

Overview

Our 'He Loves Me Not' campaign challenges the traditional notions of love and romance, highlighting how these ideals can be manipulated to mask coercive control. While Valentine's Day is often portrayed as a celebration of love, for many of the women we support, it is a painful reminder of the ways in which love has been used as a tool for control, manipulation, and abuse.

The Message

A phrase we hear all too often from women reaching out to us is: "Oh, he only does it because he loves me..." This heartbreaking sentiment reflects a widespread misconception that abuse can be excused or justified under the guise of love. Our campaign aims to challenge this narrative and expose the reality that:

Love should never hurt.

Love should never manipulate.

Love should never control.

Why This Campaign Matters

Valentine's Day is surrounded by expectation and pressure, reinforcing idealised images of romance. However, for survivors of domestic abuse, it can be incredibly triggering. Coercive control thrives in an environment where possessiveness and dominance are mistaken for passion and devotion. By shining a light on these issues, we hope to:

Encourage critical thinking about the messages we internalise about love and relationships.

Empower survivors to recognise the signs of coercive control.

Challenge societal norms that romanticise controlling behaviours.

Campaign Elements

Visual Imagery: The campaign features powerful imagery, including a Valentines Teddy bear that has been ripped. The idea is to dissect the concept of love and romance and look behind it.

Social Media Awareness: A series of impactful posts exploring how phrases like "He loves me, he just gets jealous" or "He does it because he cares" can mask harmful behaviours.

Call to Action: Encouraging women to reflect on their relationships and seek support if love feels more like control than care. Hashtag #HeLovesMeNot

Public Engagement: Partnering with organisations to spread awareness about coercive control and challenge the misconceptions surrounding love and abuse.

Advertising: Advert running on Valentines Day at Peterhill stadium trackside during the Glasgow City FC vs Celtic Women's Game.

Conclusion

Through 'He Loves Me Not', we aim to reshape the conversation around love, making it clear that true love is built on respect, trust, and equality—not fear, control, or manipulation. This Valentine's Day, we stand with survivors and remind everyone that love should feel safe, not suffocating.

He loves me not. ♀ Glasgow Women's Aid
Love should never hurt,
manipulate, or control.
#HeLovesMeNot



This Valentine's Day, let's talk about recognising unhealthy relationships and building the confidence to pursue relationships rooted in respect, equality, and kindness.
If you need our support, call us on 0141 553 2022

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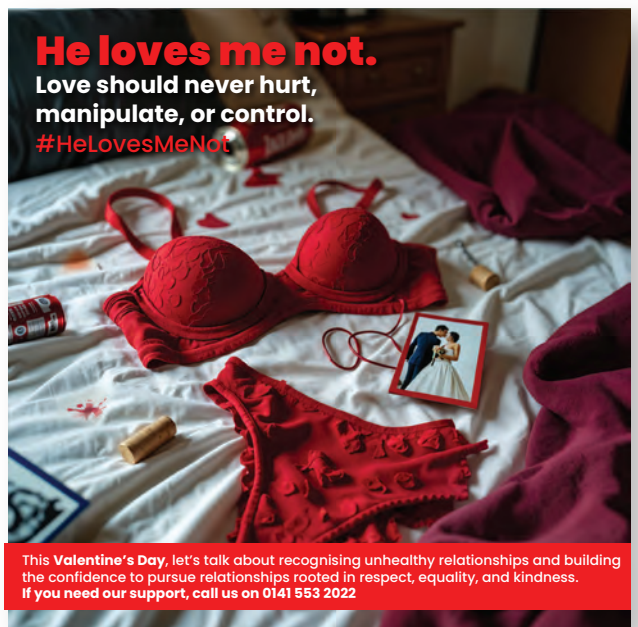
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**"He loves me,
he just gets
jealous"**

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**"I just worry about
you so much. That's
why I need to know
where you are all
the time."**

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**"You're mine,
and I don't
want to share
you with
anyone."**

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**"He's not
controlling.
He's just
protective."**

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**"It's my fault,
I shouldn't
upset him."**

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**"He had a rough
childhood, so he
just loves
differently."**

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Glasgow Women's Aid

Standard Selfie Frame to promote the campaign.

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0141 553 2022