



# PUBLIC URGED TO ACT AGAINST HARM

'Act Against Harm' - that's the message behind a new advertising campaign, launched in partnership with Momentum, to ensure that adults living in Scotland who are being harmed, or who are at risk of harm, are supported and protected.

**T**HE 'ACT AGAINST HARM' campaign, which has been appearing on TV screens across Scotland, was designed to raise awareness of the Adult Support and Protection (Scotland) Act 2007 – the legislation which came into force in

October 2008 to help stop acts of deliberate and unintentional harm and neglect taking place.

The Act allows authorities to make inquiries and take action when they suspect an adult may be at risk of harm, so that appropriate support

can be put in place to ensure that the person at risk receives the help that they need.

Momentum was invited to advise on, and help develop, the campaign after previously delivering training on the implications of the Act to



service users and to carers. As one of only three voluntary organisations to advise on the 'Act Against Harm' campaign, Momentum worked in partnership with the Scottish Government, Age Concern & Help the Aged, and Alzheimer Scotland to ensure the relevance and accessibility of the campaign.

'Act Against Harm' highlights the importance of speaking to someone if harm is suspected and signposts people to sources of help and advice. It also spells out the different forms of harm adults at risk may face, such as physical, sexual or psychological harm, neglect or being taken advantage of financially.

Shona Robison MSP, the Scottish Government's Minister for

Public Health says, "For the Adult Support and Protection (Scotland) Act 2007 to truly benefit the citizens of Scotland, it is essential that all partners collaborate effectively and this project has been a shining example of just that.

"The elements of the 'Act Against Harm' campaign range from posters, information booklets, an interactive website and TV advertising to ensure that all members of the public become aware of what the Act is about and those being harmed will know they are being protected. It is in all of our interests to act against harm."

Ruth Dorman, Head of Community Health and Social Care at Momentum comments,

"For legislation to have the intended impact, it needs to be understood, and that is why the current campaign to raise awareness of this Act amongst those who may be at risk, their carers and the general public, is so important and something which Momentum is proud to be advising on." The TV campaign is being supported by regional press advertising, with posters and leaflets distributed to GP surgeries, pharmacies and libraries.

People who are concerned about an adult at risk of harm or who would like further information on the Adult Support and Protection (Scotland) Act 2007 can call (00 44) 0845 389 4000 or visit [www.infoscotland.com/actagainstharm](http://www.infoscotland.com/actagainstharm) ■