

## **NOTE OF THE MEETING OF THE INFORMATION SUB-GROUP OF THE REGIONAL STEERING GROUP ON DOMESTIC VIOLENCE**

**Tuesday 25 April 2006  
Room 152, Parliament Buildings, Stormont.**

### **Present**

Catherine Reilly, Ulster Community and Hospital Trust – Chair  
Maxine McCutcheon, Men's Advisory Project  
Anne Marks, Police Service of Northern Ireland  
Kevin Shiels, Domestic Violence Unit  
Sharon Harley, Community Safety Unit, NIO  
Eugene Mooney, Northern Ireland Statistics and Research Agency, DHSSPS  
Edel Robinson, Northern Ireland Statistics and Research Agency, NIO  
Una Lynch, Queens University Belfast

### **Apologies**

Linda Robinson, Help the Aged/Age Concern  
Stephanie Mallon, Women's Aid Federation Northern Ireland

### **Secretariat**

Marie Austin, Domestic Violence Unit

## **FUTURE PUBLICITY CAMPAIGNS**

Members met to consider objectives and content of future publicity campaigns.

1. Mr Shiels outlined the content and timing of previous 5 media bursts from February 2005 through to March 2006.
2. Mr Shiels reported that both he and Sharon Harley had met with AV Browne to consider the development of a Domestic Violence media strategy over a two-year period 2006-2008. A note of that meeting is attached at Annex 1.
3. Mr Shiels informed members of the funding available for the media campaign for year 2006/07:  
Northern Ireland Office - £50k  
Department of Health, Social Services and Public Safety - £30k  
Mr Shiels also reported that some funding might be available from the Department of Social Development once media campaign details have been confirmed.
4. Members reviewed the three objectives which had been agreed in July 2005 and which are set out below and their relevance for future publicity campaigns:

(i) To educate all victims that advice and help is available and encourage them, as a first step, to ring the Free-phone Domestic Violence Helpline.

**Members agreed a change to the wording of this first objective: remove the words 'educate all victims' and insert 'provide information to victims'**

(ii) To raise awareness and educate the general public that domestic violence is unacceptable behaviour and that *anyone affected by it* can call the Helpline number, which is to be featured in all advertising.

(iii) To deliver a message to perpetrators that domestic violence (and abuse) is a crime that will not be tolerated and can result in prosecution.

Members agreed that a steer would be needed from PSNI and the criminal justice agencies on how best to target perpetrators.

**Action:** Anne Marks and Sharon Harley to follow up with colleagues on how best to target perpetrators and report back to the group at the next meeting.

5. Members agreed that the first two objectives should be merged to form one overall aim i.e. 1) provide information to victims that advice and help is available and encourage them, as a first step, to ring the Free-phone Domestic Violence Helpline; and, 2) to raise awareness and educate the general public that domestic violence is unacceptable behaviour and that *anyone affected by it* can call the Helpline number, which is to be featured in all advertising. It was agreed that other specific objectives and media campaigns and themes should flow from the overall aim and should be considered and agreed after further discussions with AV Browne.

6. There was a general consensus that consideration should be given under the proposed strategy to a focus on the different types of abuse and then possibly to target specific victims/groups etc. Members agreed that AV Browne should be asked to prepare a paper setting out proposals for a 2-year media strategy for consideration by the Sub-Group at its next meeting on 13th June. A representative from AV Browne should also be invited to attend the next Information Sub-Group meeting to brief members on the proposals.

**Action:** DV Unit to contact AV Browne regarding a meeting to discuss Sub-Groups findings and attendance at the Information Sub-Group meeting scheduled for 13 June 2006 at 10.00 a.m (with AV Browne joining at 11.00 a.m)

7. Members agreed that the basic messages from recent campaigns were still appropriate i.e. the inclusive message that "anyone can suffer so anyone can call" and the 24-Hour free-phone Helpline Number. It was agreed however that consideration should be given to how the media strategy and/or individual themes or campaigns could be developed to put more focus on perpetrators. The following should therefore be considered for use under the proposed 2-year media strategy:

- *Television*

1. Doll's House Ad

2. Latest Scottish Ad illustrating psychological/financial abuse

**Action:** DV Unit to explore with Scottish Executive and AV Browne the associated costs for use and dubbing of Scottish Ad

- *Radio*

1. current "Many Forms" Radio Ad
2. possibly developing a Radio Ad targeted at male victims

**Action:** DV Unit to contact AV Browne regarding development of Radio Ad for male victims

- *Posters etc* – Wallpaper and mirror posters to be re-used.

**Action:** DV Unit to contact AV Browne regarding reprint of wallpaper posters and check availability of mirror posters

**Action:** Ms Marks to send DV Unit copies of posters used by PSNI

8. Sharon Harley informed members that she had proposed that the Doll's House Ad be shown again and funded by NIO during Criminal Justice Week in June 2006. No decision has been made as yet but Sharon agreed to update members at the next meeting.

**Note:** Approval has not been given to run the Doll's House Ad during Criminal Justice Week

#### **DATE AND VENUE FOR NEXT MEETING**

The next meeting of the Information Sub-Group has been scheduled for 13 June 2006 at 10.00 a.m. in Parliament Buildings – room to be confirmed.

## Contact Log

Client :	NIO Office
Job Number / Order Number :	3692S
Contact Name :	Kevin Shiels, Sharon Harley & Nicola Steele
Date :	24 <sup>th</sup> April 2006
Time :	2pm

Meeting	Telephone Call	E-Mail	Fax	Letter
x				

Please put x in the appropriate box

**Present Agency:** Sam McIlveen, Joanne McKendry & Kathryn Marshall

A meeting was arranged at AVB to facilitate a discussion regarding the future development of the Domestic Violence media campaign over a two-year period.

**Key points to note:**

- The NIO office will be meeting the Regional Steering Group's Information sub group on 25<sup>th</sup> April, the main points discussed at this meeting will be directly influenced by today's discussion.
- The two key objectives established at the regional steering group in July 2005 – were to :
  - a) Educate all victims that advice and help is available and encourage them, as a first step, to ring the Free-phone Domestic Violence Helpline.
  - b) To raise awareness and educate the general public that domestic violence is unacceptable behaviour and that anyone affected by it can call the helpline number, which is to be featured in all advertising.

Previous advertising campaigns in particular "Dolls House" and the development of the strapline "Anyone can suffer, so anyone can call" have been developed to answer the above objectives.

However, one key objective relating to the targeting of **perpetrators** of domestic violence has not yet been addressed in an advertising or publicity context, therefore it has been questioned whether future advertising should address this particular message.

It was discussed that an advertising campaign that addressed all of the above objectives could be very confusing and messages therefore not clearly understood by the relevant target audiences – it was advised that this may not be the most viable option, but AVB do understand the importance of targeting the perpetrators of Domestic Violence. The key issue associated with this is – should the police be addressing this from a criminal justice perspective? If advertising can address objectives a and b would this then lead to the victims themselves contacting the relevant bodies and giving the name of particular perpetrator's - thus leading to a conviction of sorts?

The question now is what strategy should be developed in relation to how Domestic Violence is treated in future publicity campaigns.

Options – Discussed (Campaign – Creative)

1. To continue with the current trend of advertising i.e. to directly address objectives a and b, and create awareness associated with the "perpetrators of crime" in a PR arena.

2. AVB offered a solution, that would be to proceed with an overarching advertising campaign that would address specific forms of domestic violence over a period of time, such as:

- *Physical*
- *Physiological*
- *Financial*

Then ... *Sexual & Emotional* forms would be addressed in the future.

3. Associated next steps would then be to run the new Scottish Exec ad in NI (obviously with changes to V/O etc) - addressing the physiological affects of abuse alongside the Dolls House treatment – addressing the physical forms of abuse. AVB would then be tasked with developing a support campaign that would bring together both of these elements in appropriate support media i.e. radio. An appropriate media spit would also be determined, that would take on board times at which victims would be most likely to call (i.e. 2pm -4pm).

Options – discussed (Media)

- As part of the brief is to explore what opportunities there may be to focus on a specific gay, lesbian, bi-sexual, transgender communities, or something that gets across the message better that older people are victims of DV – then AVB would suggest using tactical media to reach these particular audiences, rather than creating a specific message to target each.
- Online – The opportunities associated with using Online as an effective medium of communication were discussed. There could be the opportunity to direct audiences to a sub webpage of the DHSSPS website which would have the relevant contact details and advise that victims of domestic violence would seek for appropriate advice and support.
- There was an issue associated with incorporating the women’s aid website into creative – as they would only specifically address the female victims rather than the wider community.

Action Points:

(NIO)

- Police Posters - targeting those perpetrators of crime directly, are to be forwarded to AVB.
- Scottish Executive ad to be forwarded to AVB
- Helpline report to be forwarded to AVB to allow the agency to understand the peaks and troughs associated with who and when victims seek help

(NIO & AVB)

- NIO office & AVB to seek examples of the new Metropolitan police campaign

Following the NIO’s meet with the regional steering group, a follow up meeting with AVB will be arranged to set in place a specific strategy.

KM 24.04.06