

Public Awareness Campaigns & Bystander Intervention

Background:

Prevalence

- Almost 1 in 3 women (16-59) will experience IPV in their lifetime (1 in 6 men) (ONS, 2019)
- 2 women a week are killed by a current or former partner in England and Wales (ONS, 2019)
- In the year ending March 2019, 1.6 million women experienced IPV (ONS, 2019)

Cost

- 3 women a week are estimated to die by suicide as a result of IPV (Walby, 2004)
- 40% of homeless women state domestic violence as a contributor in their homelessness (Shelter, 2000)
- IPV is estimated to cost the public £66 billion per annum through costs to the criminal justice system, health and social care, welfare and housing services. Source: Crime Survey in England & Wales (2017)

IPV often involves multiple forms of abuse, including physical, psychological, verbal, sexual and financial abuse, coercive control and stalking. The daily impact of living with violence and abuse is deeply traumatic, terrifying and life changing. IPV has devastating impact on the survivor's physical and psychological health, as well as a lasting effect on children and families. The social and economic fallout of IPV cannot be understated.

Current Practice:

UK Says No More: A collaboration between Boots, Superdrug pharmacies, Morrisons pharmacies and independent pharmacies across the UK to provide safe spaces for victims of IPV in their consultation rooms. Anyone experiencing IPV can walk into any participating pharmacy in the UK and ask for the pharmacy's 'safe space'. They will then be directed to the consultancy room where they will be given support and information.

<https://uksaysnomore.org/>

Transport For London: A planned collaboration between Transport for London and Hestia (a DA refuge provider), assisting people to seek support as part of their regular journeys to work, college or school. Victims can contact Hestia to set a pre-agreed time and TfL location to meet with Hestia's staff. The pilot will form part of the #BehindEveryGreatCity campaign.

Cut It Out: Free DA training for hair and beauty salons in order to train salon professionals to become invaluable and influential community partners in reducing DA. Training covers how to recognise the signs of abuse among clients and how to signpost victims for support. Includes a 3 month follow-up for support for salons, a pin badge to wear in order to start a conversation, and a certificate of participation. Run by various councils across the UK.

<http://www.rochdale.gov.uk/cutitout>

The intervention initiative – A bystander education programme: A free evidence-based educational programme and intervention initiative for students, focused on the prevention of sexual coercion and DA in further and higher education settings. Developed by the University of the West of England in 2014 with funding from Public Health England. Empowers students to act as pro-social citizens via eight facilitated sessions, each lasting between 60 – 90 minutes. Authors: Fenton, R. A., Mott, H. L., McCartan, K. and Rumney, P. (2014). The Intervention Initiative. Bristol: UWE and Public Health England.

<https://www.open.edu/openlearn/education-development/education/the-intervention-initiative-bystander-education-programme>