

THIS ITEM IS FOR INFORMATION ONLY

Title of meeting:	Cabinet
Subject:	Raising awareness of domestic abuse
Date of meeting:	15 th June 2015
Report by:	Director of Regulatory Services, Community Safety and Troubled Families
Wards affected:	All

1. **Requested by:** The Council

2. **Purpose:**

2.1 To advise the Cabinet of the action taken following the notice of motion to Full Council in November 2014.

2.2 The notice of motion stated:

"This council is concerned that more could be done to raise awareness of the issue of domestic violence within Portsmouth.
In Portsmouth, domestic violence accounts for 25% of assaults. After major sporting events and over public holidays this number is significantly increased. This council is resolved to ask the Cabinet that for a period of no less than 3 years a quarter page 'advert' notifying the readers within Portsmouth of where they can seek assistance in the event of a domestic abuse incident be published in the council run "Flagship" magazine."

3. **Information Requested**

3.1 Domestic abuse is one of the Safer Portsmouth Partnership's (SPP) top priorities. The Domestic Abuse Commissioning Review 2011 identified the need to raise awareness of the nature of domestic abuse and the local services available to support those who suffer its effects. SPP has developed and implemented a marketing campaign to raise awareness around domestic abuse and how to get help.

3.2 The campaign is called "Is this love?" and aims to help people understand the broad nature of domestic abuse, which includes emotional abuse as well as physical violence, and to build awareness of how to help other people or get help for themselves.

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- 3.3 Based on market research, the campaign identifies and targets those groups who are most at risk, particularly teenagers and young people. It focuses on victims, perpetrators, and bystanders and aims to build understanding of what makes healthy and unhealthy relationships using the strapline 'Is this love?', and to increase awareness, reporting and referrals for support. The campaign targets a wide range of professionals to ensure consistency of approach around domestic abuse and correct signposting.
- 3.4 The campaign ran initially in January and February 2015 and will be rerun later in 2015 to keep the messages fresh in people's minds. Messages were promoted widely across a range of different channels, including posters around schools and colleges and promotional materials for young people, radio advertising, social media advertising, and briefing packs to support professionals.
- 3.5 A quarter page advert has been run in Flagship since November 2014 supporting the awareness raising messages and is scheduled to continue until the end of 2017.

3.6 Evaluation:

The campaign cost £12,500 and from this we have good supplies of pull up banners, desk top banners, posters, nail files, pens, lip balms and footballs that we can use on an ongoing basis to engage people with the campaign messages. The campaign was delivered face to face to 2,455 young people in schools, colleges in year groups 8- 11 as well as to some older and younger children in hard to reach groups that had been specifically targeted. The campaign had 221,634 impressions on Facebook by 81,931 people who had identified themselves as living in Portsmouth on Facebook. There were 4816 views of the web pages.

3.7 Example of feedback:

"I thought it was brilliant and I have my suspicions that a Year 10 girl finished a relationship with a Year 11 boy following the assemblies. He can be quite an angry young man and I can see him being quite possessive and controlling if he wanted to be, so I am hoping she listened and had a think about her own relationship. I was only in the Year 10 assembly but I thought it was pitched perfectly to them and gave them plenty to think about what a healthy relationship should look and feel like.

It is also the kind of thing I think we should be repeating annually to keep getting the message across to them."

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Signed by Director of Regulatory Services, Community Safety and Troubled Families

No Appendices or Background Documents.