



Forced marriage campaign

Partner pack



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Government is committed to tackling the brutal practice of forced marriage. Not only does forced marriage have damaging consequences for victims, but it can also have a devastating impact on family units and communities across the UK.

Our new campaign aims to educate people about what constitutes a forced marriage and to further highlight that it is illegal.

We want to reduce the number of people forced into marriages against their will in the UK by challenging, empowering, and inspiring practising communities to change the way they perceive forced marriage and to take preventative action against this abhorrent practice.

The campaign will be disseminated across a variety of channels including paid media, partner networks and community outreach activity.

All campaign advertising signposts victims, potential victims and concerned parties to contact the Forced Marriage Unit's Helpline for help and support. There is also a new campaign page on **GOV.UK** which has more information about forced marriage, the **Forced Marriage Unit** and several national organisations that offer support.

We would be very grateful for your support with this campaign. To help, we have developed a range of partner support materials which you can use to promote the campaign in your local area.

We will also be promoting the campaign through the Home Office's Twitter, Facebook and Instagram channels. You can further support our campaign by following us and sharing our posts.



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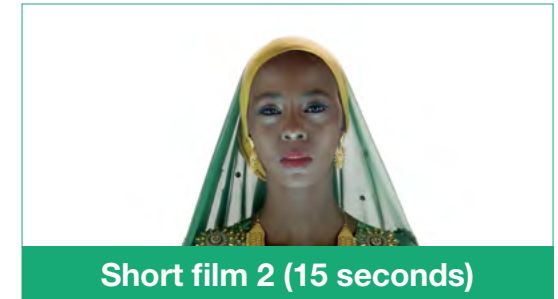
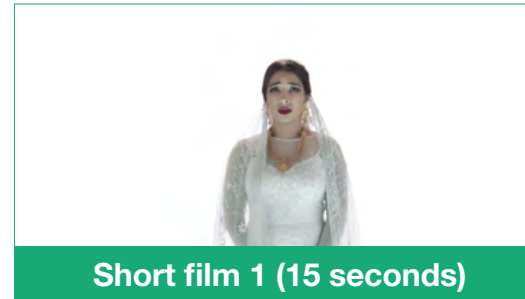
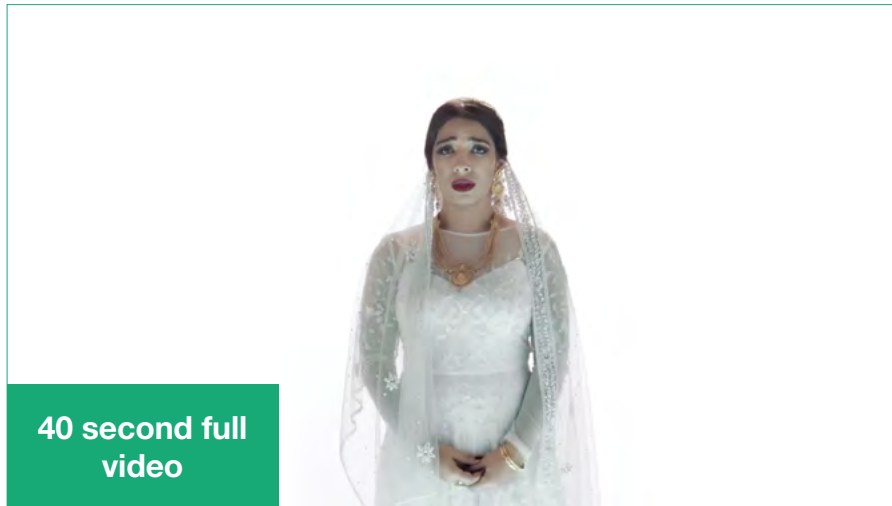
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Thank you for
your support

Forced marriage campaign

Content catalogue

Film



Our 40-second film features three brides and one groom. It demonstrates the emotional pressures victims of forced marriage face as well as their sadness and isolation. The text in the posters and the film demonstrates the verbal pressures used to force people into marriage. We have also developed 15-second videos using the footage.

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Content catalogue

Posters



Forced marriage campaign

Content catalogue

Community language posters



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Content catalogue

Social media

Here are four images that can be shared on social media platforms.



If you are planning to post one of the social media images, please use the suggested caption and URL:

Forcing someone to marry isn't always physical, but it is always against the law. For help and support, contact the #ForcedMarriage Helpline on 020 7008 0151 or visit gov.uk/forcedmarriage #righttochoose

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Additional resources

There are a range of resources for professionals providing help, support and guidance on forced marriage.

The Forced Marriage Unit is a joint Foreign and Commonwealth Office and Home Office unit which provides support and advice to victims, professionals, and those at risk. It operates both inside the UK, where support is provided to individuals, and overseas, where consular assistance is provided to British nationals including dual nationals.

Guidance on what to do if you're trying to stop or leave a forced marriage, please visit the [GOV.UK support page](#).

The government is committed to ensuring that professionals who are made aware of a forced marriage victim have the **training and guidance** they need to provide effective advice and support. This includes police officers, social workers, teachers, and safeguarding professionals.

There are several national organisations that offer support to victims of forced marriage and training and advice to professionals. Please see our list on the [campaign page](#).



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