

LEICESTERSHIRE SAFER COMMUNITIES STRATEGY BOARD

1 DECEMBER 2017

DOMESTIC ABUSE: NOVEMBER 2017 AWARENESS RAISING CAMPAIGN

Purpose of Report

1. The purpose of this report is to give an overview of the Domestic Abuse (DA) Awareness raising campaign being delivered during November 2017. A briefing note showing an evaluation of the campaign will be tabled at the meeting.

Background

2. The Sexual and Domestic Violence Commissioning Group holds funding to increase public awareness of local specialist services so that those affected by the issues (victim-survivors, dependents, perpetrators or other third parties) know how to seek help. It also aims to increase equality of access and challenge stereotypes and other barriers to reporting; increasing public confidence in the local response to sexual and domestic violence.
3. In November 2017 (marking International Day for the Elimination of Violence Against Women on 25 November), there will be a continuation and expansion of the WRONG campaign imagery created last year, with images designed to speak to target audiences. Events held by members of the group, partners and other organisations throughout November will be supported by the WRONG visuals and there will be a small collection of 'giveaways' to promote United Against Violence and Abuse (UAVA).

The Awareness Raising Campaign

4. The objectives of the Awareness Raising Campaign are:-
 - i. To increase awareness of Juniper Lodge (adult Sexual Assault Referral Centre (SARC)) and the local UAVA helpline and website so that those affected by the issues know how to seek help;
 - ii. To raise volunteers and funds for UAVA to better meet victim-survivor need;
 - iii. To raise awareness of local frontline services and staff of the specialist services and provide tools for them to signpost more effectively;

- iv. To raise self-reporting levels, especially from under-reporting groups including:-
 - Victim-survivors over 55
 - Asian/Asian British victim-survivors
 - Perpetrators with/without children
 - Police reporting of sexual violence whilst forensically live

5. The Strategy of the Campaign is to:-
 - Deliver and support a number of events across the month of November designed to raise awareness of domestic and sexual violence (DVS), supported by social media campaign and a high visibility poster campaign in the public realm;
 - Use of targeted posters, adverts and toilet door stickers within the County Council's network and through wider contacts in locations/organisations who can reach target audiences;
 - Encourage local voluntary organisations and businesses to give out and display promotional materials.

6. An example of the posters used in the Campaign is attached at Appendix A.

7. The Campaign will focus on the following groups:-
 - Victim-survivors over 55
 - Asian/Asian British victim-survivors
 - Perpetrators with/without children
 - Generic 'anyone affected': third parties, victim-survivors, perpetrators, children and so on
 - General public
 - Internal staff

8. The Campaign will highlight the following key messages for perpetrators:-
 - You are responsible
 - Your behaviour is causing damage
 - You have options should you be willing to change your behaviour.

9. The Campaign will highlight the following key messages for victim-survivors:-
 - There are local specialist services there to help
 - Juniper Lodge and UAVA are there in the evening until 8pm and on Saturdays
 - You have options.

Measurement of Success

10. The following measures of success will be used, with data compared to previous time periods to show progress:

- Number of calls to UAVA helpline and business line
- UAVA Website: page hits, and partners' DVSV page web hits
- Social media: reach, shares and retweets
- Attendance at events and number of referrals to UAVA by people in the target groups
- SARC referrals
- Number of enquiries about volunteering and community champions
- Amount gained from fundraising for UAVA

Recommendation

11. That Members note the contents of the report.

Officer(s) to Contact:

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Appendices

Appendix A – Domestic Abuse Campaign Images

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