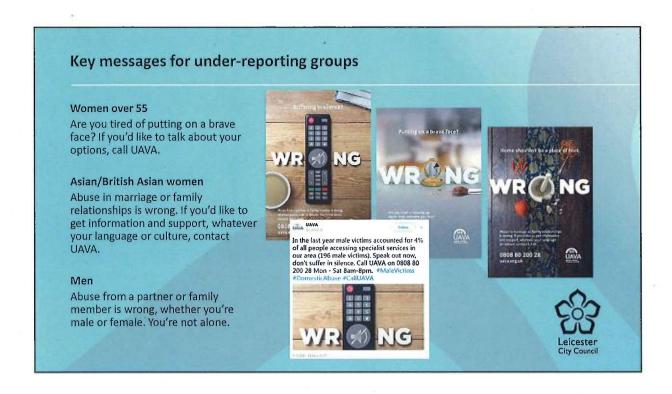
Sexual and Domestic Violence & Abuse Awareness

- 37% of victim-survivors never tell an official agency about the abuse
- People are more likely to tell family and friends
- Which community members know what, and how do they respond?
- Some people suffer far longer abuse than others
- We seek earlier support/challenge and better repair



Campaign background 'WRONG' concept - a new **PcallUAVA** approach to talking about domestic violence. If you see something wrong, don't stay silen Domestic Homicide and CSEW Series of images able to present messages to different audiences Contemporary style; colourful; high production values Surreal, thoughtful - could have multiple meanings Avoiding stereotypes Carefully chosen language Putting the onus on the viewer to act





City locations for visuals

LCC public buildings – libraries, community centres, children's centres, leisure centres

Perpetrators

City centre JCDecaux boards, customer service centre, Police stations

Women over 55 City centre JCDecaux boards Park & Ride buses Glenfield Hospital

Asian/British Asian Shama Women's Centre, Holy Bones Gurdwara, Highfields/Belgrave community centres and libraries, Zynthiya





Support for events

19 Nov East Park Rd Gurdwara open day

23 Nov Shama centre event

25 Nov Domestic abuse & faith: A vision for Leicester

28 Nov Braunstone CYP centre event

28 Nov Staff bake sale, City Hall

5/6 Dec UAVA open house for stakeholders







Considerations for Scrutiny

- Is the resource balance of engagement, support and accountability right?
- What role do scrutiny members have in this work?
- Where do scrutiny members think the focus should be?