



**Multi Agency Domestic Abuse and
Sexual Violence Communications
& Engagement Strategy and Plan
2019/2020**

1. Purpose of this document

The purpose of this communication strategy and engagement plan is to establish the key messages to be communicated by those members signed up to the Domestic Abuse & Sexual Violence (DASV) Commissioning Strategy and Outcome Framework (2014/18) to raise awareness of DASV within the county.

The plan looks to identify the key stakeholders who need to be aware of, and participate in awareness raising activity and to increase the profile of DASV. The plan also identifies key messages and communications channels to be used by all agencies, in line with the DASV Commissioning Strategy and Outcomes Framework.

2. Vision

Our vision is that individuals, families and communities who are at risk of, or exposed to, domestic abuse and/or sexual violence are able to access information and support to minimise harm, and to maintain healthy relationships.

Our commitment is to ensuring a zero-tolerance approach. We have three local strategic objectives:

- Offering help earlier
- Supporting professionals to support victims
- Working together (this is in line with the Commissioning Strategic Vision)

3. Aims

The aims of our communication and engagement strategy are to:

- Promote the ethos that DASV is everyone's business and the public and professionals can play a role in helping to keep people safe from DASV.
- Raise awareness of the issues of DASV amongst the public and professionals
- Promote a zero tolerance approach to Domestic Abuse and Sexual Violence (DASV) throughout Gloucestershire.¹
- Promote Multi-Agency working whilst ensuring agencies support one another's operational objectives for DASV.
- Ensure people are aware of how to access domestic abuse and sexual violence services in Gloucestershire.

¹ Cross Government Definition of Domestic Abuse: <https://www.gov.uk/guidance/domestic-violence-and-abuse>. Zero Tolerance refers to a non-acceptance of abusive (both domestic and sexual) behaviour in Gloucestershire.

- To communicate through a variety of channels to reach as many of our communities as possible and promote effective engagement with communities.

4. Our key messages

- We have a zero tolerance approach to domestic abuse and sexual violence here in Gloucestershire
- Together, Gloucestershire is taking a stand against domestic abuse and sexual violence. www.glostakeastand.com
- We are doing this by:
 - Identifying DASV and offering help earlier
 - Encouraging healthy relationships
 - Supporting professionals from any organisation to identify the signs and support people in coming forward
 - Raising awareness in communities to support community safeguarding responses.
- We invite people to join this campaign to ensure Gloucestershire has a strong voice in standing up against DASV– it is everyone’s responsibility to keep people safe.

5. Key contacts

The Police and County Council Communication Teams currently lead the work of the Communication strategy, and should be consulted regarding any messages and activity being planned.

In line with this plan, any agency undertaking awareness raising activity is encouraged to check statements and messages, in the first instance this should be via the County DASV Strategic Coordinator:

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6.Target Audiences

Audience	Key information required	Method of communication
Gloucestershire Public		
<p>Victims and potential victims.</p> <p>Witnesses, including children and young people.</p> <p>Offenders and potential offenders.</p> <p>Family and friends of victims and potential victims.</p> <p>Businesses/ employers/ employees.</p>	<p>How to spot the signs of DASV and recognise being a victim, perpetrator, or identify this in others.</p> <p>How to seek help.</p> <p>How to report abuse.</p> <p>How to respond and encourage people to engage with support.</p> <p>How to support family members, friends and colleagues.</p> <p>Education on key issues.</p>	<p>Communicate through agency led targeted campaigns.</p>
Gloucestershire Agencies		
<p>Police</p> <p>County Council and District Council: Including Social Care, children and adult safeguarding, Housing, Education (inc. early years), DASV Forums.</p> <p>Health: Including Acute Hospitals, Primary Care, Care Services, Mental Health and CCG.</p> <p>Housing: Registered providers</p> <p>Substance Misuse</p> <p>Specialist DASV agencies and voluntary sector organisations/ community groups.</p>	<p>How to spot the signs of DASV and how to encourage disclosure (Inc. asking appropriate questions)</p> <p>How to report DASV.</p> <p>How to signpost to support services and seek help.</p> <p>Training.</p> <p>Legislation and Policy implementation/changes.</p> <p>Updates on referral pathways.</p>	<p>Communicate through relevant agency communications teams via:</p> <p>Targeted campaigns</p> <p>Training</p> <p>Bulletins/ briefings</p> <p>Staff supervision</p> <p>Website development</p>

6. DASV Calendar

2019:

8th April-12th April: National Stalking Awareness Week

8th July-12th July: Forced Marriage Awareness Week

14th July: 'Britain's Lost Women'; a remembrance day for those killed in honour related crimes.

25th November: International Elimination of Violence against Women and Girls Day

25th November-10th December: 16 days of action against gender based violence

25th December-1st January: Christmas/New Year Period

2020:

3rd February-7th February: Sexual Abuse and Sexual Violence Awareness Week

6th February: International day of zero tolerance for FGM

14th February: Valentine's Day

8th March: International Women's Day

8. Activities

Section 1: Targeted awareness campaigns

Stalking

Target Audience	Purpose	Key message	Date	Links to strategies	Status
Frontline professionals Public	To ensure frontline professionals are confident and competent in identifying stalking. To raise awareness of stalking with the public and encourage reporting.	Gloucestershire takes a zero tolerance approach to Stalking and all professionals have a role to play in identifying and responding. New methods to tackle stalking are being developed and Gloucestershire takes this matter seriously and wants to ensure the best response to victims.	TBC	PCC plan	
Activity	Owner	Completion date	Success measure		
Stalking Campaign to raise awareness amongst police and partner agencies. Including public engagement work.	Gloucestershire Constabulary DASV Coordinator	April 2019	Feedback from staff, increased reports, online surveys.	OPCC police and crime plan	Complete with positive feedback and results.
Stalking Workshops	DASV Coordinator Hollie Gazzard Trust	Ongoing (when requested)	Feedback from workshops		Ongoing activity
CCG Safeguarding in Health Conference, inc, stalking awareness.	CCG (Jo Bridgeman) DASV Coordinator (for stalking	1 st May 2019	Conference feedback		Complete with positive feedback

	presentation)				
Domestic Abuse					
Target Audience	Purpose	Key message	Date	Links to strategies	
Public	To raise awareness of the different strands of DA and the possible behaviours victims may experience. To encourage victims to report and seek support.	Gloucestershire takes a zero tolerance approach to DA. Gloucestershire Constabulary and GDASS want victims to report and will provide a good service.	June/July 2018	Gloucestershire DASV Strategy	
Activity	Owner	Completion date	Success measure		
MARAC/DASH Training	GSCB GDASS DASV Coordinator GCS	August 2019 and ongoing	Feedback and evaluation from workshops		
GDASS agency awareness events	GDASS	2019	Feedback and improved agency awareness of services provided		
Launch of YP DA service	West Mercia Women's Aid	September 2019			

	GDASS DASV Coordinator to support				
Health IDVA newsletter promotion and broader circulation to community health	GDASS	Ongoing			
Review and promotion of key stage 2 healthy relationships education	GLOW FED	2019			
Possible awareness campaign around the impact on children	GLOW FED	TBC			
Promotion of GP DA training films	GDASS	TBC	TBC		
DA awareness sessions for Glos Care Services Staff and promotion of an ACE's informed approach	Glos Care Services	TBC	TBC		
16 Days of Action (Full communications plan for 16 days of action will be developed)					
Target Audience	Purpose	Key message	Date	Links to strategies	
Professionals Public	To develop a coordinated awareness campaign across the county based around a specific theme.	Gloucestershire takes a zero tolerance approach to DASV and it is everyone business to take a stand.	25th November-10th December	DASV strategy PCC plan	
Activity	Owner	Completion date	Success measure		

Bystander Campaign to engage public in DASV and how they can support and challenge attitudes that contribute to DASV. (Plans for 16 days to be developed further from August 2019 onwards and detailed in a separate comms plan)	DASV Coordinator Members of DASV IN and SV Partnership	TBC	Public Feedback?		
Joint South West Campaign (PHE SW to confirm plans for a joint SW campaign)	PHE SW South West DVCN DASV Coordinator	TBC	TBC		
White Ribbon day and raising awareness of perpetrator behaviour and BME groups	Positive Relationship Gloucestershire	25 th November	TBC		
Sexual Violence/Abuse					
Target Audience	Purpose	Key message	Date	Links to strategies	
Public Professionals	To raise awareness of Sexual Violence Services in the County To raise awareness of myths surrounding SV and how to tackle this. To highlight perpetrator behaviour and consent.	Gloucestershire take a zero tolerance approach to sexual violence. Support and advice is available The community can play a role in identifying and reporting.	Ongoing	DASV strategy PCC plan SV Partnership	

Activity	Owner	Completion date	Success measure		
Promotion of sexual violence services in the county.	SARC manager GRASAC Counselling Services	Ongoing 2019	Increased awareness and referrals.		
SV and Consent schools lessons	GRASAC with Schoolbeat Officers	2019			
Twilight SV training with Hartpury College	GRASAC	2019			
Joint DA and SV activity					
Target Audience	Purpose	Key message	Date	Links to strategies	Status
Public Professionals	To raise awareness of DASV jointly against specific themes. To ensure engagement in services across all community groups The community has a role to play in tackling DASV	Gloucestershire take a zero tolerance approach to DASV. Support and advice is available. Services want to engage and support a broad range of victims.	Ongoing	DASV strategy PCC plan	
Activity	Owner	Completion date	Success measure		
Engagement activity for BME and older communities	GDASS	TBC	TBC		

	GRASAC PRG DASV Coordinator to support				
Weave DASV awareness through other community engagement events and Districts to consider training for community engagement teams	Districts DASV Coordinator (Oversight and support where required)	TBC	TBC		
Stroud Youth Council Engagement activity and training for neighbourhood engagement teams	Stroud District GDASS GRASAC DASV Coordinator (Oversight and support where required)	TBC	TBC		
Stroud Bus Tickets adverts to raise awareness of DASV services	Stroud District	Ongoing			
DASV (inc stalking) awareness training for Gloucestershire University to support staff in responding to the new student reporting tool	DASV Coordinator with support from GDASS, GRASAC, ISAC and Glos Uni student Services lead.	TBC	TBC		
Training for environmental health officers	Glos City Council	TBC	TBC		

Section 2: Activity linked to strategy and implementation group

Development and promotion of policy/procedure

Target Audience	Purpose	Key message	Date	Links to strategies	Status
Frontline Professionals (e.g. teachers, social care professionals, doctors, nurses, midwives, police, prosecutors, voluntary sector organisations)	To ensure frontline professionals are confident and competent in identifying and responding to DASV	Gloucestershire takes a zero tolerance approach to DASV and all professionals have a role to play	Ongoing throughout 2016/17	Gloucestershire DASV Strategy	
Activity	Owner	Completion date	Success measure		
Promotion and sign up to DASV Concordat	DASV Commissioning/Implementation Group DASV Coordinator	Ongoing throughout 2019	Agency sign up to Concordat and policies	DASV strategy/Implementation Plan	
Review of training and promotion of DASV Training statement and pathway	Izzy Dougan DASV Coordinator GDASS	Ongoing	Multi-Agency Sign up to Training	DASV strategy/Implementation Plan	
Re-development of 'www.glostakeastand.com'	DASV Coordinator GCC Commissioning Support Officer Police Comms: Digital Engagement	Ongoing	Increased hits on website	DASV strategy/Implementation Plan	

Target Audience	Purpose	Key message	Date	Links to strategies	
Employers in Gloucestershire	To raise awareness of DASV in the workplace and ensure employers can respond effectively to their staff.			Gloucestershire DASV Strategy	
Activity	Owner	Completion date	Success measure		
Promotion and sign up to DASV Concordat; particular focus on promotion of guidance on producing a DASV workplace policy	DASV Commissioning/Implementation Group DASV Coordinator	Ongoing throughout 2018	Agency sign up to Concordat and policies	DASV strategy/Implementation Plan	
Continued roll out of 'Working without Fear' to Gloucestershire businesses.	Hollie Gazzard Trust	Ongoing	Number of employers signed up to programme		
Raising Public Awareness and Engaging with the Community					
Target Audience	Purpose	Key message	Date	Links to strategies	
Gloucestershire Public	To raise awareness of DASV and how the public can respond to it in their community and how victims can seek support	DASV is everyone's business and the community can play a role in safeguarding; and Gloucestershire services are available to provide support.	Ongoing throughout 2016/17	Gloucestershire DASV Strategy	

Activity	Owner	Completion date	Success measure		
Development of information and advice to parents/family/friends (possible e-learning and advice leaflet) and consider any campaign opportunities.	DASV Coordinator GDASS	TBC	TBC		
Re-development of www.glostakeastand.com to ensure public are able to access appropriate information and advice on DASV	DASV Coordinator Police Comms	Ongoing	Hits on website	DASV strategy/Implementation Plan	
Districts to raise awareness of DASV as part of community events	District Councils	Ongoing			

Section 3: Domestic Homicide Reviews and Serious Case Reviews

Target Audience	Purpose	Key message	Date	Links to other strategies	
Gloucestershire Public and professionals	To ensure that key recommendations and action taken from DHRs are communicated to professionals and the public	Recommendations from DHRs and SCRs are taken seriously by countywide agencies and action is taken to address issues raised.	Ongoing		
Activity	Owner	Completion date	Success measure		
Development of agency briefings on lessons learnt from DHRs	DASV Coordinator Safer Gloucestershire	Ongoing (as and when DHRs are published)	Greater agency awareness of DHR recommendations. Hits on website?		

