
TOILET POSTERS

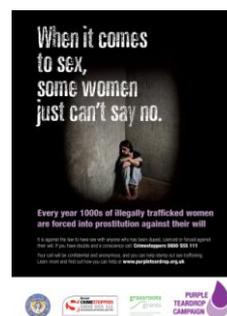
Guidelines for getting Purple Teardrop Campaign Posters and “Help Me” stickers into Local Authority Toilets

Purple Teardrop Campaign
Founded by Soroptimist International Poole

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These guidelines have been inspired by the work of
SI Garstang, SI Paisley, and SI Poole,
who have kindly shared their success with us
www.purpleteardrop.org.uk



PTC POSTERS AND “HELP ME” STICKERS INTO TOILETS – how to do it!

In July 2012 members of Soroptimist International of Garstang were presented with the Darwin Shield by the North West England and the Isle of Man Region. The shield was donated to the Region by Soroptimist International of Darwin, to be awarded annually to the club which has been judged to have made the greatest contribution to Soroptimist International’s programme objectives.

The award was made to SI Garstang for the work undertaken in support of the Purple Teardrop Campaign (PTC). It was realized that one of the few places that trafficked girls and women had any chance of privacy or were unsupervised was in public toilets, and that with posters provided by the Purple Teardrop Campaign, it was an ideal place to raise awareness and offer contact details for help.

Subsequently, SI Paisley were so inspired by SI Garstang’s success that they took similar steps to place posters in female public toilets in Renfrewshire, and in May 2013 were joint winners of the Scottish Programme Action Awards because of work carried out in support of the Purple Teardrop Campaign, including their Posters into Toilets achievement.

Both clubs have been glad to share their inspirational and helpful stories for which we are very grateful. These can be read in full in this document, together with examples of letters and emails, marked as appendices.

We think that the steps they took to put their plans into action are achievable by all of us, and with their permission have developed a step by step guide to help us do this. We have followed these steps with our own Council, which has resulted in also putting the “Some Women can’t say No” posters into men’s public toilets, and the printing of “Help Me” helpline stickers for the back of cubicle doors. It has taken us 6 months from start to finish – plus determination, vision, and at least one supportive Councillor on our side! The posters and helpline stickers are available from the Purple Teardrop Campaign – it would be appropriate to confirm with your local police that they would have a process for dealing with any calls which are made using the 999 number.

7 STEPS TO SUCCESS

- Step 1** Discuss the idea with Club President and members, to gain their approval for the project. Identify one to three club members willing to push this initiative forward.
- Step 2** Identify one or more supportive Councillors who would be willing to become involved, and approach them on a personal level, using the rationale outlined in the stories.
- Step 3** If not already in place, it may be necessary to ask the Council to express official support for anti-trafficking community initiatives – which may be in the form of a Motion agreed by the Council at an appropriate meeting. This makes further approaches to the relevant departments easier.
- Step 4** Ask the Councillor if the Council will be willing to display the posters in the Council public toilets. Results may take several months depending on when the Council meets, and who needs to be consulted. It may be that toilet maintenance is outsourced, so discussions with the Manager of the outsource company may ensue.
- Step 5** Resource costs: be clear on which poster/s you would like to use, and how they might be secured to the wall, and how this might be done and paid for. PTC can supply posters and stickers, but the cost of laminating or framing the posters will need to be considered. The Council or their outsource company may offer to supply the frames or stickers and install them, as their contribution. The posters and sticker prices can be viewed at [Resources | Purple Teardrop](#). All profits are used to support victims of trafficking.
- Step 6** Installation: discuss with Council or their representative who will install the posters and monitor their ongoing condition, and with local police to approve the 999 number.
- Step 7** Publicity: agree and arrange a launch and photocall. We need to take care that there is minimal publicity in the public domain, so that the installation does not come to the attention of potential traffickers; on the other hand, we would like to disseminate the information widely to promote Soroptimist work and so that other boroughs and other organizations consider doing the same. The purpose of the launch event would be to recognise and celebrate the role of the various players and to have material for 'internal' use by all. We devised a standardised brief (available on request) to be used by:
 1. Contractors – professional contacts, ie contractor network, intranet in house
 2. Council Contract Manager professional contacts, departmental newsletter?
 3. Councillors and staff via intranet? Council News?
 4. Soroptimist, UKPAC and Purple Teardrop Campaign newsletters and publications.
 5. Police – Intranet, PCC Newsletter? Community Police bulletin? Other networks.

PTC POSTERS AND “HELP ME” STICKERS INTO TOILETS – how to do it!

SI GARSTANG’S STORY – Ruth Bruce, SI Garstang

September 2011: At a Regional Programme Action Meeting, the Chair, Sue Smith, opened the meeting up for discussion on where to go and how to use the Purple Teardrop posters that were now available. Someone suggested mounting them in public toilets and the member went on to explain that it was one place where trafficked girls might be unsupervised. It made sense and I took the suggestion back to the club, that maybe we should try and get the posters mounted in the public toilets in Wyre Borough.

February 2012: From my contact with an employee of Wyre Borough, it was suggested that I contact Street Scene, who had the contract for council toilets. Our contact was extremely sympathetic and didn't think there would be a problem, but after checking with his supervisor, came back to say sorry, but there was a policy that only Council posters could be displayed. He suggested that I wrote to Wyre Borough to ask them to change their policy as far as our posters were concerned. **(App. 1 Feb 12)** This was sent to the Operations Director for Wyre Borough.

In the meantime, I had approached Lancashire Police headquarters for permission to put up a poster in Garstang police station. The immigration police officer at headquarters gave me permission but even more importantly gave me the information that the hot spots (*for trafficking*) in Lancashire were Blackpool, Morecambe and Fleetwood for trafficking. Fleetwood is in Wyre Borough. This information is significant as to what happened later.

It took from my letter in November until February for Wyre Borough to agree to display the posters and give me the contact details of the company who have the toilet maintenance contract for the Borough (DANFO).

March 2012. App 2: meeting and email to DANFO. I arranged a meeting with the manager of DANFO. As you can see from the email it was very productive. He also volunteered the information on the other councils; I think it helped that the meeting was face to face.

March 2012. App 3, email to other clubs. App 5 good news from SI Lancaster. The next step was to email the PAOs of SI Lancaster, Morecambe & Heysham, Blackpool and Fylde. SI Lancaster and Morecambe & Heysham come under the same council, so they decided to work together. SI Lancaster had a success, see email. SI Blackpool, I believe were also successful; Blackpool Council took on board the responsibility for the posters themselves and I understand that SI Fylde are working on the campaign. DANFO also had the contract for Hackney Council, so I approached initially SI East London.

I made the initial approach in February but as by July, I hadn't heard how they were progressing, I wrote to Hackney Borough Council myself. See **letter to Hackney Council, (App 6)**. I didn't get a reply, but SI East London did, which they are following up.

I have tried to keep DANFO informed and thanked for all the help they gave me, because without them, my campaigning would have remained in Wyre Borough.

In conclusion, I can say that this really wasn't planned but just a case of following every helpful suggestion. It did work though.

Ruth Bruce, SI Garstang

PTC POSTERS AND “HELP ME” STICKERS INTO TOILETS – how to do it!

SI Paisley’s story, from Jean Ramsay, PAO, SI Paisley

Our starting point was due to three factors in play for us.

- 1) Desire to support sterling work being carried out by SI Poole through the Purple Teardrop Campaign.
- 2) Inspiration from the work carried out by SI Garstang in persuading their local Council to display Anti-trafficking posters in all female public toilets.
- 3) SI Paisley having good contacts with some of Renfrewshire Councillors who were willing to become involved.

Early on in 2012 Renfrewshire Council approached about proposing and expressing support for anti-trafficking. This was achieved fairly easily and took the form of a Motion agreed by Renfrewshire Council. Given support was now in place further approaches should be easier.

June 2012

Programme Action Committee discussing possibility of getting a haulage company to display Purple Teardrop campaign stickers. Two possible companies identified. Approach made to one of them, rejected

Sept 12

Two further haulage companies being considered for approach to display stickers. Other avenues to be considered: Renfrewshire Council, a local bus company another possibility, also considered work of another SI club who had constructed business cards for display and issue in taxis.

Oct 12

PTC Anti-trafficking posters

Inspired by the work of SI Garstang, Programme Action Coordinator of Paisley to ask one of our supportive councillors if Renfrewshire Council might display PTC posters in female Council toilets.

Nov 12

Renfrewshire Council has agreed to display PTC stickers in all female Council public toilets. Once the number is known we will investigate cost of posters and laminating of posters.

Jan 13

200 PTC posters received from SI Poole. A club member is arranging for them to be laminated and then Renfrewshire Council will distribute them in Renfrewshire female public toilets. This is another photo opportunity to advertise Soroptimism and anti-trafficking. Further ways to advertise anti-trafficking through posters to be investigated.

Feb 13

200 posters from PTC donated to Renfrewshire Council to be posted in all Council female public toilets. Photocall with the Council Press Office and Paisley Daily Express took place on Friday 18/01/13.

See Page 8 for Renfrewshire Council’s Press Release and picture

PTC POSTERS AND "HELP ME" STICKERS INTO TOILETS – how to do it!

Appendix 1 – Emails to and from Council re permission for poster display

From: PAO, SI Garstang, Ruth Bruce
Sent: 06 February 2012
To: Street Scene
Subject: RE: Trafficking posters

Hello John and Paul

First of all thanks once again for your help John in pointing me in the direction of the person to contact at Street Scene and Hello Paul.

I think I have emailed you before with a questionnaire on Wyre's policy on Women's refuges and Domestic Violence. You were very helpful and I hope you can help us, that is Soroptimist International of Garstang, this time.

We are supporting a campaign called the Purple Teardrop Campaign which is focused on trafficking of human beings, 80% of whom are women. We are hoping to do this by raising awareness of the trade, lobbying for banning sex for sale advertising and providing support for victims of the trade.

We would very much appreciate being given permission to poster public toilets in the borough, particularly Fleetwood as according to a police liaison I spoke to, Fleetwood was a "hot" spot. This would be in addition to Garstang, but all public toilets in the borough would be best. The reason for targeting Ladies toilets is that it is the one place where trafficked girls are most likely to be unaccompanied.

I am quite happy to come into Poulton to show you the posters, but if you would rather view them on line, the address is <http://sigbi.org/poole/teardrop-campaign-how-can-you-help/> and scrolling down to item 6, click on the posters and you can see all four of them.

I hope this helps and I look forward to a positive response

Ruth - Programme Action Officer, Soroptimist International of Garstang

App 2: Email to DANFO following earlier discussion in Feb 2012

-----Original Message-----

From: Ruth, PAO SI Garstang
Date: 03/03/2012
To: Mr ***** , DANFO
Subject: Posters

Dear Andrew,

Thank you very much indeed for your time and hospitality a week last Thursday. I am sorry that it has taken me so long to email you and thank you. As I think I explained at the time, I am involved with Fairtrade and of course we are in the middle of Fairtrade Fortnight.

Thanks to your positive response, I have had to order today some extra posters and there is a 10 day delay between placing the order and receiving them.

Concerning the letter that I will be writing to Wyre Borough Council, please edit and amend as you wish. The content will read " After a very successful and productive meeting concerning the display of anti- trafficking posters in Wyre Borough with Mr **** of DANFO, I felt compelled to write and tell you that he and his staff were extremely helpful and a pleasure to deal with.

I sincerely hope that Wyre Borough will continue to use their services and renew the contract with them when it becomes due."

Also please edit and amend the following email, I will be sending to SI clubs, Blackpool, Fylde, Lancaster and Morecambe.

PTC POSTERS AND “HELP ME” STICKERS INTO TOILETS – how to do it!

"After a successful correspondence with Wyre Borough Council for permission to display the anti- trafficking posters produced by SI Poole in the public toilets in Wyre Borough, I was asked to contact Mr ***** of DANFO to discuss with him how we should proceed.

This proved to be a very successful and productive meeting, with Mr. ***** volunteering the information that DANFO service and maintain the public toilets in Blackpool, Fylde and Lancaster Boroughs. If he gets permission from the relevant boroughs, he is more than willing to mount the posters in these public toilets also.

To achieve this, Soroptimists from these clubs will need to request permission from their councils and provide the posters. Unless Mr. ***** has the consent of the council concerned, DANFO cannot help with this campaign."

Thanks once again, Ruth_

App 3 – email to other Lancs clubs_

Good Morning Ladies,

I have a really good news story to tell you and I hope you will approach your respective Councils to give permission for DANFO to mount the Purple Teardrop Campaign posters in your borough's public toilets.

Having obtained permission from Wyre Borough Council to approach DANFO, the company that services and maintains the public toilets in this borough, I went to see, DANFO's operating manager to discuss the best way to do this.

During our talk, he told me that DANFO held the service and maintenance contracts for Fylde, Blackpool and Lancaster Councils and that given permission from the relevant council, he was quite prepared to do the same in these public toilets also.

So please ladies, take advantage of this generous offer and write to your council to ask them to give give him the authority he needs and supply him with the posters he needs.

In Friendship, Ruth

App 4 – email to Danfo re siting of poster

From: Ruth, PAO, SI Garstang

Date: 02/04/2012

To: Mr ***** , DANFO

Subject: Poster in Garstang

Hello ***** ,

The positive bit of news is that Soroptimist clubs in Lancaster, Morecambe and Blackpool have all committed to write to their respective councils. SI South London, although not in Hackney and a very small club are interested and will do what they can to help. None of this would have been possible without your input. Gold star.

I do have one request though. The poster that has been mounted on the outside wall of the public toilets on the High Street car park would be more effective if it could be moved to inside the Ladies toilets. There are 2 reasons for this request; the first is that it is very difficult to read that high up on the outside wall and secondly, the Ladies is the only place where a trafficked woman/girl is going to be unsupervised by her minder.

Is it possible to move it? I and the club would be very grateful.

Ruth

PTC POSTERS AND “HELP ME” STICKERS INTO TOILETS – how to do it!

App 5: Good news email from SI Lancaster

Subject: Purple Teardrop Campaign

Hello Ruth,
Thought you would be pleased with the news.
I have today received a reply to my letter to Lancaster City Council.
Permission has been given for Trafficking posters to be placed in public toilets in the Lancaster District. Four are in Morecambe and one in Carnforth. None of the Lancaster toilets is the responsibility of the City Council. A copy of the letter had been sent to Danfo so that they can go ahead.
So that is a very good and quick response.
In friendship,
Deirdre

App 6: Letter to Hackney Borough 4th July 2012

To the Chief Executive of the London Borough of Hackney; Mr.

Dear Sir,
Soroptimist International of Great Britain and Ireland are engaged in a campaign to eliminate human trafficking, particularly of women and children. The Soroptimist campaign is called “the Purple Teardrop Campaign” and can be seen on the website www.purpleteardrop.org.uk The Purple Teardrop Campaign has produced anti-trafficking posters which display information on awareness raising together with the National Crime Stoppers Tel. Number

My reason for writing to you is that when I approached Wyre Borough Council, Lancashire for permission to display these posters in Wyre Borough public toilets, they agreed and referred me to DANFO. DANFO is the service and maintenance provider to Wyre Borough for the toilets. DANFO were most co-operative and besides promising to frame and mount these posters in Wyre Borough toilets also volunteered the information that they had similar contracts with Lancaster City and Blackpool Councils and with yourselves and that they would provide the same service if we would provide the posters. Naturally we were delighted by the offer and have worked in partnership with DANFO to achieve this. Blackpool and Lancaster are now displaying the posters.

Would the London Borough of Hackney consider entering into a similar partnership with ourselves and DANFO? Can I draw your attention to the SOLACE Human Trafficking 2009 report, Prevention of Human Trafficking and to quote from the Executive Summary “This SOLACE report explores how Local Authorities can improve their response to the crime of human trafficking, particularly in the area of identifying and assisting victims. This is a timely study as the Council of Europe Convention Act against Trafficking in Human Beings entered into force in the UK on 1 April 2009, providing victims of these crimes- both adults and children- with minimum rights and protection.” If you were to grant our request, it would be a very cheap and easy way for your Council to be seen to complying with the convention.

I look forward to your response and thank you for considering this request.

Yours Sincerely


Ruth Bruce (President)

SI Paisley/Renfrewshire Council Press Release

Renfrewshire
Council
backs
campaign
against human
trafficking



Renfrewshire Council is throwing its weight behind the Purple Teardrop Campaign designed to stop women and girls being sold into sexual slavery by human traffickers.

The campaign is being run by Soroptimist International, a world-wide women's organisation which works to improve the lives of women and girls.

Renfrewshire Council is displaying the powerful Purple Teardrop Campaign posters in all its buildings. The posters list the warning signs which could show a house or flat is being used by human traffickers, and the Crimestoppers number.

To read the full press release click [here](#)