

SOCIAL OUTCOMES



Greater Manchester Combined Authority

#IsThisOK?

The #IsThisOK? campaign by the Greater Manchester Combined Authority is a public engagement initiative aimed at tackling gender-based violence, particularly sexual harassment against women and girls in public spaces.

The initial launch of the #IsThisOK? campaign in 2021 featured a powerful video depicting a young woman experiencing harassment in everyday situations, aiming to highlight how normalised behaviours can make women feel unsafe.



Gender Based Violence Campaign: It's not a game, boy #IsThisOk

GMCA Greater Manchester Combined Authority
1.07K subscribers

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It's not a game, boy: <https://www.youtube.com/watch?v=5UmZEUgtlis>

The second phase, running from December 2022 to March 2024, expanded the campaign with follow-up films and a podcast series. This phase focused on calling out common behaviours such as unwanted comments and jokes, encouraging men to reflect on their actions and become active allies.

An impact evaluation conducted in March 2024 surveyed 400 men and boys in Greater Manchester. Key findings revealed that the second phase garnered 4.1 million views, with 53% of respondents stating the campaign made them think or want to act differently, 17% reflecting on their behaviour, and 12% learning how to help reduce gender-based violence.

Campaign Overview

Launched: December 2021 by Mayor Andy Burnham.
Target Audience: Primarily men and boys, especially those aged 18 – 35.
Goal: To challenge everyday behaviours that contribute to gender-based violence and encourage men to be part of the solution.



Andy Burnham, Mayor of Greater Manchester, launches the next phase of the campaign to raise awareness of coercive and controlling behaviour, and encourages people who use harmful behaviour, victims, and those who care about them to seek support.

For further information contact:

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