

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 approach to talking about domestic violence.

- 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



Key messages for under-reporting groups

Women over 55

Are you tired of putting on a brave face? If you'd like to talk about your options, call UAVA.

Asian/British Asian women

Abuse in marriage or family relationships is wrong. If you'd like to get information and support, whatever your language or culture, contact UAVA.

Men

Abuse from a partner or family member is wrong, whether you're male or female. You're not alone.



Messages for perpetrators: posters, social media and digital screens



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 Trust



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



Domestic Abuse and Faith

CITY OF FAVOUR

A vision for Leicester
For pastors, faith leaders and pastoral workers

Saturday 25 November 2017 11am to 4pm

To book your place contact Ashleah Jorl 07811 151 257

Inter Faith Week



New items to reach wider audiences

Cup sleeves
For events, takeaway cafes



Electrostatic stickers
For toilet doors and washrooms



Leicester City Council

Service user group

The Service User Scrutiny and Reference Group is looking for new members
Could this be for YOU?

"You change nothing by being on the side-lines"
(Group member 2015)

If you have personal experience of seeking help from a local service about sexual or domestic violence or abuse, you could join our scrutiny and reference group. It's for (ex) service users who want to be involved in improving local services.

What would I do!	What would I need!
<ul style="list-style-type: none"> ■ Work with other service users ■ Ask questions of providers ■ Give feedback from a service user perspective ■ Shape current and future services 	<ul style="list-style-type: none"> ■ The ability to work with others ■ A fair outlook ■ Some time to contribute ■ A desire to see good local services ■ To be in the right space, and for it to be the right time, for where you are now in your life

"It was really enjoyable and I'm glad to be a part of it"
(Group member 2015)

To find out more please contact us on DSVteam@leicester.gov.uk or call 0116 454 0254

Come and have a voice! how many times...

Community champion training

Do people naturally talk to you?

Make a difference as a Community Champion

Have you found yourself thinking 'How many times?' when you see the horrible events that people have been through?

YOU CAN HELP you don't need to be an expert

- Understand the signs and symptoms of sexual and domestic violence
- Become confident in helping people access specialist services

Be AWARE **Know when to ASK** **Be ALERT**

INTERESTED? To just find out more, or to sign up straight away for a half day training session, please contact:

NAME:

CONTACT NUMBER:

We're waiting to hear from you!

UAVA
UNITED AGAINST VIOLENCE & ABUSE

Leicester City Council



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?

