

# WHAT IS THE 'REAL MAN' CAMPAIGN?

Violence against women and children is an issue for everyone.

During 2010 and 2011, 29% of violent crime in Cannock Chase District was recorded as being domestic related.

Our local 'Real Man' Campaign asks both men and women to support the work Staffordshire Women's Aid do and ACT now to end domestic and sexual violence.

## What is a 'Real Man'?

A 'Real Man' doesn't hit, abuse / control / hurt the ones he loves; A 'Real Man' makes a difference



**IT'S NEVER OK**  
TO ABUSE YOUR PARTNER  
ACT NOW



**Staffordshire  
Women's Aid**  
Together Against Domestic Violence Since 1976

[www.cannockchasedc.gov.uk/itsneverok](http://www.cannockchasedc.gov.uk/itsneverok)

The 'Real Man' Campaign has been created by Women's Aid Federation of England.

## How can I support the campaign?

There are five ways to ACT now:

1. Sign the Women's Aid Pledge at [www.realmancampaign.com](http://www.realmancampaign.com)
2. Buy the poster packs from Women's Aid and show your support - go to [www.realmancampaign.com](http://www.realmancampaign.com) for an order form
3. Upload your own 'Real Man' Campaign photos to [www.realmancampaign.com](http://www.realmancampaign.com)
4. Take action to help prevent domestic and sexual abuse by supporting Staffordshire Women's Aid – visit [www.swaid.org](http://www.swaid.org) or [www.cannockchasedc.gov.uk/itsneverok](http://www.cannockchasedc.gov.uk/itsneverok) for more information
5. Tell someone about the 'Real Man' Campaign



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