

**MEETING OF THE PUBLIC INFORMATION CAMPAIGN SUB GROUP ON SEXUAL
VIOLENCE AND ABUSE STRATEGY**

10.30am Wednesday 1 April 2009

Castle Buildings

Present:

Julie Pollock	Domestic and Sexual Violence Unit, DHSSPS (Chair)
Paul Cassidy	Domestic and Sexual Violence Unit, DHSSPS
Colin Ramsey	Domestic and Sexual Violence Unit, DHSSPS
Val Owens	Stop it Now
Jennifer Knape	SARC Project Manager, NHSCT
Sharon Harley	NIO
Marie Patterson	Prison Service
Martin Crummey	NSPCC
Mairead Lavery	PPS
Amanda Patterson	NIO
Peter Philip	NIO
Nick Carson	PSNI
Christine Hunter	PBNI
Margaret McCrory	HPA
Kathryn Campbell	Government Advertising Unit

Apologies:

Annie Campbell	Womens Aid Federation NI
Brenda Horgan	NSPCC
D/Inspector Anne Marks	PSNI
Helena Bracken	Nexus Institute
Janice Smiley	NIO
Joan Hynes	NI Court Service
Michael Lynch	Men's Action Network
Phil Tooze	NIO
Sam Hughes	PSNI

Welcome and Introductions

1. Julie opened proceedings by welcoming the group and as it was the inaugural meeting of the sub group members were asked to give brief introductions. Julie outlined the current changes within DHSSPS with Marian McIlhone now heading up on both Domestic and Sexual Violence. Julie advised that she would be leaving to be replaced by Julie Houston and welcomed Colin Ramsey who had recently joined the Unit.

Communications Strategy – Terms of Reference (TOR)

2. Members were asked to consider and agree the TOR for the Strategy. There followed considerable discussion on the role of the group. Julie explained that the group would provide a platform for collaboration and ensure that different organisations were aware of what each other were doing on a communications front and not giving a mixed message to the public. She cited a recent case where DEL had agreed to provide funding to National Union of Students and the Union of Students in Ireland (NUS/USI) for their “Ending Violence against Women” campaign without consultation with DHSSPS and NIO. Sharon advised that it would be useful for DHSSPS/NIO to contact NUS/USI to arrange a meeting to inform them of ongoing work and invite them to participate on this group.

Action Point 1: Domestic and Sexual Violence Unit, DHSSPS to engage with NUS/USI and invite representation on the group.

3. Julie further explained that it was important to make a start on the Campaign and that the Government Advertising Unit were taking things forward towards going live with media advertising by October this year. Members were also asked to determine if there were any additional monies available within their organisations to contribute to the media campaign. Some members felt that there was a sequencing issue in going with the advert first and that the group was not necessarily comprised of the right experience with regards to professional media representation. Kathryn advised members that the advertising campaign was only one strand of the Communications Strategy and that other professionals, most notably the Press Office would need to be brought on board.

Action Point 2: Members to determine availability of funds within their respective Departments for contribution towards the Campaign budget and advise Colin Ramsey, colin.ramsey@dhsspsni.gov.uk by 24/4/09.

Action Point 3: DHSSPS to engage with the Press Office for their representation on the sub-group.

4. Val asked if there would be merit in the group having sight of the tendering specification. Kathryn explained that Stage 1 was already underway but that there was a delay as Central Procurement Directorate (CPD) were currently looking at the entire procurement process and that in any event the tendering would be a 10 to 12 week process. Bearing in mind that the Stage 1 brief was broad, Kathryn felt that members had in essence already got all the information in front of them within the Strategy document and that it would be more useful for the group to wait and consider the proposals for Stage 2 when available.

5. Regarding the group, Martin questioned as to whether the proposed level of approach was outside the TOR which mentioned development of a public information campaign whereas the role of the group may be more to listen then comment and that it was important at this stage to clarify our role. Kathryn reiterated that the campaign was more than just advertising and should be led by the Regional Strategy and Action Plan. She advised that the fundamental need and indeed success of the campaign would depend how we attract people to seek help. Ensuring effectiveness was key to the process and integral to that would be research and identifying the target audience which would involve talking to the right people and getting feedback. In so doing this would ensure that when the advertising went live we would be portraying the right message to the right audience.

6. With regards to the role of the group, several members felt that the group was representative as constituted and that there was sufficient expertise to bring to the table. Sharon advised that the sub group could be involved in what happens and when. In explaining that CSU within NIO did not have any money for media activity she knew how expensive things were from the Domestic Violence campaign and it would therefore be important for working with a tight budget to prioritise accordingly. Nick said that he felt that members of the group should determine what would happen and that advertising consultants and press office representatives would be responsible for how this is taken forward. Amanda expressed that the role should be more one of oversight of the implementation and not delivery or design. It was therefore agreed that the TOR should be amended to more accurately reflect the role of the group with an emphasis that it will have an

oversight, collaborating and co-ordinating role. In turn, the group will provide guidance for the whole of the Public Information Campaign.

Action Point 4: DHSSPS to amend TOR and seek approval from members to sign off and agree the Strategy at the next meeting.

Appointment of Group Chair

7. On foot of Julie's departure, nominations were sought for a new group chair. It was agreed that Julie's replacement, Julie Houston would assume the role on her arrival.

Feedback on Communications Strategy

8. Members were asked to consider feedback from the group on the draft Communications Strategy and a paper was tabled outlining members' comments. In addition Jennifer raised the issue of accountability post campaign and Margaret felt the document required specific detail on evaluation methods and performance indicators for measuring progress. Julie advised that there was a module within the NI Crime Survey which the group could discuss but that other measures would need to be developed. Christine advised that on the Domestic Violence campaign, the increase in phone calls was a measurable outcome and that this may be similar for the Sexual Violence campaign. Julie explained that while it was still to be determined, consideration had been given to using the Lifeline number to support advertising. Christine advised that this was very resource intensive and expensive. Discussion followed on the objectives of the draft Strategy and how they would best be measured and members were asked to consider this and provide feedback to DHSSPS as appropriate.

Action Point 5: Members to provide feedback on how to measure objectives within the Communications Strategy to Colin Ramsey, colin.ramsey@dhsspsni.gov.uk by 24/4/09.

Action Point 6: DHSSPS to investigate utilising the Lifeline service.

Where do we go from here?

9. Julie outlined additional elements of the campaign. These included the Draft Directory of Services which was due to be published and launched in May this year. She advised that all general counselling services wanted to be included although this would not necessarily be appropriate. Christine asked if the group could have sight of the draft prior to publication and this was agreed.

Action Point 7: DHSSPS to forward draft Directory of Services to the group for info.

10. Members were also asked to consider a draft outline proposal for an Information and Awareness raising day on Sexual Violence and Abuse which it was envisaged would take place to coincide with the launch of the advertising campaign in October. The event would primarily be aimed at public representatives to include MLA's in order to increase their awareness and allow them to better help their constituents. Sharon advised that there was a template available from the Domestic Violence side who had provided guidance for MLA's and that this could be replicated on the Sexual Violence side and made available for the Information Day. Members were asked to consider the draft outline proposal and provide comments.

Action Point 8: DHSSPS to consider writing Sexual Violence guidance for MLA's in advance of the proposed Information Day.

Action Point 9: Members to consider draft Outline Proposal and provide comments and suggestions for inclusion to Colin Ramsey, colin.ramsey@dhsspsni.gov.uk by 24/4/09.

11. In relation to media guidelines, Margaret explained that her experience from suicide media guidelines had been that they are difficult to write and implement and are very resource intensive. She further explained that you need to engage the National Union of Journalists (NUJ) and it was agreed that Colin would liaise with Margaret for further information on this.

12. The Group came to the conclusion that a Communications Plan on an annual basis should be developed. This plan should include objectives, actions and outcomes. It was further agreed that all members of the group would actively contribute to the plan in ensuring that any public information events from their respective areas be brought to the table in order to avoid any confusion and competition for advertising space.

Action Point 10: DHSSPS to liaise with the Press Office to develop Communication Plan and send out to members in advance of the next meeting.

13. Members were provided with sample advertisements from the Anti Rape campaign from December 2008 which was run in conjunction with PSNI, and NIO CSU). At the time, CSU were not utilising washrooms in pubs and clubs to advertise the “Get Home Safe” campaign therefore we were able to capitalise and target our ad in this area.

AOB

14. There were no items of other business to discuss.

Date of Next Meeting

15. The date of the next meeting was set for Tuesday 16th June 2009 at 10.30 am in Castle Buildings.

Colin Ramsey

Domestic and Sexual Violence Unit

DHSSPS

8 April 2009

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SUMMARY OF ACTION POINTS

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