



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.



@UKhomeoffice



@ukhomeofficegov



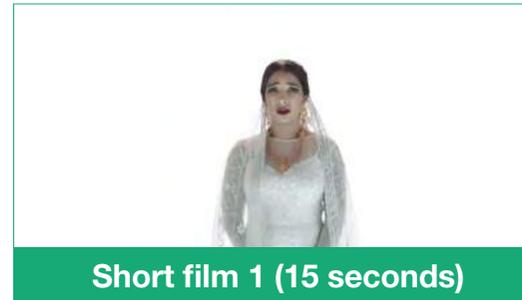
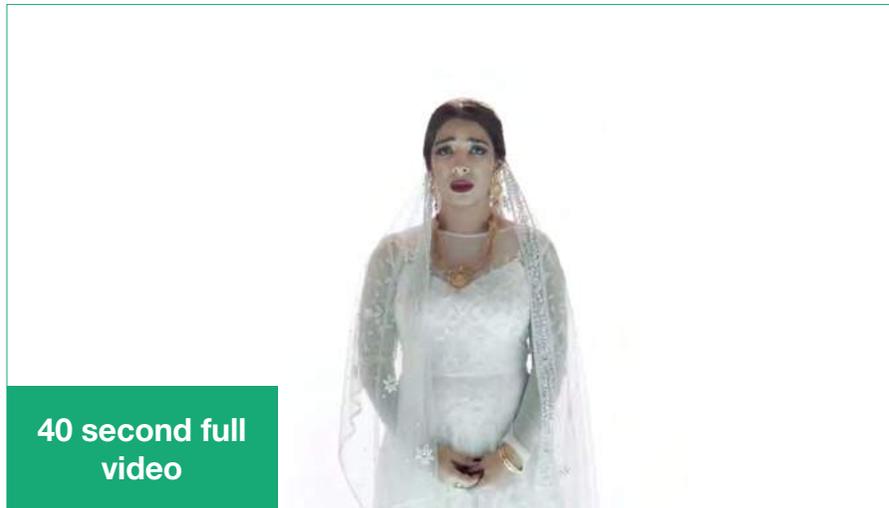
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Thank you for
your support

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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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Community language posters

الامر لا يقبله
انك واجب تجاه هذه العائلة
عدم الاحترام
لا يعود الامر اليك
الخزي
يتضمن الزواج القسري
جميع أنواع الضغط.
اجبار شخص ما على الزواج لا يكون جنسياً دائماً، ولكنه دائماً ضد القانون.
لتحصول على المساعدة والتمويل المجاني للتأق
خط مساعدة الزواج القسري على
020 7008 0151
gov.uk/forcedmarriage

Cadaadis
Ha sharaf darin qoyskaaga.
Aabo
Waa inaad asaga guursataa.
Sharaf kumo hanoo keenin.
Sharaf
Arooska waa la go'aamiyey.
Waa inaad heli akhrooska.
Guurka qasabka ah waxaa ka mid ah dhammaan noocyada cadaadiska.
Ku qasbida qof in uu guursado inta badan dhibaato jirka ah ma ahan, laakiin had iyo jeer waa ay ka soo horjeeda sharciiga.
Waxi caawimaad iyo taageero ah la xiriir Khaadka Gargaarka Guurka qasabka ah 020 7008 0151 ama booqo gov.uk/forcedmarriage

دباؤ
عزت
شرمندگی
جبری شادیوں میں تمام اقسام کا دباؤ شامل ہے۔
کسی کو شادی کرنے پر مجبور کرنا ہمیشہ جسمانی طور پر نہیں ہوتا بلکہ یہ ہمیشہ خلاف قانون ہوتا ہے۔
مدد اور معاونت کے لیے 0151 7008 020 پر جدی شادی کی ہیلپ لائن پر رابطہ کریں یا gov.uk/forcedmarriage پر تشریف لائیں

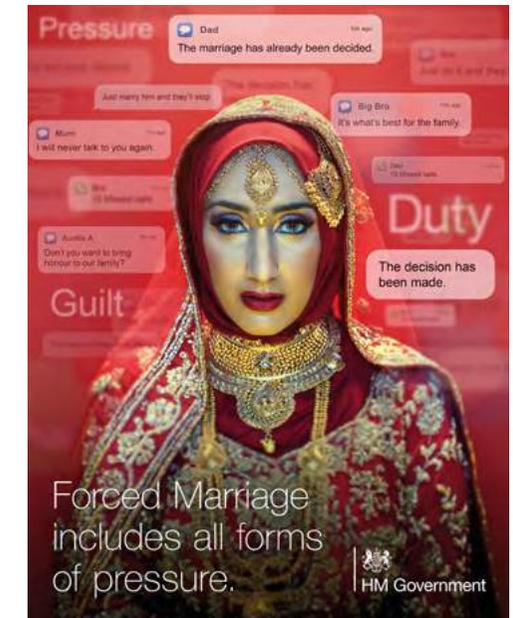
Pwysau
Mae'r penderfyniad wedi ei wneud am y briodas yn barod
Dad
Mae'r penderfyniad wedi ei wneud.
Dylletyswydd
Euogwydd
Mae priodas dan orfod yn cynnwys pob math o bwysau.
Nid yw gorfodi rhywun i briodi yn rhywbeth corfforol bob amser, ond mae'n groes i'r gyfraith bob amser.
Am help a chefnogaeth, cywlltwech â'r Llinell Gymorth Priodas Dan Orfod ar 020 7008 0151 neu ewch i gov.uk/forcedmarriage

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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](https://www.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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