

CUAN

An Ghníomhaireacht um Fhoréigean
Baile, Gnéisach agus Inscnebhunaithe

The Domestic, Sexual and
Gender-Based Violence Agency



‘You’re Not Alone’

The Sexual Violence Stream of the Always Here
Campaign

Information Pack





**You never have
to deal with sexual
violence alone,
support is
always here.**

Visit [AlwaysHere.ie](https://www.alwayshere.ie)

Contact An Garda Síochána

National Helpline 1800 77 8888

 **CUAN**  Riadas na hÉireann
Government of Ireland



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You're Not Alone' – The Sexual Violence stream of the Always Here Campaign

The Protection Pillar of the Third National Strategy aims to ensure that victims/survivors (adults and children) have immediate and longer-term access to safety, support and the advocacy they need, with agencies held accountable for the protection of victims/survivors of domestic, sexual and gender-based violence.

A key action of the Strategy is a commitment to deliver a creative public awareness raising campaign of supports available to victims of DSGBV. This campaign is split into two streams, the first focusing on domestic violence and the second, sexual violence.

The 'Always Here' domestic violence campaign was launched in December 2023 by then Minister for Justice, Helen McEntee TD. The aim of the Always Here campaign is to raise awareness of support services that are available and the type of support that they offer for victims/survivors of domestic violence.

'You're Not Alone', which is the new sexual violence stream of the Always Here campaign, aims to speak directly to victims/survivors of sexual violence, to encourage and empower them to reach out for help and support and reassure them that they will be believed, they will be taken seriously, and that there are organisations ready to support them, such as the National Helpline, Rape Crisis Centres and Sexual Assault Treatment Units. As well as state organisations like An Garda Síochána, the Courts Service and the Legal Aid Board.

The campaign will run across TV, radio, cinema and digital advertising platforms from 29 September until 3 November. A second campaign burst will take early next year, and the campaign will continue to be rolled out across 2026 and 2027. The domestic violence stream of the campaign will also continue to play an important role in supporting victims/survivors.

Cuan has developed specific social assets to use on our social media channels and to share with our implementation partners and frontline/support services to use on their own channels.

The radio, digital audio, video on demand, digital and out of home screens and social media assets all feature the telephone number for the National Helpline as a call to action. With this messaging we want to ensure victims/survivors know exactly where they can get immediate supports or be directed to their local support service. You can find links to all the assets developed for this campaign in Appendix 1 of this document.

With the support of the Dormant Accounts Fund, a separate media strategy is being utilised to reach people at a local level and people from traditionally hard-to-reach communities living in Ireland.

Cuan has partnered with IRS+ the media group of 15 local radio stations to promote the local sexual violence centre in each station's broadcast region. Victims/survivors all over Ireland will be provided with information on what supports are available to them, by both State and Non-state organisations locally, what to expect if they do reach out for support, and encouragement that if they take that difficult step they will be listened to, taken seriously, and above all, believed.

Additionally, there will be focused targeting of each county with customised creative assets delivered programmatically on digital display ads, and on Meta and TikTok highlighting the National Helpline, local SATU or Sexual Violence service.

A specific media strategy will be used to reach people from Ireland new communities, that may not engage with traditional media. This will be done by targeting people living in Ireland that listen to radio stations and podcasts from different countries and in different languages. We will target people that live in Ireland but browse online and social media in different languages. Finally we will target

people online through their interests of diversity related issues such as LGBT+, migration, etc, and through print ads in Traveler focused media.

The Aim of the Campaign

The aim of the campaign is to raise awareness of pathways to safety and supports available to victims of sexual violence.

The key messages of the campaign are that:

- There is help and support available to all victims of sexual violence (reassurance that they will be believed, that they will be taken seriously, state and non-state organisations stand ready to support them, and society stands with them and condemns the behaviour of perpetrators).
- Highlight and signpost to victims and society the available support services and encourage them to reach out for help and to report what has happened / is happening to them.
- Empower victims/survivors by conveying that society says sexual violence is not ok and we, as a nation, stand with the victims/survivors of these heinous crimes.

Or to put it more simply:

- We want victims/survivors of sexual violence to know that they are not alone. Help and support is always here for them.
- If you are a victim/survivor of sexual violence, the Always Here website has all the information you need to get help so you can start your road to recovery.
- When you look for help, you will be believed; you will be listened to; and you will be supported.

The Importance of Awareness Raising

To create lasting societal change, Cuan is committed to ensuring that all generations and communities are educated, informed and empowered to challenge the social and cultural norms that perpetuate domestic, sexual and gender-based violence.

Cuan will work dynamically and creatively with and through key partners, to deliver impactful educational initiatives and public awareness campaigns that tackle the root causes of domestic, sexual and gender-based violence.

This will include challenging the myths, misconceptions and established beliefs which have hindered effective progress in this area. These initiatives aim to create dialogue, confront and shift societal attitudes, foster understanding and ensure that domestic, sexual and gender-based violence prevention is embedded across formal and informal education.

How the Campaign Concept was Chosen

This campaign has been in the developmental stage for over a year and has had significant research and consultation prior to launch. During the concept development stage, different concepts were tested independently with focus groups of the public to ensure messaging would be understood and the correct messages would land with those that see the campaign.

Separately a focus group of sexual violence survivors we asked, in a safe way thanks to the support of the Dublin Rape Crisis Centre, to gain invaluable insight from their unique perception of the concepts. Further consultation on the proposed concepts was held with the Cuan Campaign

Advisory Group and several regional sexual violence Rape Crisis Centre's. Following all this, the favourite concept from the independent testing 'You're Not Alone' was chosen.

Developing the Campaign

Cuan's intention is that the victim/survivor experience is at the heart of all our campaigns. To that end, Cuan worked closely with our Campaigns Advisory Committee including front line service providers on the development of the various creative assets for this campaign. Members of the Campaign Advisory Group that were part of this process include representatives from: Women's Aid, Dublin Rape Crisis Centre, National Women's Council of Ireland, Rape Crisis Ireland, Men's Aid, Men's Development Network among others.

Furthermore, Cuan held targeted consultation with One in Four and DRCC on the detail of the radio assets specifically to ensure the victim-survivors experiences portrayed in the assets were realistic but not triggering. The insights of the services who support victims-survivors day to day were invaluable to the creative process.

The Tone of the Campaign

Domestic and sexual violence is not a pleasant topic to be confronted with in an advertising campaign, but it is an important one that needs to have a constant light shone upon it. The campaign tone is consciously crafted to be empowering and encouraging, while maintaining the gravity that such a serious issue demands.

The You're Not Alone TV Campaign

The You're Not Alone TV campaign tells the story of a victim/survivor of sexual abuse and her journey towards hope and healing. It depicts the internal experience of many victims/survivors with an affecting external representation of these feelings. By representing this experience, we hope to offer understanding and validation to victims/survivors while connecting with those who are going through a similar experience and offer them hope and positive action.

The advert focuses on 'Sive', a victim/survivor of sexual violence, who to all intents seems to be living a very normal life. She goes to work, the gym, meets her friends, except the world around her will appear on screen blurred and distorted; to represent her isolation and disconnection due to what has happened to her. When a friend reaches out to ask her if she is ok, the friend's face emerges from the blur. Encouraged by this moment of connection and compassion, Sive is shown to start her road to recovery by reaching out to call a sexual violence service.

The advert finishes with a voice over saying *"if you are a victim of sexual violence, support is always here"*. The end frame encourages people to visit [Alwayshere.ie](https://www.alwayshere.ie) or contact An Garda Síochána. The radio, out of home, digital and social assets also include information on the National Sexual Violence Helpline.

The TV ad will also be shown on Video on Demand and Online Services and was recorded in both English and Irish. Cut down versions for use on social media have also been developed.

Radio and Digital Audio Adverts

Two radio adverts will accompany the campaign, which will include one female focused and one male focused. An Irish language version of the male adverts will also be used in the campaign.

'Little Fella' – The title of the campaign audio asset featuring a male victim of historical childhood sexual abuse

This advert features an older man who touches on an event that happened over a period of time many years ago. He reflects on not knowing what to do or who to turn to. He didn't tell anyone about what had happened to him, until one day he found someone who knew how to help and was then able to say '*this happened to me*'.

'Tell Someone' – The title of the campaign audio asset featuring a female victim of sexual violence

This advert features a woman who speaks about her experience of sexual violence. The advert mirrors the TV ad. She kept thinking about the attack. She kept it hidden from everyone who knew and loved her because she didn't know how to tell them. But eventually she found a way to tell someone who could help.

National Media Strategy

The You're Not Alone campaign is a major multi media campaign that will run across TV, local and national radio, digital audio, in cinemas, video on demand, digital out of home screens and across social and digital media

The campaign will run across TV, radio, cinema and digital advertising platforms from 29 September until 3 November. A second campaign burst will take early next year and the campaign will continue to be rolled out across 2026 and 2027.

A major, high profile Out of Home campaign will play an important role by encouraging people all over Ireland to visit the campaign website, [Alwayshere.ie](https://www.alwayshere.ie), where they will find important information on what supports are available to them. Victims-survivors are also encouraged to contact An Garda Síochána or the national sexual violence helpline should they need to.

Local Media Strategy

With the support of the Dormant Accounts Fund, a separate media strategy is being utilised to reach people at a local level and people from traditionally hard-to-reach communities living in Ireland.

Cuan has partnered with IRS+, the media group of 15 local radio stations, to promote the local sexual violence centre in each station's broadcast region. Victims/survivors all over Ireland will be provided with information on what supports are available to them, by both State and Non-state organisations locally, what to expect if they do reach out for support, and encouragement that if they take that difficult step they will be listened to, taken seriously, and above all, believed.

Further information on these stations and the sexual violence support services can be found in Appendix 3.

Additionally, there will be focused targeting of each county with customised creative assets delivered programmatically on digital display ads, and on Meta and TikTok highlighting the National Helpline, local SATU or Sexual Violence service.

We will also develop specific social assets to share on our channels and to share with our implementation partners to use on their own social media channels to help them promote their services to the people in their area who need to know what supports are available to them

Diversity Focused Media Strategy

As well as the localisation plan for the campaign, and again thanks to support from the Dormant Accounts Fund, a specific media strategy will be used to reach people from Ireland new communities, that may not engage with traditional media.

Examples of how we intend to reach these communities are:

- Targeting people living in Ireland that listen to radio stations and podcasts from different countries and in different languages
- Targeting people that live in Ireland but browse online and social media in different languages,
- Targeting people online based on their interests of diversity related issues such as LGBT+, migration, etc.
- Print ads in Traveller based media.

This is to ensure that everyone, regardless of race, ethnicity and background, that need to hear the important message of the campaign, will do so.

The Campaign website - Alwayshere.ie

The Always Here [website](https://www.alwayshere.ie) has been updated to include information for victims/survivors of sexual violence.

It features important information for victims and survivors such as recognizing sexual violence, help in the aftermath of recent sexual violence or if you have experienced sexual violence in the past. There is information on how to make a criminal report and what to expect from the trial process

Additionally, there is information for people on how they can play an active role in tackling DSGBV by educating themselves on how to support someone who is a victim or survivor, what signs to look out for, and how they can use their voice to become an agent of change.

This information is delivered in a caring and compassionate tone that recognises how difficult it can be for victims and survivors to make that first step to reach out for help.

The Always Here website can be found at www.alwayshere.ie

Conclusion

The first burst of 'You're Not Alone' will run from 29 September – 3 November 2025 with a second burst scheduled in 2026.

Cuan will continue the roll out of the 'Always Here' domestic violence campaign, 'Let's Have the Consent Conversation' and the 'Hardest Stories' campaign.

- **'Always Here - Domestic Violence'**, provides information on supports that are available to victims/survivors of domestic violence. To learn more about the campaign go to www.alwayshere.ie.
- **'Let's Have the Consent Conversation'** aims to build a positive understanding of consent by getting people thinking about what consent, as a positive force, means to them in terms of how they engage with and treat others and how they themselves are treated by others. To learn more go to www.gov.ie/consent
- **'Hardest Stories'** raises awareness of domestic and sexual violence within our society and encourages victims/survivors to reach out to others and tell their stories. To learn more go to www.gov.ie/stories.

The You're Not Alone campaign will evolve over time, and we will be working on new and innovative ways we can support the work that frontline services do, by promoting their services through this campaign. We will ensure that all victims/survivors know that support is Always Here and they do not need to suffer on their own.

If you have any questions about the You're Not Alone campaign, please contact us at comms@cuanagency.ie.

Communications, Campaigns and Education Unit. Cuan – The National DSGBV Agency

Appendices

Appendix 1 - You're Not Alone - Campaign Assets

Assets include two 30" TV adverts, one recorded in English and one in Irish that will be broadcast across all major TV channels and on Video on Demand Services such as YouTube and the RTE Player. From this, a whole suite of cut down versions of both ads have been developed for use on all major social media channels.

Two radio and digital audio adverts will accompany the campaign, which will include one female focused sexual violence ad and one male focused sexual violence ad.

TV and Video on Demand Assets

30" English - <https://youtu.be/LjSBVLRh66g>
30" English – Subtitled - <https://youtu.be/kKr7lxskixw>
30" Irish - <https://youtu.be/sRigsJSiQxl>
30" Irish – Subtitled - <https://youtu.be/fz1jT9KWJgc>

Social Media Assets

Square Version for use on Facebook

1:1. 30" Eng - <https://youtube.com/shorts/DuTDhF8Chdo?feature=share>
1:1. 15" Eng - <https://youtube.com/shorts/DuTDhF8Chdo?feature=share>
1:1. 6" Eng - <https://youtube.com/shorts/miBmzb1kU-A?feature=share>
1:1. 6" Irish - <https://youtube.com/shorts/WKyUYvQ2IH4?feature=share>
1:1 15" Irish - <https://youtube.com/shorts/z6Npqk1aq2E?feature=share>
1:1 30" Irish - <https://youtube.com/shorts/YmhG0fdGlnw?feature=share>

Portrait Version for use on Instagram, Snapchat and TikTok

9:16. 6" Eng - <https://youtube.com/shorts/1YVs5l6qN2k?feature=share>
9:16. 15" Eng - <https://youtube.com/shorts/ubU2l8PkFfg?feature=share>
9:16. 30" Eng - <https://youtube.com/shorts/NJO47eExROE?feature=share>
9:16 6" Irish - <https://youtube.com/shorts/3Us4Y7dhVmE?feature=share>
9:16 30" Irish - <https://youtube.com/shorts/ki9f3lzmUyw>
9:16 15" Irish - https://youtube.com/shorts/W_D3so352so

Landscape Version for use on Youtube

16:9. 30" Eng – Youtube Version - <https://youtu.be/Jrzp2OTD8Hk>
16:9. 30" Eng – Youtube Version with Subs - <https://youtu.be/yD2cK9JtSlS>
16:9 30" Irish – Youtube Version - <https://youtu.be/SUwQXYZtA64>
16:9 30" Irish – Youtube Version with Subs - <https://youtu.be/fz1jT9KWJgc>

‘Please feel free to use these assets on your social channels. We just ask that you cite [Copyright of Cuan 2025] when doing so.’

Video Playlists

TV Versions Playlist -

<https://www.youtube.com/playlist?list=PL47i6qOAEbHh2wGplpWlBs02ekJKLBs31>

Social Media Playlist –

<https://www.youtube.com/playlist?list=PL47i6qOAEbHhI0qMo5kGfyHK4TxcTmmYT>

Radio and Digital Audio Assets

‘Tell Someone’ – Female focused sexual violence ad: [https://soundcloud.com/comms-](https://soundcloud.com/comms-251703643/tell_someone/s-0hEOFe0Gzsq?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=c5f85bfbd93c4f2db2c29994eb97e218)

[251703643/tell_someone/s-](https://soundcloud.com/comms-251703643/tell_someone/s-0hEOFe0Gzsq?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=c5f85bfbd93c4f2db2c29994eb97e218)

[0hEOFe0Gzsq?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=c5f85bfbd93c4f2db2c29994eb97e218](https://soundcloud.com/comms-251703643/tell_someone/s-0hEOFe0Gzsq?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=c5f85bfbd93c4f2db2c29994eb97e218)

‘This Happened To Me’ – Male focused sexual violence ad: [https://soundcloud.com/comms-](https://soundcloud.com/comms-251703643/little-fella-english-male/s-XmClmIdgDSM?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=241bbed451c0427cbfcc834ab21df198)

[251703643/little-fella-english-male/s-](https://soundcloud.com/comms-251703643/little-fella-english-male/s-XmClmIdgDSM?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=241bbed451c0427cbfcc834ab21df198)

[XmClmIdgDSM?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=241bbed451c0427cbfcc834ab21df198](https://soundcloud.com/comms-251703643/little-fella-english-male/s-XmClmIdgDSM?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=241bbed451c0427cbfcc834ab21df198)

‘This Happened To Me’ – Irish version – [https://soundcloud.com/comms-251703643/little-fella-](https://soundcloud.com/comms-251703643/little-fella-male-irish/s-WGMonIMpMuQ?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=b000c4d230c84021b59249eca8f501b8)

[male-irish/s-](https://soundcloud.com/comms-251703643/little-fella-male-irish/s-WGMonIMpMuQ?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=b000c4d230c84021b59249eca8f501b8)
[WGMonIMpMuQ?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=b000c4d230c84021b59249eca8f501b8](https://soundcloud.com/comms-251703643/little-fella-male-irish/s-WGMonIMpMuQ?utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing&si=b000c4d230c84021b59249eca8f501b8)

Radio and Digital Audio Playlist

[https://soundcloud.com/comms-251703643/sets/youre-not-alone-sexual/s-](https://soundcloud.com/comms-251703643/sets/youre-not-alone-sexual/s-YNNAiqLmN9Y?si=353eb8e513bd4df3ac62b9e1b04933b5&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

[YNNAiqLmN9Y?si=353eb8e513bd4df3ac62b9e1b04933b5&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing](https://soundcloud.com/comms-251703643/sets/youre-not-alone-sexual/s-YNNAiqLmN9Y?si=353eb8e513bd4df3ac62b9e1b04933b5&utm_source=clipboard&utm_medium=text&utm_campaign=social_sharing)

Appendix 2 - About Cuan

Cuan is a statutory agency under the remit of the Department of Justice dedicated to tackling and reducing domestic, sexual and gender-based violence (DSGBV).

Cuan works collaboratively across government and with the NGO and DSGBV services sector to ensure that the best possible services are in place to meet the needs of victims and survivors. Cuan is not a frontline service and does not provide in-person services to the public.

The establishment of Cuan was a key action of the Third National Strategy on Domestic, Sexual and Gender-based Violence. To learn more about the strategy go to <https://www.gov.ie/en/campaigns/fb746-zero-tolerance/>

Cuan is committed to leading a whole of government response to domestic, sexual and gender-based violence, taking a best-in-class approach to national strategy implementation. Central to this is ensuring that victim-survivors have clear, accessible and supportive pathways to and through justice.

To learn more about what Cuan is doing to reach its goal of a society free from domestic, sexual and gender-based violence, go to <https://www.gov.ie/en/publication/75c45-cuans-role-in-creating-zero-tolerance-of-dsgbv/>

Appendix 3 - IRS+ Partnership with local radio stations

Cuan has partnered with IRS+ the media group of 15 local radio stations to promote the local sexual violence centre in each stations broadcast region. Victims-survivors all over Ireland will be provided with information on what supports are available to them, by both State and Non-state organisations locally, what to expect if they do reach out for support, and encouragement that if they take that difficult step they will be listened to, taken seriously, and above all, believed.

The following is a list of all the stations taking part and provides details on what support services will be promoted on air.

Highland Radio

Donegal Sexual Abuse and Rape Crisis Centre

Helpline – 1800 448 844

Ocean FM

Rape Crisis & Sexual Abuse Counselling Centre – Sligo, Leitrim and West Cavan

Helpline – 1800 750 780

Northern Sound

Rape Crisis North East

Helpline – 1800 77 8888

Midwest Radio

Mayo Rape Crisis Centre

Helpline – 1800 234 900

Shannonside

As this station covers a number of areas, the national helpline will be promoted so people can be directed to their local service.

Helpline – 1800 77 8888

Midlands 103

Tullamore Rape Crisis Centre

Helpline - 1800 32 32 32

KFM

Carlow and South Leinster Rape Crisis

Helpline – 1800 727 737

East Coast FM

Dublin Rape Crisis Centre

Helpline - 1800 77 8888

Sunshine 106.8 and Radio Nova [Dublin Stations]

Dublin Rape Crisis Centre

Helpline - 1800 77 8888

KCLR [Kilkenny Carlow Local Radio]

As there are Rape Crisis Centres in both Kilkenny and Carlow so the national helpline will be promoted so people who ring up will be directed to the closest one to where they live.

Helpline - 1800 77 8888

Clare FM

Rape Crisis Midwest

Helpline – 1800 311 511

Tipp FM

Tipperary Rape Crisis Centre

Helpline - 1800 340 340

Radio Kerry

Kerry Rape and Sexual Violence Centre

Helpline – 1800 633 333

South East Radio

Wexford Rape Crisis

Helpline - 1800 33 00 33

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An Roinn Dlí agus Cirt,
Gnóthaí Baile agus Imirce
Department of Justice,
Home Affairs and Migration



Rialtas na hÉireann
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ciste na
gcuntas díomhaoin
the dormant
accounts fund