

**ACTION
AGAINST
STALKING**
STRATEGY 2024-2027

A MESSAGE FROM OUR CEO HAYLEY TENNANT

I feel extremely positive about joining Action Against Stalking as Chief Executive at the start of our new financial year in 2024 and taking ownership of driving and developing our strategy over the next three years. I have joined the charity at a milestone moment, celebrating ten years in operation.

AAS began with one woman's campaign of pure determination, tenacity, and focus to fight for what she believed in. Dr. Ann Moulds CBE is the reason this charity exists to champion and support the voices of victims and survivors. Ann was directly responsible for Section 39 being added to the Criminal Justice and Licensing (Scotland) Act 2010. This clause enables crimes of stalking to be prosecuted based on both the stalker's behaviours and their impact on the victim. Ann's campaign set the blueprint for legislative changes in England, Wales, and Europe. It is a real privilege to work with Ann, our founder and trustee, alongside every member of our team.

Our three-year vision outlines our foundational strategic priorities that we must continue to strive toward. We have much more work to do. Our focus is on consolidating our efforts, maximising opportunities through collaboration with multi-agency partners, advancing learning and development, and leading and supporting legislative changes for the greater good of victim support and ensuring victims have a voice.

At the heart of our charity is our Throughcare Service. I best describe my team as the 'behind-the-scenes front-line service,' working day in and day out with individuals at a point of crisis, providing advocacy, as well as emotional and practical support. Our service is vital, especially with 11.8% of adults stalked and harassed annually in Scotland. Our dedicated staff are needed now more than ever. Through our growth, education, campaigns, and partnerships, victims and survivors of stalking using our service are, and always will be, at the epicentre of everything we do.

We will remain tenacious and focused on achieving our strategic objectives and overarching mission. We aim to grow with a renewed determination, enabling us to be more proactive and have a greater impact. Our mission, values, drive, and focused approach will enable us to achieve our strategic goals.

Our mission is to establish a world where everyone has the right to live without fear of psychological or predatory threats.



OUR MISSION

To establish a world where everyone has a right to live without fear of psychological or predatory threat.

We do this by:

Educating and informing all about the harm caused to people's lives by stalking.

Championing the rights of those affected by stalking.

Supporting victims of stalking.

OUR VISION

To live in a world where everyone has the right to live without fear of psychological or predatory threat.

COLLABORATION

DETERMINATION

PIONEERING

OUR MISSION VALUES

Pioneering – We are pioneers in getting stalking recognised as a stand-alone crime in Scotland and creating a blueprint for England, Ireland and Wales. Dr Ann Moulds CBE was directly responsible for Section 39 being added to the Criminal Justice and Licensing (Scotland) Act 2010. This clause enables crimes of stalking to be prosecuted based on both the stalker's behaviours and the impact these have on the victim. This campaign set the blueprint for adaptations in legislation in England and Wales as well as in Europe. Over the next three years, we will continue with our campaign to challenge and feed into the criminal justice system with victims of crime always at the centre of our what we do.

Determination – We are focused, and with a team of highly skilled professionals, we shall continue to shape the landscape of groups and agencies by informing, educating, and challenging for the greater good of our victims and survivors. Our drive is to continue with prevention and engagement work, to raise awareness and to reduce the crime of stalking

Collaboration – We pride ourselves with the close working partnerships we have established since our charity was established in 2014. We partner Police Scotland, and many multi-agencies across Scotland, and the rest of the United Kingdom. We will continue with lens focus to strengthen our activities for continued impact and support for victims' rights.

OUR STRATEGIC OBJECTIVES

FOUNDATIONS OF SERVICE

Throughcare Service Support:

This is at the heart of our charity, and the reason why we exist. We will support, advise, and guide victims and survivors of the crime of stalking. We will create the space for individuals to take control of their power and gain control of their lives. Our independent stalking practitioners will walk alongside victims and survivors throughout their journey. We will always put our victims and survivors first with a trauma informed and person-centred approach.

Education, Prevention and Inform:

We will continue focusing on empowering people to live their best lives without psychological fear and alarm. We will offer flexible learning and development solutions to groups, organisations and individuals. Our multi-agency partnerships will strengthen with shared learning, and our bespoke offering of training and interventions will have a targeted impact. Our prevention work and community work will gain momentum over the next three years.

Centre for Action Against Stalking©:

With a lens focus on academic research and collaborative projects, we support education and feed into University based modules.

We will continue to develop relationships with UK and international based universities to educate, research and inform on a national and international stage. We will strengthen our partnerships with leaders and health and wellbeing practitioners at schools and colleges as part of our prevention, educate and inform strategy.

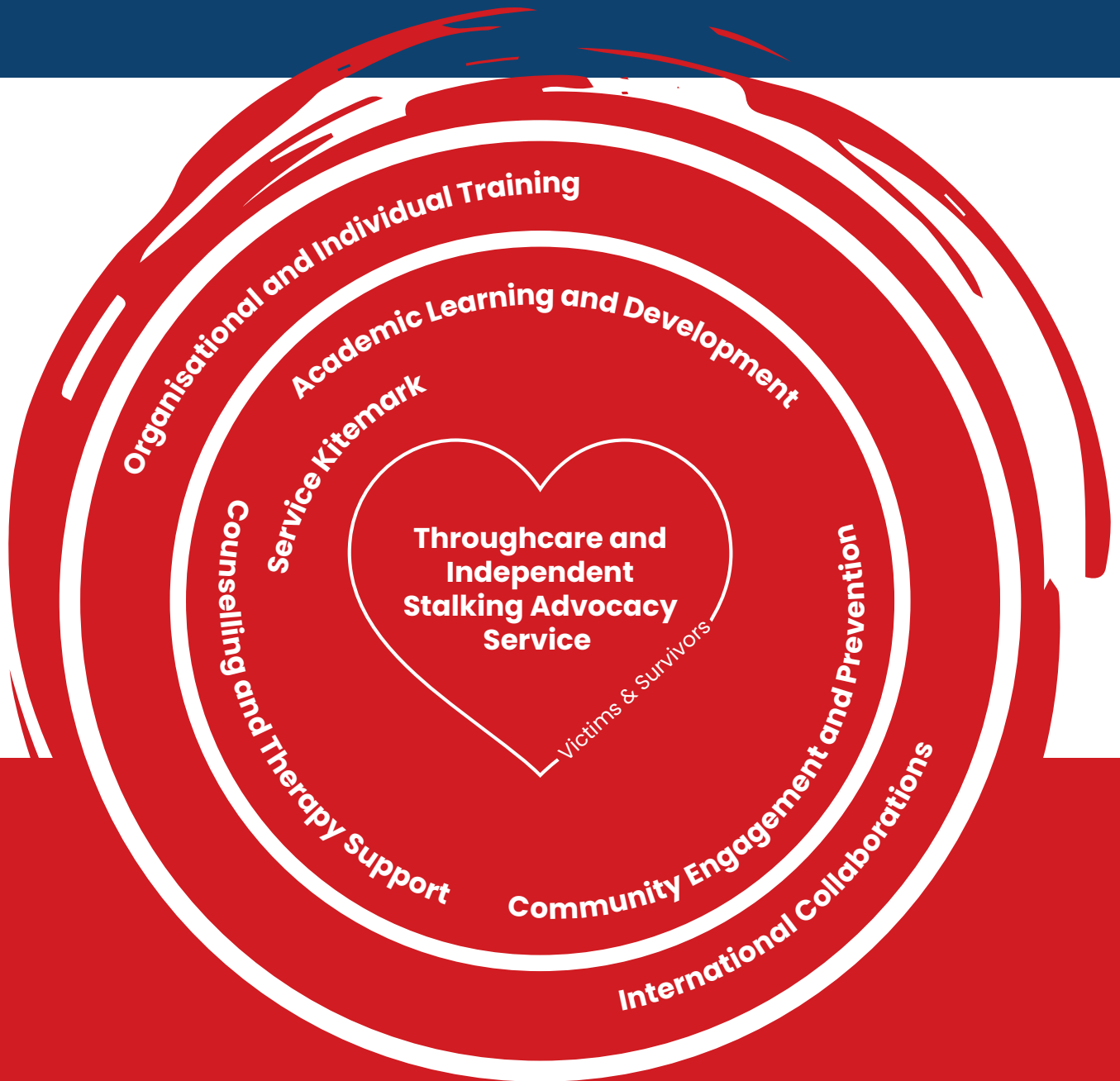
Lobby, Campaign and Change the Narrative:

We will continue with what we started. We are game-changers, tenacious and focused with championing the rights of victims. We will campaign, feed into and be the collective voice for the rights of victims. We will collaborate with multi-agencies across the nation to join forces collectively for impact and sustainable lasting change.

IMPACT



OUR PRIORITIES



We know from experience we need to keep momentum, tenacity and lens focus to champion the rights of victims and continue to have a lasting impact by changing the narrative, education and sharing knowledge. Our focus is:

Stalking

Healthy Relationships

Health & Well-Being

Education

HOW WE WILL ACHIEVE THIS

Throughcare Service

Our unique Throughcare Service will continue to expand and adjust to the ever-increasing demand of victims and survivors. We will continue to offer tailored person-centred stalking advocacy support.

We will:

- Consistently develop our tools and approaches to ensure we are capturing and offering a trauma-informed, and person-centred approach.
- Consistently develop our skilled team of practitioners to develop a gold-standard service for everyone.
- Develop our digital online capabilities to expand our reach by allowing private and confidential contact.
- Continue to offer holistic therapeutic intervention to dovetail our core service and develop these in our engagement with victims and survivors.
- Develop a community of volunteers with lived experience, and those with a therapeutic or advisory professional background.
- Focus on the needs of younger people reporting the crime of stalking by developing specialist niche practitioners within the service.
- Use feedback from victims and survivors to further inform and shape our work.
- Develop accreditation and nationally recognised kitemark for our Throughcare service accolading our high standards, support and advocacy given to victims and survivors of stalking.

Young People Service

We are developing a targeted programme in collaboration with a specialist learning and development practitioner, focused on local schools and community groups. This initiative will address key themes such as healthy relationships, domestic violence, harassment, bullying, and coercive control, all while linking stalking as a crime. Our specialist will work with educators and young people to inform, ignite, and engage them on these critical issues.

We will:

- Further develop and shape a targeted programme with a specialist learning and development practitioner for local schools and community groups.
- The specialist niche practitioner will gather momentum linking to healthy relationships, themes around domestic violence, harassment, bullying and coercive control. Our specialist will engage, ignite, inform and work with educators and teams of young people joining up the key themes linking to stalking as a crime.
- We will develop this service with the needs of schools, colleges and universities with a joined-up approach with Throughcare, and Prevention and Community Engagement strands.

Multi-Agency Working

We know from experience the power of strength in numbers, knowledge and sharing is key to the success of having a lasting impact with change and influence, championing the rights of victims, and being their voice.

We will:

- Continue to lead with engagement with our focussed group, Scotland's National Stalking Group – SNSG allowing partners across the UK to share, educate and inform with legislation, law, experiences and training.
- Work closely with our partners, campaigns led by our partners, with joined-up approaches over the next three years.
- Continue to develop our training and support to Police Scotland and other agencies around stalking.
- Grow and strengthen our collaborations with joint events with training, seminars and conferences.

Prevention and Community Engagement

Our priorities are to educate, inform and be inclusive across all groups, especially with our priorities with young people, LGBTQI+ SOGIE and minority groups of people where stalking is vastly underreported. We will maximise our resources, capabilities, and skills internally, with collaboration with external partners.

We will:

- Support our shared objectives and outputs collectively and cohesively for our young persons service with focus on developing our outreach to young people across education sectors and communities. Experiences, feedback, and projects will help us shape our activities over the next three years.
- Continue to develop our award-winning podcast to inform, share experiences and change the narrative around stalking,
- Develop our digital capabilities to allow for information and support online
- Support our strategic focus with education and information by developing workplace seminars, webinars and reach to organisations and partners.
- Feed into and support our brand, Centre for Action Against Stalking © with national and international educational and informative events. Develop and support academic modules around stalking and joint ventures.

Training, Education and Consultancy

We have developed accredited programmes certified by Continued Professional Development Service (CPD). Our strategic focus will develop for even more meaningful interventions raising awareness, education and informing people from all groups and backgrounds of the psychological fear and alarm of stalking.

We will:

- Develop and strengthen our reach with training to charities and organisations supporting victims.
- Accelerate our attention with organisations developing policies and best practices with stalking and harassment.
- Expand our capabilities with our Centre for Action Against Stalking (CAAS ©) with university-based CPD modules in collaboration with education partners.
- Gain momentum with accessible focused online webinars targeting specific audiences.

ACTION AGAINST STALKING



0800 820 2427



support@actionagainststalking.org



actionagainststalking.org/referral

We provide a unique throughcare support service for victims of stalking. We understand the damage and trauma you may have experienced at the hands of a stalker.

It is our aim to help you take back control and return to normal life by offering practical and emotional support from our experienced practitioners.

