



TAKE ACTION WITH FREEDOM

Freedom Action Cards

For all Take Action with Freedom routes.

Use the card you need. Keep the method simple.

KNOW

NOTICE

RESPOND

CHANGE

Reusable tools for youth groups, students, communities and workplaces. Designed to be printed, completed or adapted into web forms.

Online: freedomcharity.org.uk/contact-us/

Downloaded or printed: hello@freedomcharity.org.uk

CARD 1

One issue. One audience. One clear ask.

The issue we are focusing on is:

The audience we need to reach is:

After this, we want them to know / do / change:

The evidence or current Freedom source we will use is:

The route to help we will make visible is:

The one thing we will measure is:

Check the facts

Before a message goes public, put every important claim in the right box.

- FACT / EVIDENCE - What source supports it? Is the population and date clear?
- LAW - Which jurisdiction? Is it current?
- GUIDANCE - Who issued it and who does it apply to?
- FREEDOM POSITION - Is this an approved organisational position?
- OPINION / IDEA - Is it clearly presented as opinion rather than fact?

If you cannot source it

Do not strengthen a weak claim with confident wording. Check the current Freedom facts or leave it out.

Plan a safe event

Purpose and audience:

Responsible organiser / adult lead:

Venue / platform and permissions:

Speaker approval:

Safeguarding route visible:

Photography / filming plan:

Fundraising or money handling (if any):

Data we will collect - and why:

What could go wrong?

What will we do if someone discloses a concern?

How will we know whether the event was useful?

Someone told me something

LISTEN

Stay calm. Let the person speak. Do not interrogate.

DO NOT PROMISE SECRECY

Explain that you may need to tell the right person so they can help.

DO NOT INVESTIGATE OR CONTACT FAMILY

Do not test the story, mediate, confront anyone or alert alleged perpetrators.

PASS IT ON

Use the safeguarding or support route you have been given.

IMMEDIATE DANGER

Call 999.

Message test

- Is it true?
- Is the language humane and precise?
- Could it stereotype a culture, faith, family or community?
- Could it identify or expose somebody?
- Are we using shock where clarity would be better?
- Is the route to help visible?
- Could a reasonable reader misunderstand what Freedom is claiming?
- Would we still defend this wording if it were quoted without context?

Pass / revise

If one answer worries you, revise before publishing. Speed is not a reason to publish a weak or unsafe message.

After-action review

What did we set out to change?

What actually happened?

What did people understand better?

What question or misconception kept appearing?

Was anyone signposted safely?

Did anything feel unsafe, confusing or overcomplicated?

What should we stop, simplify or change?

What should Freedom know?



Need help?

Taking action with Freedom does not make you a safeguarding professional. If somebody needs help, use the safeguarding or support route you have been given. Do not investigate, contact family members or try to manage a case yourself.

Immediate danger

If someone is in immediate danger, call 999.

Online: freedomcharity.org.uk/contact-us/

Downloaded or printed: hello@freedomcharity.org.uk

Help: freedomcharity.org.uk/helpline/

© Freedom Charity 2026. All rights reserved.