FREE Campaign Overview & Communications Guide

FREE is a partnership between The Clewer Initiative and Mothers' Union that aims to equip people with the knowledge, confidence and resources to recognise, respond to and help prevent modern slavery in their communities. Through prayer, education, advocacy and practical action, the campaign will help Mothers' Union members raise awareness, support vulnerable people and promote safer communities across Britain and Ireland.

KEY MESSAGES

Modern slavery often hides in plain sight. Preventing it requires individuals, churches, communities and specialist organisations to work together. Through FREE, Mothers' Union members will be equipped to recognise the signs of exploitation, support those who may be vulnerable, and help create communities where people can live free from harm and exploitation.

WHAT FREE MEANS

R - Respond
Know how to respond safely and appropriately.

E - Empower
Equip communities with knowledge, confidence and resources.

F - Find
Recognise the signs of modern slavery and exploitation.

E - End
Work together to help prevent exploitation and create safer communities.

SUPPORTING MESSAGES

- Everyone has a role in creating safer communities.
- Faith communities can be places of safety, support and hope.
- Education builds confidence and understanding.
- Small actions can make a real difference.
- Together we can help prevent exploitation and support survivors.

AIM

- Raise awareness of modern slavery
- Equip members through training and resources
- Encourage prayer, advocacy and practical action
- Support communities to recognise and respond to exploitation
- Develop a network of trained ambassadors