymous. Always.

Our pilot, starting on 5 July 2021, will be rolled out in:

- Ealing and Brent, London
- Bute Town, Cardiff
- Crawley, Sussex
- Southampton, Hampshire
- Luton, Bedfordshire

We will assess the impact and success of our pilot in August.



Our message.

Worried for a woman or girl is at risk?

If you are concerned that the girl is in immediate danger of FGM, contact the police by calling 999.

If you have information on those performing these procedures or aiding cutting, contact Crimestoppers 100% anonymously.

You can tell us the following and remain 100% anonymous. Always.

- Who are the cutters?
- Where are girls cut in your community?
- Who is facilitating / aiding / abetting offences?
- When are the girls going?
- Where are the girls going?
- At what age are they being cut?
- Which travel routes are being used / hubs in and out of UK by cutters?
- Where are girls coming from to be cut in the UK?

We also have a role to play in education and signposting to support services; these are featured on our campaign landing pages:

[Crimestoppers-uk.org/FGM](https://www.crimestoppers-uk.org/FGM) and [Fearless.org/FGM](https://www.fearless.org/FGM).



Working with communities.

Crawley, Sussex

Community engagement

We've worked with national and local partners to produce a series of print-ready materials for teenagers and men within practicing communities, to educate them on the facts of FGM and promote our anonymous crime reporting service.

Crimestoppers will be delivering: Crawley-wide social media ads to adult and teen audiences, a leaflet drop in targeted postcodes, stakeholder engagement and print distribution.

For more information contact:

Glensys Balchin, Crimestoppers Regional Manager – Sussex

Glensys.Balchin@crimestoppers-uk.org

Help spread our message:

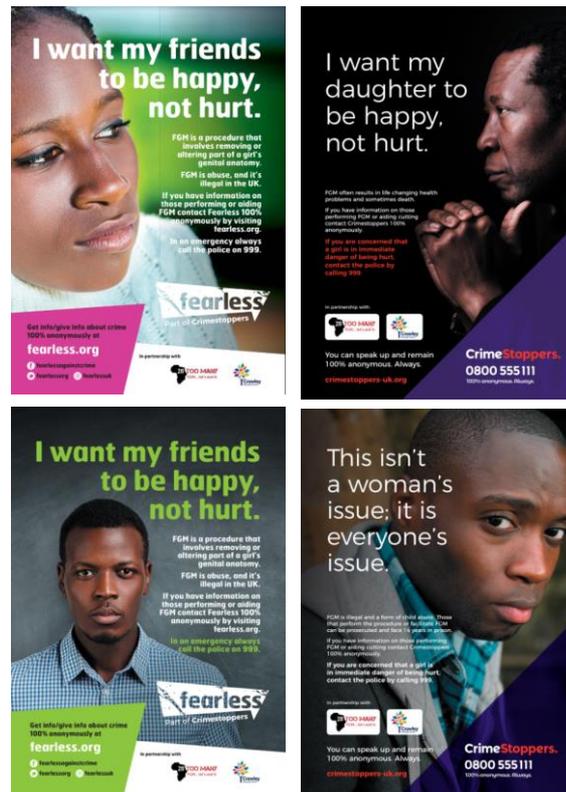
Download, print and share our local campaign material, supported by 28 Too Many and Crawley Borough Council:

Crimestoppers print

Available in English, Sudanese Arabic, Egyptian Arabic, French and Somali.

Fearless print

Available in English.



Help spread our message further - share on social.

Download Fearless and Crimestoppers [social media images](#), then use or adapt our template messaging below to post on your social platforms.



#FGM is an illegal form of child abuse that causes lifelong distress and health issues to women and girls worldwide, including here in the UK. Click to learn the facts, and how you can stop the people behind it 100% anonymously by supporting the latest campaign from @FearlessORG. Click to learn more bit.ly/3hlcWhJ



Template messaging sign posting to our news page (link live from 5 July):

#FGM isn't a woman's issue; it's everyone's issue. A new campaign from charity @crimestoppersUK is here to spread awareness on this cruel form of abuse, and to give people the chance to speak up and stop it, 100% anonymously. Click to learn more: bit.ly/3jnouDN



Template messaging sign posting to Crimestoppers campaign page:

#FGM is an illegal form of child abuse that causes distress and health issues to women and girls here in the UK. Learn how you can stop the people behind it by speaking, 100% anonymously, as part of the new campaign from @crimestoppersUK bit.ly/3x5VCDV

CrimeStoppers.

Breaking the wall of silence since 1988.



Being fearless since 2010.