



# PRESS RELEASE



## DATGANIAD I'R WASG

Tuesday 9<sup>th</sup> January 2007

### SUCCESS OF PERSONAL SAFETY AWARENESS CAMPAIGN

A campaign aimed at men and women to remind them of the consequences of having sex without consent has resulted in a substantial decrease in the number of sexual offences over the Christmas period.

Safer Neath Port Talbot Partnership also ran a campaign to highlight the dangers of drink spiking and handed out kits which can test drinks for the most commonly used date-rape drugs.

New figures show that the number of sexual offences recorded in the Neath Port Talbot area over the Christmas and New Year period were 15.3% down on the same time last year.

Posters and stickers were placed in pub and club washrooms and a radio advertising campaign was launched to raise awareness and understanding of consent, which is at the centre of the offence of rape.

Recognising that only a small minority of men ever commit rape, one part of the campaign enforced the message: No Consent Means No Sex.

The second strand to the campaign specifically targeted women and encouraged personal safety and responsible drinking. It was themed around the fairytale about the Princess and the Frog and warns ladies: Make sure the Prince you are kissing doesn't turn into a frog.

Inspector Huw Griffiths, of the Neath Port Talbot Community Safety Department, said: "This campaign very much recognised that both men and women have a responsibility.



**South Wales Police**

Chief Constable: Miss Barbara Wilding Q.P.M.

**Heddlu De Cymru**

Head of Press and Public Relations: Carol Saunders

Issued by the Press and Public Relations Department

South Wales Police, Police Headquarters, Cowbridge Road, Bridgend, CF31 3SU

Tel: 01656 869291 • Fax: 01656 869477

[www.south-wales.police.uk](http://www.south-wales.police.uk)

“Work has continued for a long time on the need for women to take responsibility for their personal safety. That is still important, but we also need to put the onus onto men and make them aware of their responsibilities.

“We hope this campaign has raised awareness of the law and given a clearer sense of everybody’s responsibilities. Judging by the figures, we are delighted to see that sexual offences have decreased quite substantially over the festive period.

“I would like to thank the pub licensees, the local media and our partners for helping us to get this very important message across.”

The Partnership also teamed up with the Lucie Blackman Trust to distribute testing kits which can check whether drinks have been spiked.

The Drink Detective kits test for the three main date rape drugs and also gives advice on what to do if your drink is spiked.

Jane Griffiths, Community Safety Manager at Neath Port Talbot Council, said: "We are delighted that the wide range of innovative initiatives in Neath Port Talbot have paid dividends.

“We have got a very strong pro-active partnership approach to problem solving in Neath Port Talbot and the figures highlight the success we have enjoyed in ensuring people can have a safe and enjoyable night out.”