

Knowsley Partnership use Out of Home International to combat Domestic Abuse

Friday 17 January, 2014

The Safer Knowsley Partnership is working to support those suffering from domestic abuse, with a heavyweight media strategy across their local region. Having worked with the Partnership on various projects, Out of Home International have been chosen to manage this multi-format initiative which will launch on the 13th January.

The campaign will utilise several methods of reaching out to the public, commencing with [6 sheet billboards](#) placed in high footfall public areas and beer mats distributed around licensed premises in Knowsley.

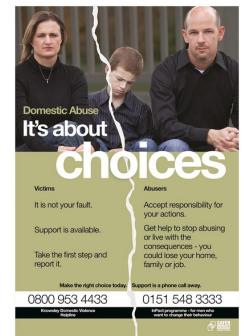
Taxi superside adverts will also be integrated into the campaign from the 10th February, supported by branded tipseats and receipt pads. [Bus superside adverts](#) will also launch on the 10th February, appearing on vehicles based at Gillmoss Depot just outside the centre of Knowsley.

The creative features the strapline 'it's about choices', and presents a list of advice for victims, such as 'support is available'; and also for abusers, such as 'accept responsibility for your actions'. Contact telephone numbers are clearly displayed for both the Knowsley Domestic Violence Helpline, and also for the InPACT programme to help both men and women change their behaviour.

CEO of Out of Home International's parent company Media Agency Group, Lee Dentith, said: "We are pleased to be continuing our relationship with the Safer Knowsley Partnership by directing their anti-Domestic Abuse campaign. The variety of outdoor formats will ensure that the region is saturated with adverts, allowing the Safer Knowsley Partnership to reach multiple audience demographics."

The Safer Knowsley Partnership consists of Knowsley Council, Merseyside Police, Merseyside Probation Trust, Merseyside Fire & Rescue Service, Clinical Commissioning Group, Knowsley Housing Trust and Villages Housing. They also work with other agencies including Knowsley Domestic Violence Support Services.

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