

MINUTES OF THE MEETING OF THE INFORMATION SUB GROUP OF THE REGIONAL STEERING GROUP ON DOMESTIC VIOLENCE

Tuesday 7 June 2005
Room 21, Parliament Buildings, Stormont.

Present

Catherine Reilly (Ulster Community and Hospital Trust) – Chair
Lynn Cree (Queen's University Belfast)
Maxine McCutcheon (Men's Advisory Project)
Liz McCrystal (Skills For Justice)
Eugene Mooney (Northern Ireland Statistics and Research Agency)
Oonagh Cullen (Northern Ireland Women's Aid Federation)
Edel Robinson (Northern Ireland Office)
Kevin Shiels (Domestic Violence Unit)

For Item 6

Damien Donnelly (AV Browne)
Philip Maguire (DHSSPS Information Office)

For Items 6-9

Sharon Harley (Northern Ireland Office)

Apologies:

Robin Dempsey (Police Service of Northern Ireland)
Grace Henry (Help the Aged/Age Concern)
David Mann (Department of Education)

Secretariat:

Marie Austin (Domestic Violence Unit)

1. Introduction

1.1 Ms Reilly welcomed everyone to meeting.

2. Minutes of the meeting held on 22 March 2005

2.1 Members agreed the minutes of the meeting held on 22 March 2005 without amendment.

3. Matters Arising

- 3.1 Ms Reilly informed members that she had written to Margaret Donaghy from the Multi-Cultural Resource Centre on 5 April 2005 to invite a representative from the ethnic minority umbrella group to sit on the Information Sub-Group. Members noted that no response had been received to date and agreed that Ms Reilly should write again to Margaret Donaghy as a reminder.
Action: Ms Austin to draft a reminder letter seeking nomination
- 3.2 Mr Shiels informed members that the Regional Steering Group had agreed that their role should be to *approve* research, surveys, pilot studies (as proposed by the Sub-Groups) rather than to *commission*.
- 3.3 Ms Austin reported that she had received no comments on the Home Office document 'Providing Advocacy and Support to Survivors of Domestic Violence'. Members agreed to consider the document and send comments by email to Ms Austin before 8 July 2005.
Action: Members to consider document and email comments to Ms Austin by 8 July 2005
- 3.4 At its meeting on 23 May 2005, Ms Glynnis Henderson (Council for the Curriculum, Examinations and Assessment) and Ms Anne Graham (Northern Ireland Women's Aid Federation) gave presentations to members on the revised Northern Ireland Primary and Secondary Curriculum and the opportunities to address domestic violence within the new curriculum, and the prevention work carried out by Women's Aid in schools. Members of the Children and Young People's Sub-Group were also invited to attend. Mr Shiels outlined the actions agreed at the meeting and reported that there had been no feedback to date from the Department of Education or CCEA. Ms McCrystal agreed to contact the Education and Training Inspectorate, on an informal basis, to ascertain if there had been engagement with DE in relation to addressing domestic violence in schools. Mr Shiels agreed to contact DE to check the position in relation to possible changes to the framework of the new curriculum and to confirm whether or not the working groups responsible for the development of the curriculum are still convening.
Action: Ms McCrystal to contact ETI
Action: Mr Shiels to contact DE
- 3.5 Mr Shiels informed members that he and Ms Vera Kelso (Midwifery Advisor, DHSSPS) had written to all Directors of

Nursing Services in Northern Ireland to establish the current position in each Trust regarding the introduction of Routine Enquiry for Pregnant Women (in relation to domestic violence). Members noted that no responses had been received to date. It is envisaged that the introduction of Routine Enquiry for Pregnant Women will eventually become DHSSPS policy.

- 3.6 Members noted that there was no progress to report on the development of Information Sharing Guidelines for Northern Ireland.

Action: Mr Shiels and Ms Austin to develop a first draft of Information Sharing Guidelines for Northern Ireland and consult the DV and law sub-group.

4. Collection of Statistical Data on Domestic Violence

- 4.1 Mr Shiels informed members that both he and Ms Austin had been working on a guide for the collection of statistical data on domestic violence in Northern Ireland. Mr Shiels agreed to issue a copy of the draft document to members for consideration and comment. The document will be issued for comment to the Regional Steering Group and its sub-groups and the Local Fora chairs at a later date.

Action: Mr Shiels to issue draft document to members by 17 June 2005

Action: Members to consider draft and forward comments to Ms Austin by 22 July 2005

Action: Ms Austin to place item on agenda for next meeting

5. PSNI Statistical Report: 1st April 2004 – 31st March 2005

- 5.1 A copy of the recent PSNI Statistical Report had been circulated to members for information. Mr Shiels informed members that the statistics in the draft Strategy would be amended in light of the Report.

6. Future Publicity Campaign(s)

- 6.1 Mr Damien Donnelly (AV Browne) and Mr Philip Maguire (DHSSPS Information Office) attended the meeting to discuss with members a proposed multi-media strategy for the continuation of the domestic violence 'Dolls House' advertising campaign in Northern Ireland in 2005/6, including further airings of the Doll's House Ad. Mr Donnelly recommended two, further

bursts of activity using a combination of television, radio and tactical outdoor advertising (suggesting July and December/January). Members felt that further consideration needed to be given to the timing of the campaign, the purpose and the objectives. Members noted that any proposals made would have to be agreed by the Regional Steering Group. A copy of Mr Donnelly's proposal has been attached at Annexe 1 for information. A meeting to discuss the media campaign only has been scheduled for 26 July 2005 in Room 21, Parliament Buildings.

Action: Members to confirm attendance at meeting of Sub-Group scheduled for 26 July 2005

7. Draft Domestic Violence and Abuse Strategy

7.1 Mr Shiels outlined the proposed timetable for production and launch of the Strategy:

- a redraft of the strategy will issue to all members of the Regional Steering Group and its Sub Groups and to the DHSSPS Departmental Board by around 20 June 2005
- The DHSSPS Departmental Board will meet on 24 June 2005 to consider the document
- The Regional Steering Group will meet on 29 June 2005 hopefully to sign off the document
- A submission will issue to Ministers early July to seek approval to publish
- Strategy will be launched early October 2005.

7.2 Ms Harley informed Mr Shiels that the Strategy would also have to be approved by the Director of Criminal Justice.

Action: Mr Shiels to send final draft to Director of Criminal Justice for approval

8. Any Other Business

8.1 Ms Harley informed the Group that a Domestic Violence and Law Leaflet would be published in the near future. The leaflet would explain the civil and criminal remedies open to victims of domestic violence. Consideration is also being given to producing a leaflet specifically for children.

8.2 Ms Harley also reported that an information video for victims going through the civil courts is near completion. It is designed to

remove the mystique and fear for those going through the civil court system.

- 8.3 Ms Reilly informed members that the Chairs of the three Sub Groups would meet to discuss the way forward in relation to the Training Strategy. The intention is that the Training Strategy will be published within six months of the publication of the Domestic Violence and Abuse Strategy.

9. Date And Venue For Next Meeting

- 9.1 The next meeting of the Information Sub-Group has been scheduled for Tuesday 26 July 2005 at 9.30 a.m. in Room 21, Parliament Buildings.

Annexe 1

Client: DHSSPS
Campaign: Domestic Violence Multi-Media Campaign in NI
Date Monday 6th June, 2005

Introduction

This is an outline media strategy for the continuation of the domestic violence 'Dolls House' advertising campaign in Northern Ireland in 2005/6.

Objectives

- Educate the victims as to where they can turn to for help/advice - via direct response phone number featured in all advertising
- Educate the perpetrators that this is a socially unacceptable crime that will not be tolerated and will result in prosecution
- Reduce the number of domestic violence cases within Northern Ireland.

Target Audience

- All Adult audience - domestic violence transcends social class and age distinctions. We must also challenge the stereotypes as there are still 15% of victims who are male.

Target Area

Provincewide – but also taking into account areas where domestic violence statistics are particularly high i.e. Greater Belfast and Derry.

Media Strategy

The agency is recommending two, 4-5 week bursts of activity using a combination of television, radio and tactical outdoor. The most effective advertising campaigns are those which use a co-ordinated multi-media strategy. The television campaign builds awareness across all audiences; the radio will then reinforce the message and increase frequency as the average person will be exposed to the radio commercial at least 4 times per week. This will be complemented by the tactical outdoor in washrooms, which will reach out to the social audience, and the A2 panels will capture mothers, the female shopping audience and also children, children whose parents may be in an abusive relationship.

This strategy is essential for a direct response campaign, i.e. for the number to be remembered and noted down. Experience has shown that running with one medium at a time, adopting a drip feed effect to maintain a long term presence, will not achieve coverage and ultimately not drive in calls. To best illustrate the effectiveness of a multi-media strategy, we should look at the typical day of a young mother. She may be watching GMTV in the morning and be exposed to the advert, take the kids to school and hear the commercial on the radio, be out for a coffee/lunch later that day and see the poster in the washrooms. This example highlights the cumulative effect of a multi-media strategy. This is replicated when we look at a number of different audiences i.e young female professionals (Citybus exposed to A2's, listen to radio on mobile phone/ipod/ specialist female programming on television) and young males (listen to radio in car or via ipod if they use public transport, see the posters in the washrooms of the bar when they are out and about at the weekend, exposed to the television commercial in the sporting programming, news, current affairs etc)

Thus the campaign will run in two tactically timed bursts, using a multi-media strategy weighted for maximum effectiveness.

Television

Television is a key medium for direct response i.e. communicating the telephone contact number for victims. It is also one of the few mediums that has the power and impact to change public attitudes and behaviour which are also objectives of this campaign. Thus television will continue to be the main medium.

Television is particularly strong in Northern Ireland due to the popularity of UTV, part of the ITV network which has a weekly reach of 98% of all adults in Northern Ireland. There is no other medium which can offer greater coverage within NI. There is a strong audience loyalty to UTV, due to the popularity of local news programming and presenters i.e. UTV Live at Six, Kelly, Insight etc. However it is access to ITV regional programming which delivers the high ratings programmes i.e. Coronation Street, Emmerdale, Who Wants to be a Millionaire, The Bill, Heartbeat etc. UTV's strength lies in its coverage of the C2DE, female audience, particularly housewives, reaching our main 'victim' audience.

However UTV also carries key sporting coverage i.e. Champions League football, Grand Prix, motor bike racing and the local sporting coverage (Saturday results, UTV Sport on Sunday, The Football Show') to reach both male victims and perpetrators.

GMTV performs particularly well against the female and housewives audience, delivering 28% share of viewing in the 7.30am-9.30am daypart, thus it is an essential station for this campaign.

Channel 4 complements both in terms of the younger, more upmarket audience that it delivers. The 'Big Brother' phenomena and continual experimentation with reality TV programming ideas have produced key ratings winners i.e. Faking It, Wife Swap, 10 Years Younger, You are what you eat etc. It has also gained an army of slightly older, 25-44 loyal female viewers with its glut of property programmes: Grand Designs, Property Ladder, Location Location etc.

There is one other commercial option in Northern Ireland – this is Channel 9. It is a station serving the NorthWest area, which transmits into Derry, Coleraine, Dungiven etc. It is a very localised station, specific to the Derry area. There are no official viewing figures and the station has very low production values, so will not be included for this campaign.

TV Buying

The agency is recommending two bursts of activity on television, these are planned in the months of July and December/ January. These months have been selected for a number of reasons

- Airtime costs are low
- July – our previous activity period was in late June. Re-advertising in this period will benefit from the residual awareness of the previous burst to build upon. In addition 'The Twelfth' is a key holiday period in the Northern Ireland calendar which is a very volatile and stressful period, increased by the school holidays.
- Christmas period is a high point in the domestic violence calendar. Emotions are running high at this period, with the usual financial strains and obviously high consumption of alcohol. The campaign will be front-weighted with emphasis placed on the Christmas and New Year period.

The first burst of activity will be a light/medium weight two week campaign. It will be complimented by radio and outdoor activity. The second burst will be a three week medium-weight campaign, of 400 ratings. Again this will be complimented by radio and tactical outdoor.

Airtime Policing

Programming will aim to capture both females through leading drama, style, lifestyle and fashion shows but also males through sporting coverage, crime drama, nature programming etc.,

Daypart delivery would be carefully monitored to ensure that c. 65% of airtime is delivered in the 17.30 – 23.00 peak viewing period. The agency will also request that key programming features on all schedules and editorially relevant programmes are also included.

- (1) Daypart Delivery (i.e. peak 65%/off peak 35%)
- (2) Centre/End Break (Centre 65%/End 35%)
- (3) Programming Profile (to match the target audience)
- (4) Target ratings v Actual Ratings delivered

TV Plan

Stations	Timing	Commercial Length	Estimated No of Adult TVRs	Cost
	Burst 1			
UTV, Channel 4 & GMTV	Mon 11 th Jul – Sun 17 th July '05	40	100	£9,023
		10	50	£2,035
	Mon 18 th – Sun 24 th July '05	40	75	£6,767
		10	75	£3,053
	Subtotals			175 x 40 secs
			125 x 10 secs	£5,088
Campaign Total			300 ratings	£20,878
	<p>Coverage 1 + Coverage –of All Adults in N.I. will see the commercial at least once 4+ Coverage – % of All Adults in N.I. will see the commercial at least four times OTS : The average person will see the commercial approx times over the 3-week period.</p>			
	Burst 2			
	Mon 19 th – Sun 25 th Dec '05	40	100	£8,460
		10	50	£1,811
	Mon 26 th Dec – Sun 1 st Jan '05	40	50	£4,230
		10	75	£2,716
	Mon 2 nd Jan – Sun 8 th Jan '05	40	50	£3,090
		10	75	£2,010
Subtotal			200 x 40 secs	£15,780
			200 x 10 secs	£6,537
Campaign Total			400 ratings	£22,317
			700 ratings	£43,195
	<p>1 + Coverage –of All Adults in N.I. will see the commercial at least once 4+ Coverage – % of All Adults in N.I. will see the commercial at least four times OTS : The average person will see the commercial approx times over the 3-week period.</p>			

Radio

Radio will complement the television activity. Commercial radio listening has grown almost 25% in the last 5 years and has a weekly reach of over 60% of 15-24 year olds.

Cool and Downtown have the strongest listenership of all the stations, with a weekly reach of 647,000 adults (almost 50% of the NI population) We will use all available commercial stations :Cool FM, Downtown, Belfast City Beat, Mid-FM (sister station of Citybeat serving Mid-Ulster) along with the Q Network which covers the North West, Coleraine, Omagh and Enniskillen areas

Campaign Strategy

The agency would recommend a medium weight campaign on all the available commercial radio stations, to achieve c.3-4 OTH (Opportunities to hear) per week. Costs are based on a 40 sec commercial and buying a combination of peak morning and evening drivetimes to reach the commuting workforce (possible male perpetrators and victims); off peak daytime to capture the housewives/ shopping mothers (potential victims); off peak weekend nighttime airtime - recency effect to capture the younger couples/males as they are heading out for a nights drinking.

This airtime buying strategy results in cost effective advertising, as we are combining off peak daytime and nighttime weekend airtime with the key peak drivetime periods. The airtime buying strategy will be tailored to the station listenership profile (see below). The beauty of the commercial radio offering is the targeted geographical coverage of each station

In terms of timing, activity will be co-ordinated with the television and outdoor activity. The radio campaign will overlap with the television activity for one week, then run solus for a further two weeks. The TV will have built awareness and momentum, the radio can then build up frequency. This also extends our duration period, and reaches out to the core youth audience on many stations to influence their attitude to domestic violence at a young age.

We can also avail of the 25% bonus airtime on all stations in the month of July. Sizeable discounts have been negotiated off rate card on all stations.

Station Profile

Cool FM

- 60% of listeners are 15 –34 (C/F NI population – 39% aged 15-34)
- Greater Belfast transmission area (actually now covers 70% of the population)
- Young, more ABC1 and with slight female bias
- Weekly reach – 377,000 –29% of All Adults in N.I.
- Airtime Buying – Drivetime, Cool Gig Guide, Sunday Chart Show, weekend dance programming etc

Downtown

- 73% of listeners aged 35 and above
- Province wide coverage with strength in rural areas, particularly those not served by any other commercial radio station
- Older, C2DE with female bias
- Weekly reach – 322,000 - 24% of All adults in N.I.
- Airtime buying – drivetime for commuters (peak listening period)

Citybeat

- 58% of listeners are 15 –34

- Greater Belfast transmission area
- More ABC1. Sexually balanced Listenership
- Weekly reach – 179,000 – 14% of All Adults in N.I.
- Airtime buying - bias to drivetime (commuting workforce), Joe Ferguson Show (10pm – 1am), David Johnston

Mid 106 FM

- Not yet audited by Rajar (just launched 1st Feb 2003 – sister station of Citybeat)
- Transmission area covers Cookstown, Maghera, Magherafelt, Toome, Castledawson and Dungannon
- Target Audience – 25-45
- Musical profile – mixture of contemporary, country, rock etc
 - Airtime Buying – bias to drivetime and off peak daytime (housewives/ C2DE shoppers)

Q102.9FM

- 53% of listeners are 15 –34
- **North West transmission area -(Derry, Portrush, Limavady, Strabane) – 34% weekly reach within the transmission area**
- More youth orientated – 24 hour music station with young music profile geared to large student audience
- Weekly reach – 83,000 (includes Q97 combined) previously c.58,000 when audited on its own
- Airtime buying - bias to drivetime ,Weekend Late Night Dance programmes – ideal to capture youths, Saturday Chart round up

Q97.2FM –

- 45% of listeners are 15-34
- Coleraine transmission area – covers the University of Ulster campus
- **Older demographic than sister station, with musical profile from classic hits through to current chart, quality contemporary and Irish country.**
- Weekly reach – 25-30,000
- Airtime buying - bias to drivetime ,Weekend Late Night Dance programmes – ideal to capture youths, Saturday Chart round up

Q101.2FM

- No rajar listenership figures available (only launched March 2002)
- Omagh and Enniskillen transmission area.
- Target audience – 25 to 54 year olds, potential transmission area of 115,341
- Musical profile caters for the slightly older audience with classic, middle of the road, Irish country, rock but also weekend specialist dance music programmes for younger audience
- Airtime buying – housewives, C2DE's

Radio Plan

Station	Time Length	No. of Spots	Dates	Cost
July/August Burst				
Downtown	40 sec	75	Mon 18 th Jul – Sun 7 th August 2005 (3 weeks)	£7,875 (Joint rate)
Cool	40 sec	75		£2,277
Citybeat	40 sec	75		£750
Mid –FM	40 sec	75		£4,050
Q102	40 sec	75		
Q97	40 sec	75		
Q101	40 sec	75		
Totals		525 spots		£14,952
January				
Downtown	40 sec	75	Sat 31 st Dec 2005 – Sat 14 th Jan 2006 (3 weeks)	£7,875 (Joint rate)
Cool	40 sec	75		£2,277
Citybeat	40 sec	75		£750
Mid –FM	40 sec	75		£4,050
Q102	40 sec	75		
Q97	40 sec	75		
Q101	40 sec	75		
Totals		525 spots		£14,952
Total				£29,904

Outdoor

The agency is recommending more tactical and targeted outdoor placement, a tactical ambient campaign on washroom panels, complemented by interior A2 Back of Driver panels.

Washrooms

These will be timed to complement the other media activity. The beauty of this medium is being able to have gender specific messages and a captive audience! The campaign will run in approx 50 key venues, with 100 panels per burst. Depending on the message these can be split in whatever rotation you wish. (male/female toilets). They can also be geo-targeted to the identified hotspots highlighted by the PSNI statistics broken down by DCU area.

Media costs are also relatively low, at only £35 per panel for a two week cycle.

Buses – A2 Rear of Drivers

These interior panels are both cost effective and supply excellent provincewide coverage. A detailed breakdown of the areas that the bus route will cover will be forwarded and again the weighting will take into account the statistical breakdown of domestic violence incidents per DCU area.

Over 30% of all journeys, on either Ulsterbus or Citybus are made by shoppers. 60% of Citybus travellers travel on a daily basis, so we have high frequency exposure. On an independent survey commissioned by Translink, over 60% of travellers on both Citybus and Ulsterbus were female.

These panels are only c. £12 per panel for two weeks exposure and as both periods are relatively quiet for outdoor advertising, a high degree of overshoot is expected.

Panel Type	Burst 1	Burst 2	Media Cost
	No of Panels		
Cycle	Cycle 15	Cycle 26	
	18th – 31st July	19th Dec – 1st Jan 2006	
Washroom	50 venues 100 panels	50 venues 100 panels	£7,000
A2 panels Interior Rear of Driver	120	120	£2,880
Total			£9,880

Added Value Elements

In addition to the traditional media vehicles, the agency also recommends that A2 posters are distributed to community centres, doctors surgeries, family planning clinics, STD clinics, youth centres, police stations and other key council, public sector buildings throughout Northern Ireland. The agency would print the posters, but the client would distribute through their network of contacts. These would be produced as an additional print run of the Interior A2 Back of Driver panels from buses. It will be subject to the respective venue agreeing to put up the posters and beyond our control but something that should be exploited.

In addition, the agency has a list of ethnic minority centres and contacts for all of Northern Ireland. The agency would post out posters to this list of 65-70 groups to increase penetration against this key audience.

Cost Summary

A reserve budget has been allowed for both radio and poster production.

Media	Cost
Television	£43,195
Radio	£29,904
Outdoor	£9,880
Total	£82,979

Creative Approach

In order to maximize your budget, it is prudent to retain the 'Dolls House' TV ad. There is potential to broaden this ad's relevance by, perhaps, incorporating a line that explains that help is available for ALL victims of domestic violence.

Radio could be used to simply build on the TV ad or, again, to broaden the campaign's 'appeal' – radio treatments could be used to reach men, or to address the socio-economic issue, or to help break down perceptions of the 'typical' victim of domestic violence. Outdoor could be used in a similar way.