

## Appendix 1

### Hackney Campaigning (Phase 1)

Primary messaging: calling out behaviour (QR codes on everything)

#### Variation 1: General Design

**REJECTION IS NORMAL, HARASSMENT IS NOT**

**UNWANTED**

Touching  
Kissing  
Groping  
Grabbing  
Following  
Verbal aggression

**Is a CRIME**

**Any act that violates dignity or creates an intimidating, hostile, degrading or humiliating environment is an offence.**

**#dontcrosstheline**

#### Variation 2: Touching Version

**REJECTION IS NORMAL, HARASSMENT IS NOT**

**UNWANTED**

Touching, groping or grabbing

**Is a CRIME**

Touching women anywhere, like their waist, hips, buttock or breast, while they are out enjoying themselves in a club or bar or anywhere without their consent is a crime.

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#### Variation 3: Kissing

**REJECTION IS NORMAL, HARASSMENT IS NOT**

**UNWANTED**

Kissing

**Is a CRIME**

When a person has made it clear they are not interested, forcing a kiss or hug on them is a crime.

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#### **Variation 4: Following**

**REJECTION IS NORMAL, HARASSMENT IS NOT**

**UNWANTED**

Following

**Is a CRIME**

To follow someone, when they have made it clear they are not interested, is an offence.

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#### **Variation 5: Verbal aggression**

**REJECTION IS NORMAL, HARASSMENT IS NOT**

**UNWANTED**

Verbal aggression

**Is a CRIME**

Sexual comments, jokes or gestures, using names like 'slut' or 'whore' or pressuring someone to do sexual things or offering them something in exchange for sex is sexual harassment.

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