

That Guy content - partner template

Violence against women and girls is a serious societal issue and we all have a role to play in preventing it.

Police Scotland's new phase of the That Guy campaign launched on Monday, 28 September, 2026, encouraging men to recognise the influence they have on those around them and the positive role they can play in challenging harmful attitudes and behaviours towards women and girls.

Young men and boys are growing up where attitudes towards women, sex and relationships are shaped by both the people around them and what they see online, including messages about masculinity and how women should be treated. This extremist content is having a direct impact on women's safety.

The campaign focuses on the importance of positive male role models, empowering men to set a good example through their everyday actions, conversations and behaviours. Whether it's challenging sexist comments, promoting respectful relationships or speaking up when something isn't right, small actions can help create a Scotland where women and girls feel safe and respected.

We're proud to support the campaign because...

We encourage you to learn more about the campaign and join us in helping to create positive change for women.

You **are** a role model. Be a decent one.

Your actions set the standard for others. Stop sexual violence before it starts.

See how at: that-guy.co.uk