

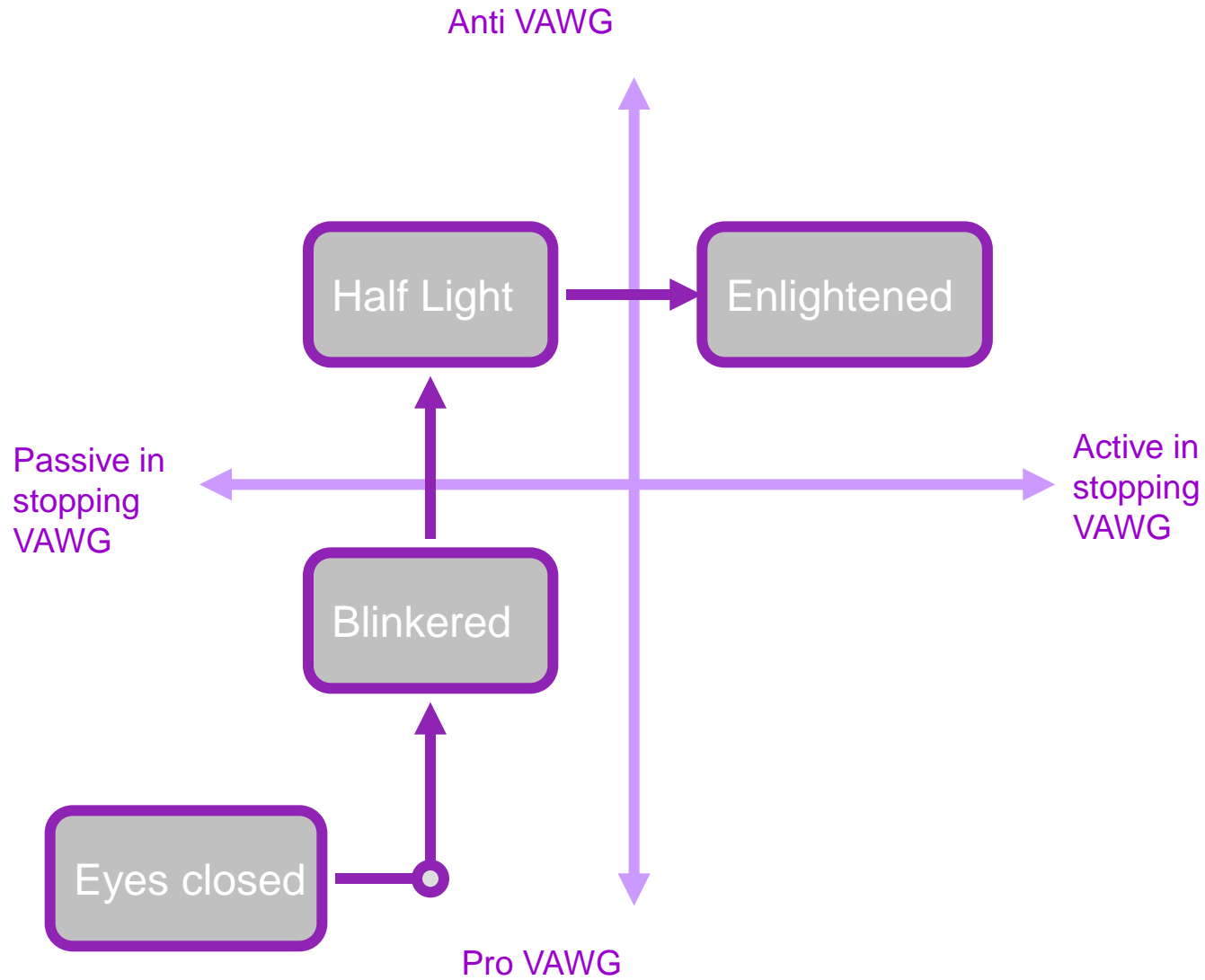
Teenage Relationship Abuse campaign

Emma Roberts & Kerry Charlesworth

A decorative graphic consisting of a solid purple curved band and a light blue hatched curved band that intersect on the right side of the page.

- **A Call to End Violence Against Women and Girls**
- **Communications are a vital tool in supporting the strategy:**
 - ✓ Challenge **attitudes** that violence against women is acceptable in some circumstances, that the victim is to blame and that VAWG is a private matter
 - ✓ **Mobilise** communities to challenge VAWG and support victims
 - ✓ **Signpost** help
- Communicate across all forms of VAWG: Domestic violence, rape and sexual assault, forced marriage, female genital mutilation, 'honour' based violence, stalking
- **HO Focus on prevention-** "Preventing VAW in the first place is better than dealing with its consequences. An effective strategy to tackle VAW must have prevention at its core":
 - ✓ Repeat Teenage Relationship Abuse Campaign

VAWG – Public Audiences



Teen relationship abuse prevalence:

(NSPCC Partner exploitation and violence in teenage intimate relationships. Sept 09)

- 1 in 3 girls & 16% of boys reported some form of sexual partner violence.
- 25% of girls and 18% of boys surveyed reported that they had experienced some form of physical violence
- Evidence shows that coercive and controlling behaviour is more likely to escalate into violence and more likely to lead to repeat instances of that violence.

Teen attitudes:

(Zero Tolerance Charitable Trust, 1998)

- 43% of young people surveyed believe it is acceptable for a boyfriend to get aggressive in circumstances when a girlfriend cheated, flirted, or dressed outrageously
- 40% of young girls would give boys a second chance if they hit them.

These views, however, are potentially less entrenched and there is still be time to influence teenagers, before abuse and acceptance of this behaviour becomes a habit that can't be broken.

1

13 – 18 year old boys and girls with a slight C2DE bias

13-15 year olds as likely to experience violence as 16 and over,
For girls having an older partner was associated with the highest levels of victimisation.
(Partner exploitation and violence in teenage intimate relationships, NSPCC, Sept 09)

2

Parents and carers of teenagers

Adults 35+ with a C2DE bias
Over-hear the teen messages to drive to encourage their support and help for their teenagers who may be in an abusive relationship (abuser or victim)

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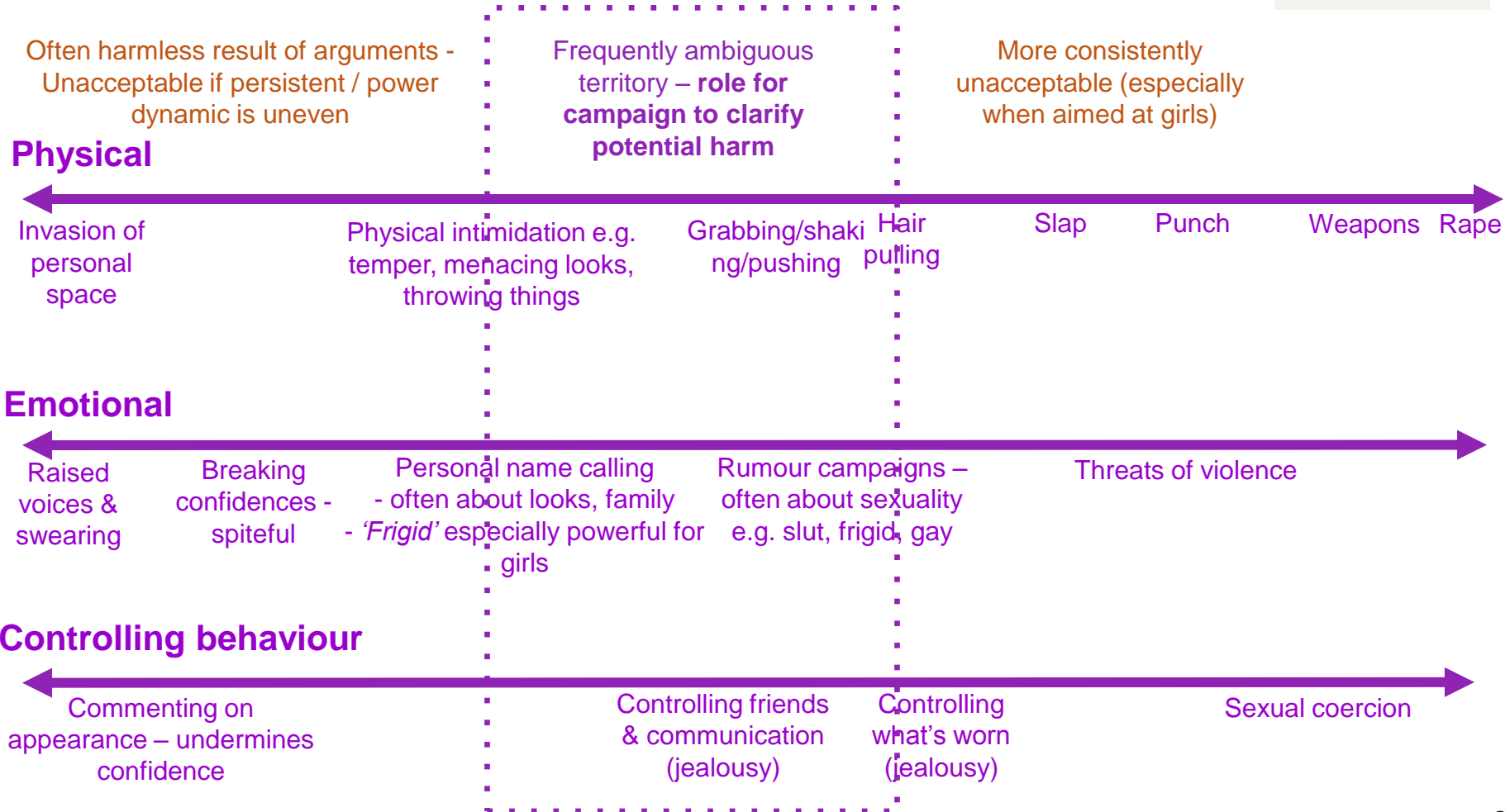
Stakeholders and partners

Partner agencies and charities are particularly crucial to the delivery of this campaign because we can't leave victims hanging and need to direct them to charities for help and advice on how to handle an abusive situation.
Refuge, Women's Aid, WomenKind, Respect, Against Violence and Abuse, NSPCC to name a few.

Defining The Scope Of Violence/ Abuse For Teens

‘Harmless’

‘Harmful’



Sample Differences: Age

Younger end

Older end



Quite a lot of variety within age brackets, but overall a spectrum exists

- ◆ Less confident per se
 - ◆ Less sure about what is/isn't acceptable
 - ◆ Confirms role for campaign to crystallise matters for them
 - ◆ More comfortable with less hard hitting approaches
 - ◆ Violence & sexual scenarios
 - ◆ Feel distant from extreme behaviours & can be distracted by it
 - ◆ Boys get quite giggly about it (e.g. slap)
 - ◆ Aspire to communication pitched a couple of years older than themselves
- ◆ More confident per se
 - ◆ Older girls in particular more confident than younger
 - ◆ Fewer areas of ambiguity
 - ◆ Can be dismissive of anything pitched below them
 - ◆ Feels too young or insufficiently serious for the subject
 - ◆ Provides opportunity to side step

Suggests appropriate to pitch communication a couple of years above young teens and ensure sufficiently hard hitting to be credible to older teens whilst not too distant or distracting to younger teens

Boys

- ◆ Overall less close to subject per se
- ◆ Seek to avoid communication
 - ◆ An uncomfortable subject
 - ◆ Can feel demonised
 - ◆ Likely to distance themselves from it/dismiss it
- ◆ Vs girls less responsive to language & more responsive to humorous devices & portrayal of physical acts

Girls

- ◆ Much closer to the subject
 - ◆ Some seem likely to be living through it or have experienced it
 - ◆ More emotional response
 - ◆ More likely to relate to themselves
 - ◆ More responsive than boys to language
 - ◆ 'Frigid' really resonant

The campaign needs to work at an emotional level to prevent boys sidestepping/dismissing communication at a rational level

Sample Differences: SEG

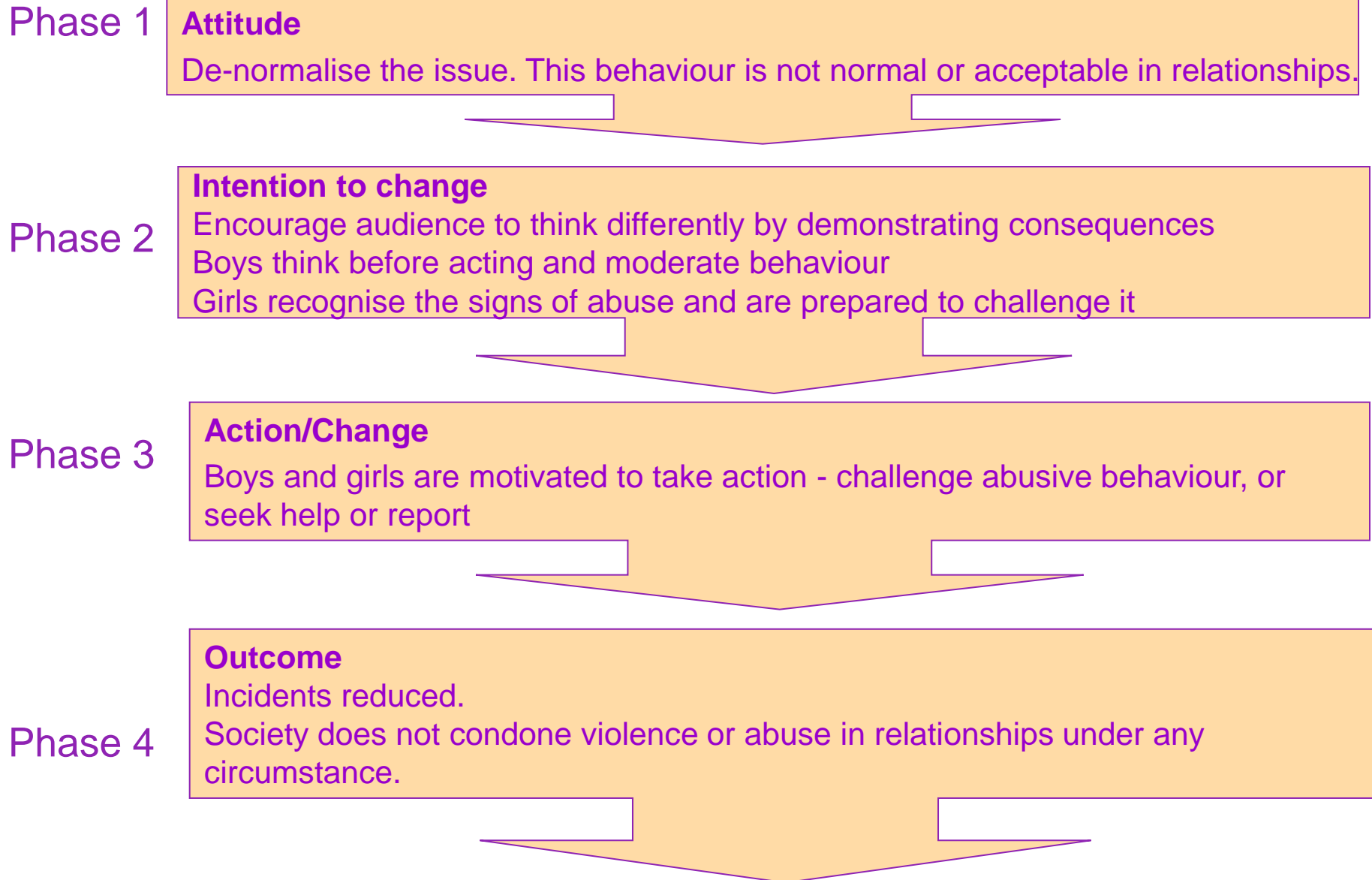
Lower SEG

Higher SEG



- ◆ Seem closer to the subject
 - ◆ Violence seems more a part of their lives per se – may have experienced domestic abuse
 - ◆ More likely to have experienced VAWG in relationships
 - ◆ Experienced more of the extreme behaviours e.g. more readily discuss controlling behaviour & violence
 - ◆ Males sometimes acknowledge their involvement
- ◆ Additionally, amongst parents
 - ◆ Less willing & able to engage with heavy copy
 - ◆ Some illiteracy
- ◆ VAWG feels more distant per se
- ◆ More extreme examples of physical & sexual behaviour feel particularly distant
 - ◆ May struggle to relate

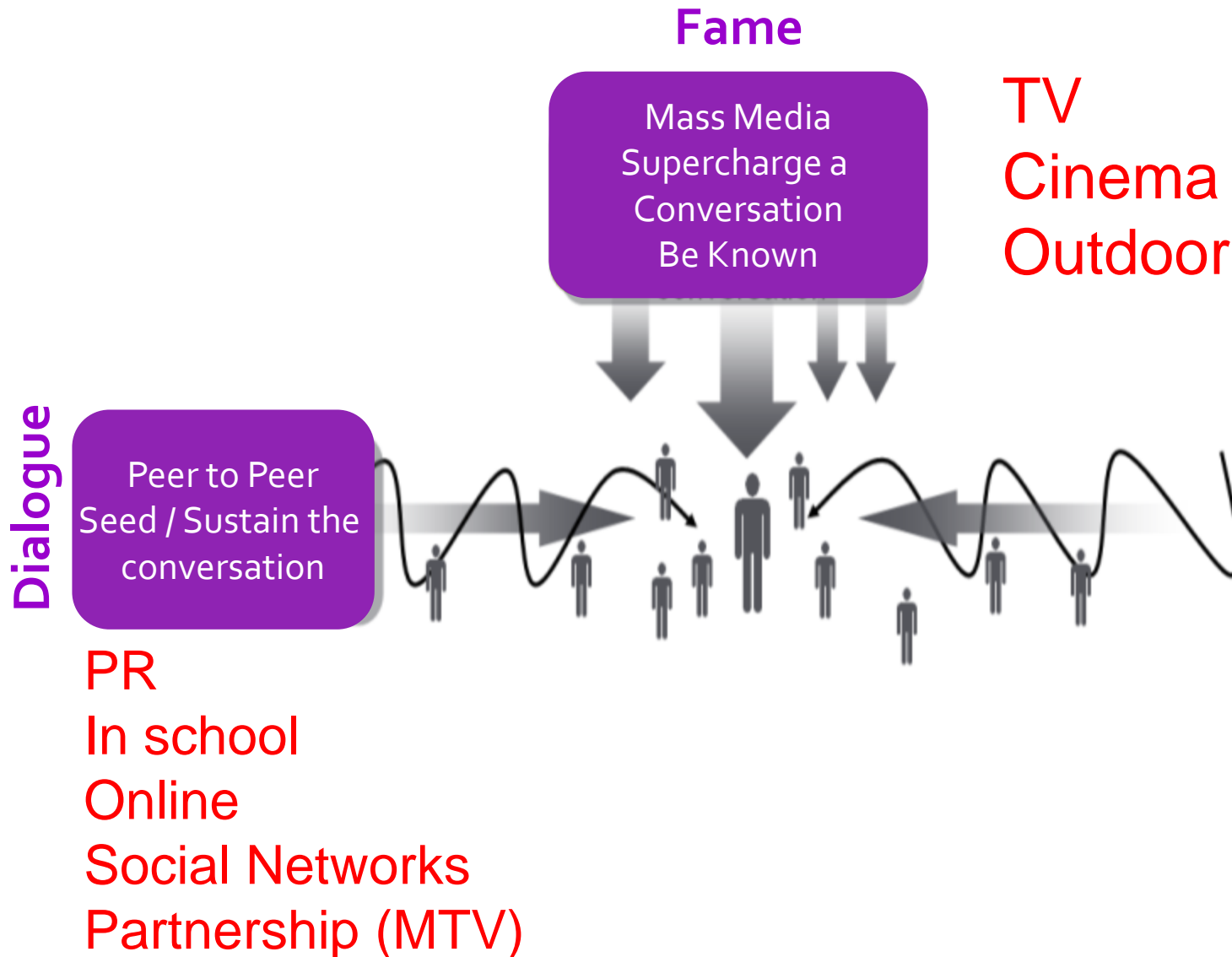
Behaviour change theory



'5 Golden Rules' for communication

- ◆ Provide **guidance regarding the less obvious forms** of abuse (coercion, control, sustained activity)
- ◆ Give a **balanced view** – that does not overly demonise all boys or sanctify all girls, and suggests an intention to understand the issue from both perspectives
- ◆ The message is most persuasive and emotive when it encourages **reflection at the individual level**, rather than simply at a rational level
- ◆ Girls are more likely to feel empowered when take out and tone of voice is realistic – about **being savvy rather than brave**
- ◆ The word “**violence**” might **hijack communication** somewhat, lessening intended takeout and relevance – “*abusive relationships*” is more immediately understood to encompass the range of issues

Our comms framework





**SPEAK OUT
AGAINST
ABUSE**

CLICK BELOW

Like 1K Tweet 371

HOME

HAVE YOUR SAY

STOP YOURSELF

SPOT THE SIGNS

FAQ

NEED HELP?

POLLS

RECOGNISE ABUSE?

Relationship abuse can happen to anyone. It involves more than physical violence, it can be when someone puts you down, threatens you or forces you to do something you don't want to. Find out more about how to spot the signs, have your say on the issue and seek help here.



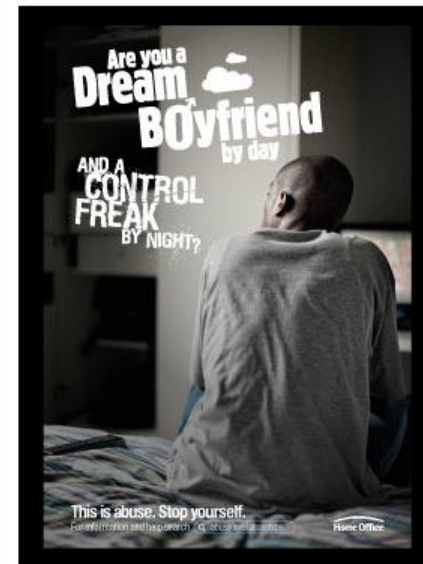
PARTY ▶



SCHOOL ▶



TAKEAWAY ▶



SPOTTING THE SIGNS

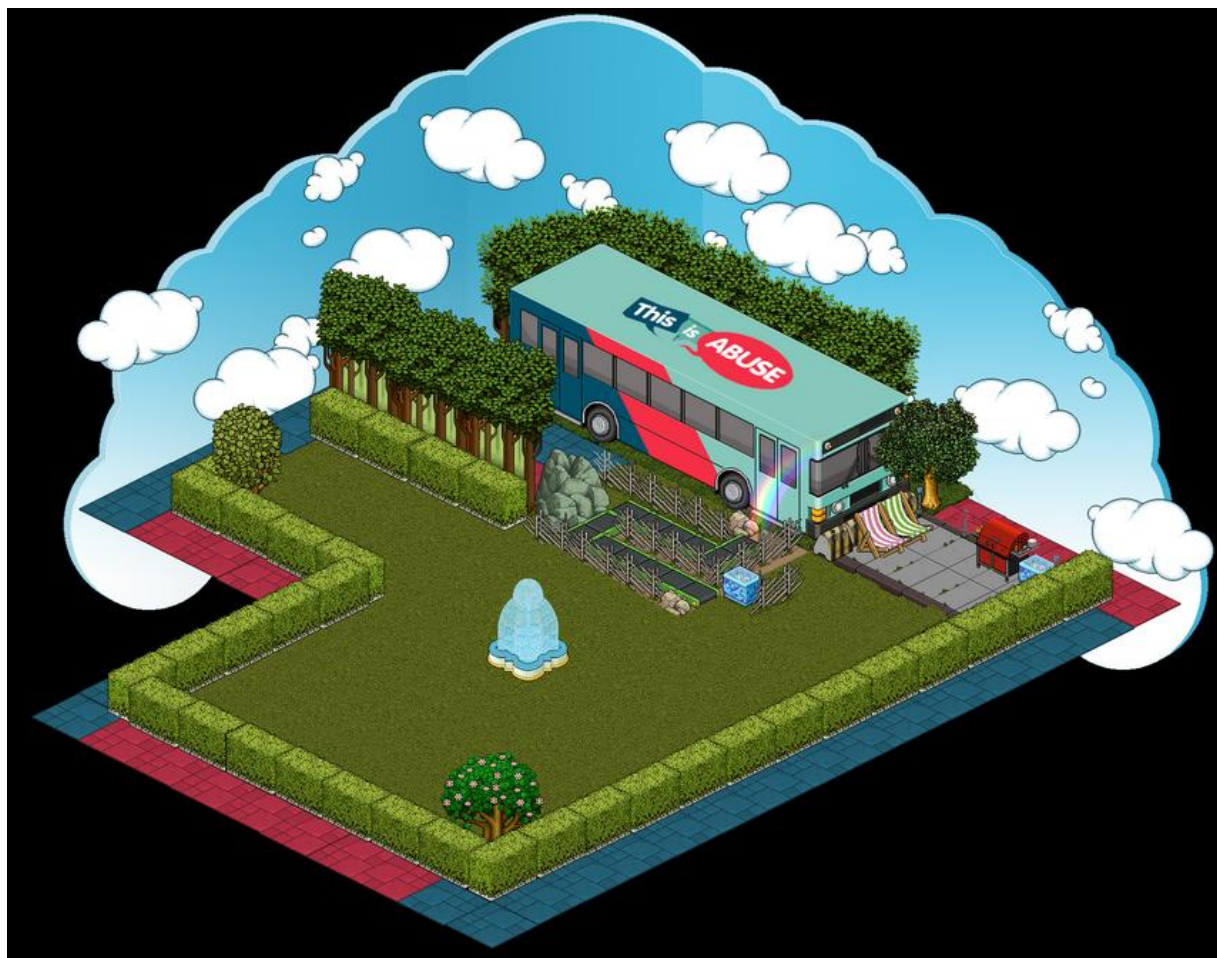


www.thisisabuse.direct.gov.uk

- **60,016** unique visitors since launch
- Most visited sections of the site
 - ‘Need Help’
 - ‘Spot the signs’
 - ‘Have your say’
- Views of videos
 - 29,418 - Bedroom
 - 19,799 - Party
 - 17,365 - School
 - 15,697 – Takeaway

- 650 comments have been posted on the 'Have your say' discussion boards
 - Understanding of different types of abuse
 - Controlling behaviour / Checking emails/texts etc / physical abuse
 - Peer to peer advice on relationships
 - Moderator responses / discussion forums
- Running specific discussion forums with partners
 - 02 September – Women's Aid
 - 16 September – Respect
 - 07 October – Beat Bullying
 - 28 October – Broken Rainbow
 - 25 November – AVA (Against Violence and Abuse)

Habbo info bus



- Cyber bullying
- Emotional / Physical abuse
- Male / Female
- Bullying at school
- Helping each other

Contact me: Kerry.Charlesworth@homeoffice.gsi.gov.uk

- AVA (Against Violence and Abuse)
- Broken Rainbow
- NSPCC
- Rape Crisis
- Respect
- Refuge
- Women's Aid
- Police Forces across England and Wales
- Domestic Violence Co-ordinators
- Community Safety Partnerships
- Housing Associations
- Schools/Colleges
- NHS
- Local Government

Campaign impact



1. Significant shifts in awareness post campaign and a high level of recall:

- 67% recalled having seen/heard one or more of the adverts
- 92% of those who were aware of advertising on the issue of abuse in relationships, spontaneously described some aspect of the campaign.

2. Strong message take out and a positive response to the campaign:

- Around 90% of teenagers felt that the campaign had impacted on them in some way, most commonly making them think about the issue and/or encouraging them to challenge abuse in their own or friends' relationships.
- Around a quarter felt that they would seek advice about abusive relationships and/or visit the campaign website.
- Over half (53%) agreed that they wanted to talk to their friends about the campaign.

3. A positive change in attitudes and claimed behaviour from those exposed to the campaign:

- Teenagers who were aware of the campaign being more likely to view the issue as very important and abusive behaviours as very unacceptable (76% vs 62%).
- They were also more likely to claim that they would take action if faced with abuse either in their own relationship, or on behalf of a friend.

Results from 2010 campaign tracker (Jigsaw, March 2010)

- Future focus on sexual consent
- Feedback
- Questions