

# Respect

## World Cup Campaign Participation Pack

June – July 2026

**#CrossedTheLine**



June 2026

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# Overview of campaign

The World Cup 2026 has begun and runs until mid-July. You can help support the #CrossedTheLine campaign and raise awareness of the Respect Phonenumber.

## Campaign Goal

- We want to highlight the link between the increase in reported incidents of domestic abuse perpetration during football tournaments.
- Reminding our audiences that how someone behaves is their choice and that they are responsible for their behaviour.
- Encouraging those concerned that their behaviour has #CrossedTheLine to seek support and remind them that 'Change starts with a conversation.'

## Call to action

- For those who are concerned about their behaviour(s) in relationships, particularly during football tournaments to notice these concerns and reach out to the Respect Phonenumber.

# Schedule of Games

England games:

- 17<sup>th</sup> June
- 23<sup>rd</sup> June
- 27<sup>th</sup> June

Scotland games

- 19<sup>th</sup> June
- 24<sup>th</sup> June

For a full list of match dates and times, [click here.](#)



# Key messaging

Respect will be posting predominantly on Facebook and Instagram

The World Cup is back.

This should be a time of celebration.

Data shows that reported incidents of domestic abuse rise by 26% when England win a game and 38% when they lose. Football tournaments don't cause abuse, but they can exacerbate it.

This year, Respect is encouraging anyone who is worried that their behaviour may have crossed the line to contact the Respect Phonenumber.

Their expert advisors support people who are concerned that they are using harmful or abusive behaviour in their relationships.

Change starts with a conversation.

Call: 0808 802 4040 (Mon–Fri, 10am–5pm)

Webchat: via [www.respectphonenumber.org.uk](http://www.respectphonenumber.org.uk) (Mon–Fri, 9am–10am)


#CrossedTheLine #FIFAWorldCup #WeAre26

# Key messaging

Has your behaviour crossed the line? The Respect Phonenumber supports people who are concerned about their behaviour in relationships. It also offers support to friends, family and professionals working with them.

Their advisors offer confidential, non-judgemental support to help people understand their harmful behaviour and take positive steps forward.

You can contact the Respect Phonenumber via phone or webchat Monday to Friday.

 Call 0808 802 4040 (10am–5pm)

 Webchat support available 9am–10am via [www.respectphonenumber.org.uk](http://www.respectphonenumber.org.uk)

#CrossedTheLine #FIFAWorldCup #WeAre26

# Key messaging

It's ok to celebrate. It's ok to be disappointed. But it's never ok to harm or scare your partner, family or loved ones.

If you are worried your behaviour has crossed the line, the Respect Phonenumber can help. Change starts with a conversation.

Call: 0808 802 4040 (Mon–Fri, 10am–5pm)  
Webchat via [www.respectphonenumber.org.uk](http://www.respectphonenumber.org.uk)  
(Mon–Fri, 9am–10am)

# Key messaging

Has your behaviour crossed the line this World Cup?

It's ok to be disappointed. It's not ok to harm or scare your partner.

Call the Respect Phonenumber for confidential, non-judgemental support to help understand how your behaviour may be crossing the line and to take positive steps forward.

Change starts with a conversation.

Call 0808 802 4040, every Monday to Friday, 10am–5pm.

Or visit our website for webchat support ([www.respectphonenumber.org.uk](http://www.respectphonenumber.org.uk)) Monday–Friday, 9am–10am.

#FIFAWorldCup #WeAre26 #CrossedTheLine

# Key messaging

During the Euros 2024, the UK's Football Policing Unit recorded over 300 reported domestic abuse offences linked to the football. And we know reported incidents are the tip of the iceberg.

Football tournaments do not cause domestic abuse, but the data shows they can be a catalyst. While the Euros was on, the Respect Phonenumber recorded a 39% increase to the helpline.

This World Cup, Respect's #CrossedTheLine campaign encourages anyone worried that their behaviour, or someone else's, may have crossed the line to contact the Respect Phonenumber for help. Professionals are also welcome to get in touch. Call 0808 802 4040 (Monday–Friday, 10am–5pm) or visit [www.respectphonenumber.org.uk](http://www.respectphonenumber.org.uk) for webchat support (Monday–Friday, 9am–10am).

#CrossedTheLine #FIFAWorldCup #WeAre26

# Selection of Graphics

Zip files for each size in the links below:

[Landscape \(1200 x 628\)](#)

[Square \(1200 x 1200\)](#)

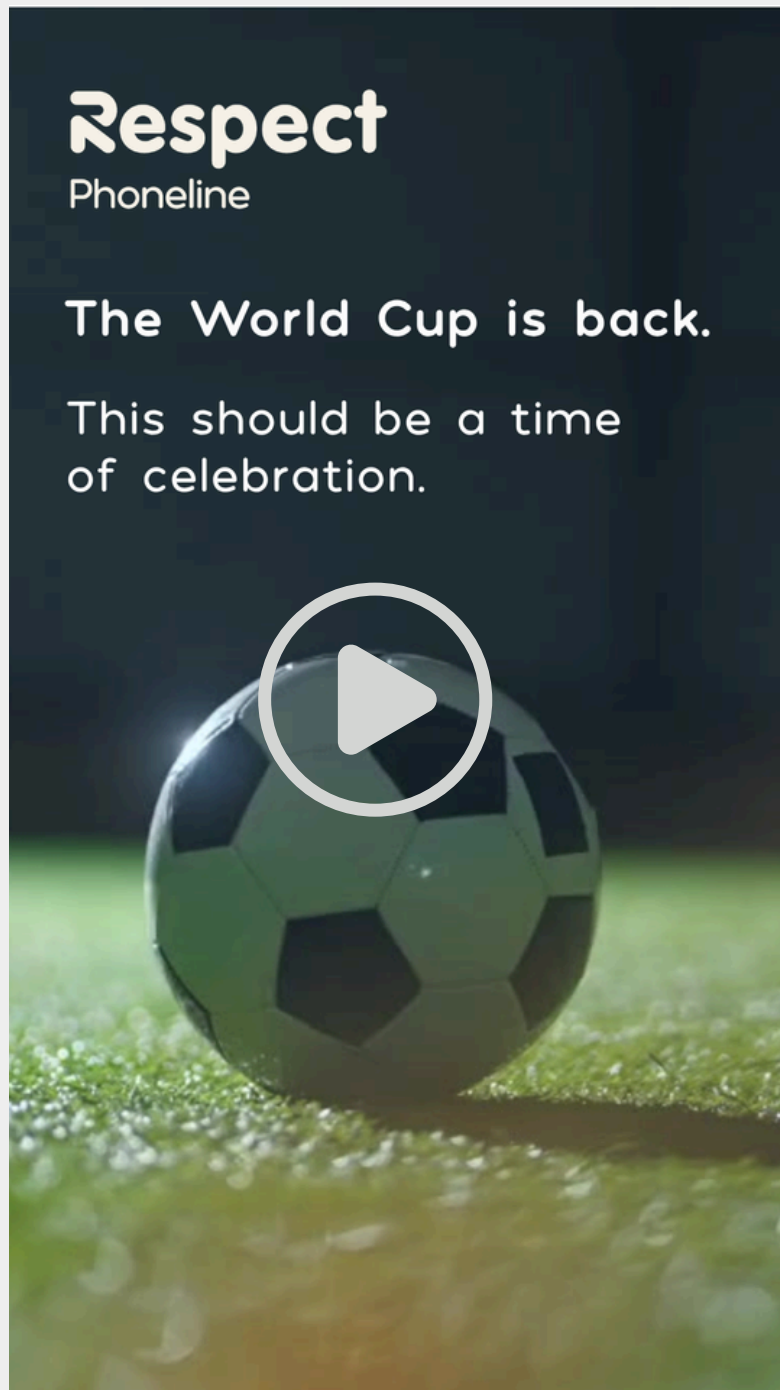
[Portrait \(960 x 1200\)](#)

[Instagram size](#)

Once you open the links you can download the zip files.

# Video

Click [here](#) for the video.



# Research and evidence

## Source information in messaging

- Reported incidents of domestic abuse increase by 26% when England play and by 38% if they lose  
<https://www.lancaster.ac.uk/news/articles/2014/world-cup-football-is-a-risk-factor-for-domestic-violence/>
- 351 reported domestic abuse offences and increased calls to Respect Phonenumber during Euros 2024  
<https://news.npcc.police.uk/releases/police-record-over-three-hundred-domestic-abuse-offences-linked-to-euros-tournament>

# Research and evidence

## Further studies

Futher information that may be useful, but does not appear in the key messages.

- 47% increase in reported cases of alcohol-related domestic abuse during World Cup 2022  
<https://www.wbs.ac.uk/news/domestic-abuse-increases-almost-50-per-cent-after-england-win-at-world-cup/>
- Licence extensions for pubs during World Cup  
<https://www.bbc.co.uk/news/articles/ce8jw1w1674o>

# Contact us

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**Tag us in your posts:**

**Facebook: @Respect**

**Instagram: @respect\_uk**

**LinkedIn: @Respect UK**

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