

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

2.00 pm Wednesday 8 July 2009

Castle Buildings

Present:

Marian McIlhone	Domestic and Sexual Violence Unit, DHSSPS (Chair)
Julie Houston	Domestic and Sexual Violence Unit, DHSSPS
Colin Ramsey	Domestic and Sexual Violence Unit, DHSSPS
Karen O'Neill	Government Advertising Unit
Anne Marks	PSNI
Joan Hynes	NI Court Service
Val Owens	Independent Consultant
Jennifer Knappe	SARC Project Manager, NHSCT
Paul Lavery	Community Safety Unit, NIO
Martin Crummey	NSPCC
Janice Smiley	Criminal Policy Unit, NIO
John O'Doherty	The Rainbow Project
Marie Patterson	NIPS
Helena Bracken	Nexus
Sarah Williams	Press Office, DHSSPS
Peter Philip	Criminal Policy Unit, NIO
Christine Hunter	PBNI
Margaret McCrory	Public Health Agency

Apologies:

Sharon Harley	Community Safety Unit, NIO
Amanda Patterson	Criminal Justice Delivery Division, NIO
Mairead Lavery	PPS
Nick Carson	PPANI
Christine Hunter	PBNI
Paul Cassidy	Domestic and Sexual Violence Unit, DHSSPS

Welcome and Introductions

1. Marian opened proceedings by welcoming everyone to the meeting and there followed brief introductions. Karen introduced Damien Donnelly and Brendan McAleenan from Lyle Bailie the PR Company appointed to develop the advertising campaign.

Presentation of Campaign Proposal from Lyle Bailie

2. Karen advised that it was important for members to see first hand the creatives that Lyle Bailie had developed. She explained that it was a timely opportunity to obtain feedback from the group as the next stage was pre-testing and research.
3. Damian and Brendan presented the group with an overview of the two concepts which Lyle Bailie had developed to initiate the media campaign by increasing awareness of sexual violence and abuse among the general public and there followed a detailed question and answer session. Karen advised the group that all comments received would be considered prior to pre-testing.

Minutes of the Previous Meeting

4. The minutes of the previous meeting were agreed.

Communications Strategy/Annual Communications Plan

5. Marian advised that Julie Houston had revised the draft Communications Strategy in line with members' comments from the inaugural meeting of the Public Information Sub-group in April. Julie had also drafted an annual Communications Plan to compliment the Communications Strategy which sets out the key principles and approach to delivering a range of communication activities during the first year of the Public Information Campaign.
6. Marian reiterated that the key role of the group was to adopt an oversight and coordination role and ensure that organisations were not competing with each other for advertising space or relaying mixed or duplicate messages. With this in mind Julie had added a template to the Communications Plan which members could populate with details of their respective organisations planned media activities.
7. Marian cited the example of the Anti- Rape campaign whereby collaboration between PSNI, DHSSPS and NIO had been successful in ensuring an effective and

cost efficient campaign and that by pooling resources it had been possible to run a province wide campaign targeting students and young people.

8. Julie explained that the Communications Strategy and Communications Plan would be living documents, subject to review and updated as appropriate. She asked members to review the documents and provide comments to allow for final sign off. Val asked if it would be possible to amend the template to include key messages and Julie undertook to provide a revised template for members to populate with both their organisations key media activities and messages.

Action Point 1: Members to consider Draft Strategy and Action Plan and provide comments to Julie Houston at Julie.houston@dhsspsni.gov.uk by 24 July 2009.

Action Point 2: Julie to amend Communications Plan template and reissue to the Public Information Campaign Sub-Group for members to populate with planned communication activities within their organisation.

9. Janice advised that Criminal Policy Unit, NIO were preparing information packs for victims of sexual violence and abuse which were designed to help guide victims through the criminal justice system and that she would feed this into the template.

Advertising Campaign

10. Julie advised that she would ensure the template included the key messages from the advertising campaign and members agreed that this would be a good starting point which could be added to as the campaign was developed. Marian explained that Lyle Bailie would be developing additional material to ensure the longevity of the campaign. Discussion followed on the pre testing and research elements of the Advertising Campaign and it was agreed that members could be copied into Lyle Baillie's research plans.

Action Point 3: Colin to forward Advertising Campaign research plan to members for information when available.

11. Members agreed that it would be important to include as many groups as possible, as identified within the strategy, in the pre testing phase. Marian explained that it may be difficult to get a representative victims forum as the pool wishing to come forward was often small, therefore members were asked to consider how best this might be addressed and indeed provide comment on any other area of the advertising campaign by 24 July 2009.

Action Point 4: Members to provide comments on the Advertising Campaign to Julie Houston at Julie.houston@dhsspsni.gov.uk by 24 July 2009.

Media Representation

12. Marian asked the group for their views on media representation on the Public Information Campaign Sub-Group and whether we should seek to extend the membership. Following discussion, it was agreed that it would be better to engage with the media via open forum discussions possibly meeting on a six monthly basis rather than aim for static representation on the Sub-Group .

Date of Next Meeting

13. It was agreed that the next meeting be scheduled for the autumn, closer to the launch of the Media Campaign and members would be notified in due course.

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