

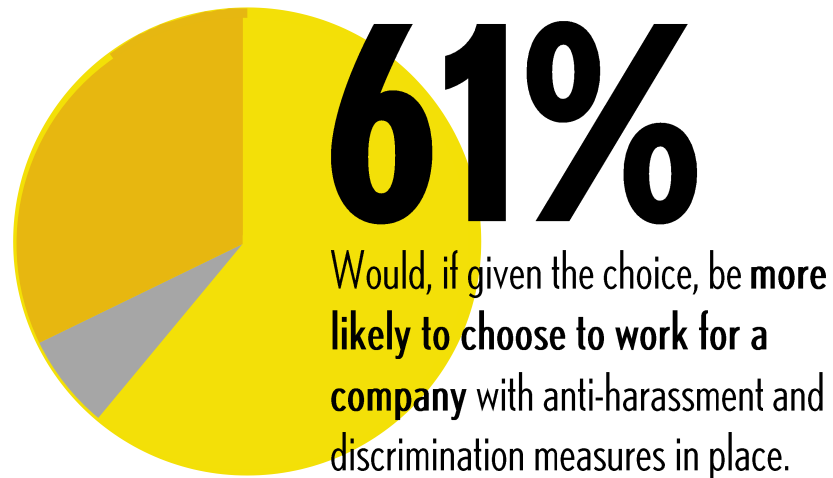
IT STOPS WITH ME

A Toolkit

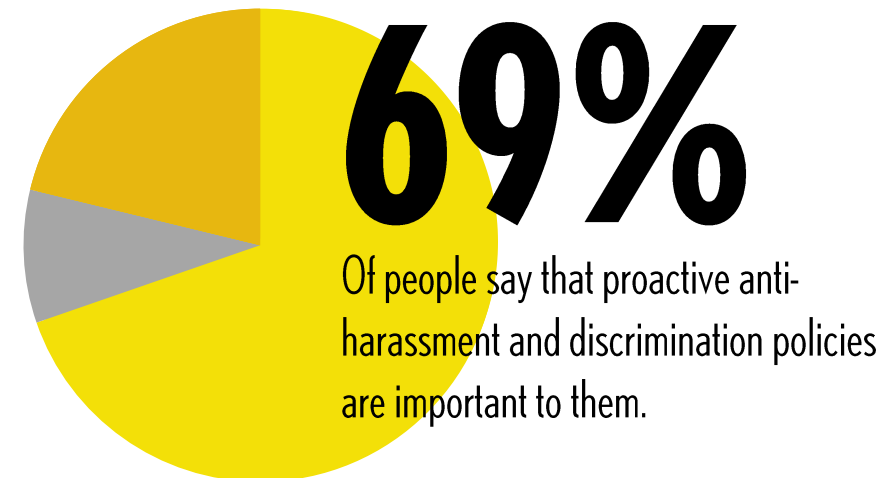


It Stops With Me aims to tackle **HARRASSMENT & DISCRIMINATION** in our industry.

ANTI HARASSMENT & DISCRIMINATION MEASURES SUPPORT STAFF RECRUITMENT AND RETENTION



ANTI-HARASSMENT & DISCRIMINATION POLICIES ARE HUGEY IMPORTANT TO EMPLOYEES



HARASSMENT & DISCRIMINATION is ...

HARASSMENT

All **INAPPROPRIATE CONDUCT** that creates a disrespectful, intimidating, hostile, degrading or offensive environment.

DISCRIMINATION

The unfair **DENIAL OF EQUAL TREATMENT** based on characteristics such as race, gender, religion, sexual orientation, nationality or disability.

SEXUAL HARASSMENT

Unwelcome **SEXUAL ADVANCES, REQUESTS FOR SEXUAL FAVOURS,** and other verbal or physical conduct of a sexual nature.

HOW TO JOIN THE MOVEMENT

CLICK EACH ICON FOR MORE INFORMATION OR DISCOVER THE FULL GUIDE AT [ITSTOPSWITHME.NET](https://itstopswithme.net)





SIGN THE PLEDGE

**SIGN ON BEHALF OF YOUR ORGANISATION AT [ITSTOPSWITHME.NET](https://itstopswithme.net),
SHOWING YOUR COMMITMENT TO PRIORITISE YOUR PEOPLE OVER
PROFIT.**

WHAT DOES IT MEAN TO SIGN THE PLEDGE?



Access resources to tackle harassment & discrimination across your sites.



Join a community of companies in our industry committed to tackling this issue.



Start or continue a dialogue in your organisation

THE PLEDGE

Harassment and discrimination
STOPS WITH ME.

Laughing off hurtful “banter”

Worrying about being singled out when working in trade.

Assuming the man makes the decision.

Made to feel too young or too old for the job.

IT STOP WITH ME.

I will take action.

Wherever it happens

and whoever it is. I will

Speak up and call it out

BECAUSE IT STOPS WITH ME.

Because only when all of us take responsibility will this stop.

**AND IT TAKES EACH OF US TO BECOME
ALL OFF US.**

So this is my pledge to show everyone that harassment and discrimination of any kind not be tolerated.

IT STOPS WITH ME.

BUILD INTERNAL SUPPORT

SENIOR LEADERSHIP

ESTABLISH ISWM CHAMPIONS AT THE MOST SENIOR LEVEL

By endorsing and championing the ISWM campaign, senior leaders send a clear message to the entire workforce that the company prioritises people over profits.

AMBITION

DEFINE WHAT ISWM MEANS TO YOUR ORGANISATION

Every company is at a different place in the ISWM journey. Consider what you want to achieve with the initiative with measurable KPIs to drive momentum.

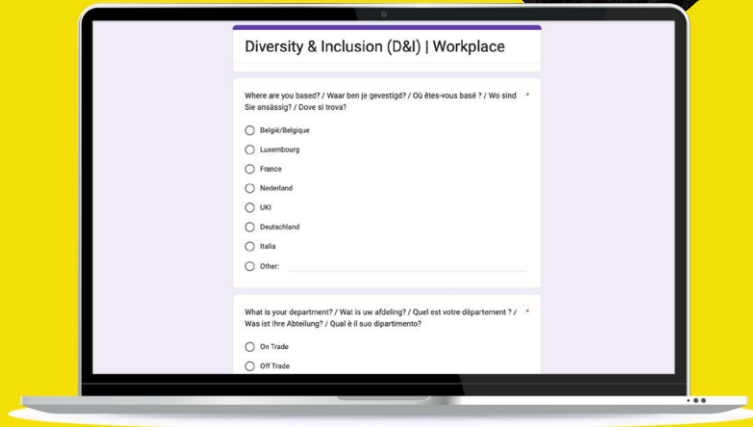
INCLUSIVITY

MAKE SURE EVERYONE IS PART OF THE CONVERSATION

Senior leaders, managers, part-time employees and agency staff all have experiences to be understood.

GATHER DATA

QUANTATIVE DATA



In order to create a more inclusive workplace, start by **OPENING A SURVEY**, to better understand employees' experiences of harassment and discrimination.

[CLICK HERE FOR AN EXAMPLE OF THE QUESTIONS TO ASK](#)

QUALITATIVE DATA

Organising Listening Sessions

- 1** **SEND AN INVITATION** to engage your employees
- 2** Use online tool to **COLLATE ALL FEEDBACK** - including those who wouldn't feel comfortable contributing vocally.
- 3** Establish purpose, boundaries and roles for the session and ensure **EFFECTIVE MODERATION**.
- 4** Collate the responses into an easy to digest presentation to **EXPLORE TRENDS**, highlighting common themes or concerns.
- 5** **PROPOSE ACTIONABLE SOLUTIONS** with clear support from senior leadership in your organization.

POLICY & PROCESS REVIEW

RESPECT ANONYMITY - UNDERSTANDING EMPLOYEES MAY HAVE RESERVATIONS ABOUT SPEAKING UP IS KEY AND CLEARLY DEFINING YOUR REPORTING PROCESS WILL BUILD CONFIDENCE.

POLICIES

Outline clear Policies such as:

- **Anti-Harassment and Discrimination policies.**
- **Your business Code of Conduct (focus on DE&I)**

Proactively share these with your teams!

Taking harassment and discrimination seriously can:

- **Show you are working to make the workplace fair;**
- **Give employees confidence to raise an issue;**
- **Help stop and prevent unacceptable behaviour;**
- **Prevent legal action.**

REPORTING

- 1. Take Action** - create standard practices that are consistently followed to investigate and act when employees report harassment and/or discrimination.
- 2. Upskill Managers** – ensure managers understand their responsibility to handle complaints sensitively and to adhere to the policies you define.
- 3. Front Line Employees** - If your teams use a CRM system, you can adapt this to allow reporting of issues.
Check out our guide to defining a Welfare Flag on your CRM tool in our resources tab.

TRAINING

- **Training leaders and managers of their responsibilities that assist in creating a fair and safe workplace.**
- **Educating employees on your business policies is key to gaining the commitment to adhering to the expected behaviours.**

INTERESTED IN MORE?

See examples of policies and trainings on page X or find further reading and help here:

- **Equality Act 2010**
- **Guidance & The Statutory Code of Practise**
- **ACAS – Handling a Complaint**

DOWNLOAD RESOURCES

EXAMPLE POSTER TO SHARE WITH YOUR VENUE STAFF TO SIGN

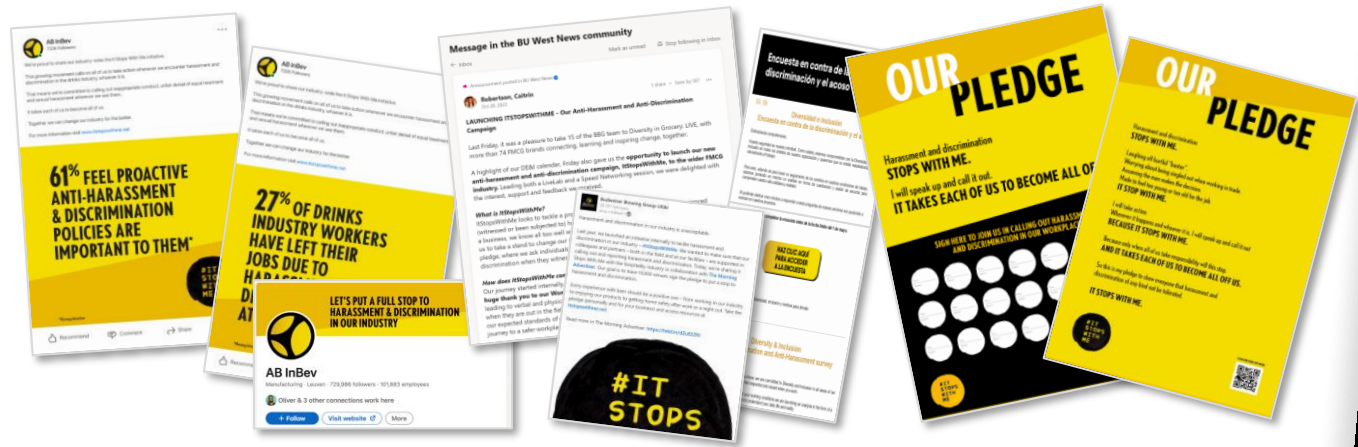
WHAT RESOURCES ARE AVAILABLE FOR YOU TO DOWNLOAD AND USE?

POLICIES AND TRAININGS

- ✓ Line Manager AHAD Training
- ✓ Verbal Safety Training
- ✓ Employee 'Welfare Flag' process
- ✓ ABInBev Harassment and Discrimination policy
- ✓ Example clause to add to contracts

COMMUNICATION ASSETS

PRINTABLES FOR VENUE



IT STOPS WITH ME

CASCADE TO VENUE

WE'VE CREATED A CONDENSED FLYER TO SHARE DIRECTLY TO YOUR VENUES, SO THEY CAN START THEIR ANTI-HARASSMENT AND ANTI-DISCRIMINATION JOURNEY WITH THEIR FRONT LINE TEAMS.

JOIN THE MOVEMENT

WHY?

ANTI HARASSMENT & DISCRIMINATION MEASURES SUPPORT STAFF RECRUITMENT AND RETENTION

61%
Would, if given the choice, be more likely to choose to work for a company with anti-harassment and discrimination measures in place.

ANTI-HARASSMENT & DISCRIMINATION POLICIES ARE HUGEY IMPORTANT TO EMPLOYEES

69%
Of people say that proactive anti-harassment and discrimination policies are important to them.

1
2
3
4
5

DOWNLOAD THE SUITE OF ASSETS TO BRING ITSTOPSWITHME TO LIFE IN YOUR VENUE!

BEHIND THE BAR

SOCIAL MEDIA

EMPLOYEE COMMS

OUR PLEDGE

61% FEEL PROACTIVE ANTI-HARASSMENT & DISCRIMINATION POLICIES ARE IMPORTANT TO THEM

27% OF DRINKS INDUSTRY WORKERS HAVE LEFT THEIR JOBS DUE TO HARASSMENT OR INTIMATION

#ITSTOPS

FIND EVERYTHING ON THIS FLYER AND MORE AT ITSTOPSWITHME.NET OR SCAN HERE:



#ITSTOPS WITH ME

IT STOPSWITH ME

WANT MORE INFORMATION?



- ✓ Find all the assets, the pledge form and helpful resources at www.ItStopsWithMe.net
- ✓ Contact itstopswithme@ab-inbev.com to learn how to get more involved.

THANK YOU

**We look forward to working together to tackle
harassment & discrimination in our industry.**