

For General Release

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| REPORT TO: | CABINET 17th November 2014 |
| AGENDA ITEM: | 6 |
| SUBJECT: | Changing attitudes to domestic violence : the White Ribbon campaign |
| LEAD OFFICER: | Paul Greenhalgh Executive Director Children, Families and Learning |
| CABINET MEMBER: | Mark Watson: Cabinet Member for Safety and Justice |
| WARDS: | All |
| <p>CORPORATE PRIORITY/POLICY CONTEXT: The Council and its partners have agreed that reducing the incidence of Domestic Abuse in Croydon is a high priority.</p> | |
| <p>AMBITIOUS FOR CROYDON & WHY ARE WE DOING THIS:</p> <p>As a partnership the Multi Agency Risk Panel, (MARAC) have made great strides in ensuring support services and interventions for known high risk victims of domestic abuse and sexual violence (DASV) are robust in responding to the need to protect.</p> <p>The Partnership are confident that front facing services based within the FJC and in partner agencies are delivering high quality support to victims (and families) who have been identified as at risk and who are vulnerable.</p> <p>There has been an asserted and targeted approach to training staff that work with adults and children to be more able to identify and respond to those experiencing or impacted by domestic abuse. The development of a toolkit for professionals and concerned family members is considered to be an ongoing resource for professional stakeholders, employees and residents. Regular practitioner forums give additional support to any partner agency concerned about DASV.</p> <p>The council have commissioned services that are aimed at prevention through schools delivery, seeking to inform the emotional health of some of the borough's youngest citizens, and through programmes aimed at helping female victims, stay safe and remain free from domestic abuse, through the Freedom Programme.</p> <p>Why sign up to the White Ribbon campaign?</p> <p>There has been a very proactive communications campaign over the past year, which has included:</p> <ul style="list-style-type: none"> • Discreet advertising in public facilities and more overt advertising such as JCDecaux advertising that reflects the spike in reporting, e.g. the football World cup and a planned New Year campaign, that reflects the increase in incidents over Christmas; • A screening tool for GP's has been developed, and regularly present to the GP's safeguarding group, to increase their ability to access support and to keep DASV at the forefront of their practice. • Joint communications with Police colleagues, through an "are you safe" campaign. | |

- Mid-way through developing an on line advice service, a specific DASV Facebook page, and are continually looking at social communication approaches to remain in step with technological capabilities that improves access to advice and support.

However, it is known, through analysis of population data and research that DASV is grossly under reported and as such it is necessary to consider how to achieve a broader reach and sphere of influence, to reduce the number of incidents of DASV and to mobilise the community to say no to DASV.

To achieve this aim a key theme of the 2015-2016 communications strategy will be “changing attitudes and beliefs” to support this aim several community based strands to the communication delivery and action plan will be developed.

An integral strand of this work is to send a clear message that men have a role in standing against DASV; the White Ribbon campaign provides a vehicle to deliver this message.

FINANCIAL IMPACT: Using the Walby formula it is estimated that the cost of domestic abuse in Croydon is £37.4 million, with emotional costs estimated at £64.5 million. The average cost of a domestic homicide is £1million.

The associated impacts on children who experience domestic abuse is far reaching and often misunderstood.

Humphreys (2006) has shown that children who are exposed to the domestic abuse of a parent often have greater behavioural and emotional problems compared to other children, both internal (such as depression and anxiety) and external (such as aggression or anti-social behaviour) these factors lead to long term emotional and physical suffering and ongoing costs to public services.

KEY DECISION REFERENCE NO: this is not a key decision

The Leader of the Council has delegated to the Cabinet the power to make the decisions set out in the recommendations below

1. RECOMMENDATIONS

The Cabinet is recommended to:

- 1.1 Agree that the Council apply to adopt the White Ribbon campaign as a key part of the DASV communication and mobilisation plans for 2015-2016 under the banner of changing attitudes and beliefs and submit an action plan to support us being awarded the White Ribbon Status.
- 1.2 Agree that the Council participates in a ‘call for action’ between November 25th – December 10th 2014

2. EXECUTIVE SUMMARY

- 2.1 The White Ribbon campaign has a thread through history going back to 1981 and emanated from Latin America in response to acts of violence against women. In 2004 the White Ribbon Campaign UK working to involve men in opposing violence against women was set up to co-operate with work done by Womankind Worldwide. (<http://www.womankind.org.uk/>)

The White Ribbon Campaign UK website was launched to galvanise this work. 320 million people benefited as the Council of Europe Convention on Preventing Violence against Women (Istanbul) convention was signed by the UK on 8 June 2012. However this has not yet been ratified or brought into force by the government.

To achieve the status of a White Ribbon organisation the Council need to apply to White Ribbon Campaign UK. The White Ribbon Campaign Guidance is attached as Appendix 1. It is expected that such an application would be welcomed.

The work undertaken by the charity White Ribbon includes:

- Campaigning
- Lobbying
- Organising
- Fundraising

The work White Ribbon promotes is:

- [Get involved](#)
- Don't condone
- Don't ignore
- Stand up – tell your friends about the issues
- [Donate](#)

3. DETAIL

- 3.1 White Ribbon Campaign UK ask applicants wishing to become a White Ribbon organisation to submit an Action Plan to support and enable the campaign which coers the following areas of work:

- Participate in 16 days of campaigning (November 25th – December 10th)
- Submit an Action Plan to gain the status as a White Ribbon Borough

The campaigning activity consists of the following:

Support a local initiative

Find out about your local women's organisation and multi-agency partnership and see what you can do to help. As services offer accommodation and support to women who have undergone serious violence, many are women-only environments so it is best to email or call rather than knocking on the door.

Ask whether they would like any support – depending on local needs, you could volunteer your time and skills, make a donation, or hold a fund-raising event.

Educate young people

According to a 2005 survey, 1 in 5 young men believe that women often 'provoke violence'.

We need to begin challenging the attitudes which condone violence against women at a young age. It is important for children and young people to have positive male role models and to see men who are actively condemning violence against women.

White Ribbon Schools Award scheme is being pursued by schools across the UK. Details of the scheme are downloadable from the White Ribbon Resources page. We also have materials to work with youth groups, college and University student groups.

Support a local group

You could start by trying to get a small group of interested men together to talk about the issue. You might want to begin by focusing on organising a local event together such as an activity involving men for the next 16 Days of Activism against Gender Violence (25th November - 10th December).

4. CONSULTATION

- 4.1 Although the White Ribbon campaign has not been consulted on specifically, broader consultation is ongoing with staff, partners and impacted individuals to inform the development of the 2015-2018 strategy to reduce Domestic Abuse and Sexual Violence. A paper on this is planned for the December 2014 Cabinet.

5 FINANCIAL AND RISK ASSESSMENT CONSIDERATIONS

- 5.1 The estimated cost of Croydon partaking in the White Ribbon campaign and becoming a White Ribbon town is £6k and can be funded from earmarked reserves for the administrations priorities. This cost includes the resource to apply for the status and a high level advertising and communication plan over a 1 year period.

5.2 The effect of the decision

Adopting the White Ribbon campaign would publically demonstrate Croydon's Council's view that DASV is abhorrent and will not be tolerated, and could lead to financial savings in the future if the number of incidents in the borough are reduced.

5.3 Risks

None identified.

5.4 Options

The options are to identify if the White Ribbon Campaign is considered as a suitable vehicle to drive the council's approach to changing attitudes and

behaviours within our community and to consider what level of campaign, if any is most appropriate.

If the campaign is not adopted the Council will remain committed to changing attitudes and beliefs within the community and it will form a key part of the 2015-2016 communications plan.

Approved by :- Lisa Taylor – Head of Finance and Deputy S151 Officer.

6. COMMENTS OF THE COUNCIL SOLICITOR AND MONITORING OFFICER

- 6.1 The Council Solicitor comments that there are no direct legal implications arising from this report.

Approved by: Gabriel Macgregor, Head of Corporate Law on behalf of the Council Solicitor and Monitoring Officer

7. HUMAN RESOURCES IMPACT

- 7.1 The human resource implication is that through increased community based awareness and mobilisation, will lead to a predictable increase in reporting of DASV. Current provision in key agencies such as Police, Local Authority and Health services is stretched and increases in demand with no uplift in resources will likely lead to less safe service delivery.

8. EQUALITIES IMPACT

- 8.1 A full EQIA assessment was completed in 2012 and will be reviewed as a part of the 2015-2018 strategy refresh, once complete this will be made available to Cabinet to evaluate whether the Council has complied with its public services equality duties.
- 8.2 The current domestic abuse and sexual violence strategy is supported by a detailed equality analysis which is being updated to inform the new strategy that will be presented to cabinet in December. The new strategy will focus on a drive to transform attitudes and behaviour towards domestic abuse and sexual violence. Part of the council's analysis found that more needs to be done to reach different communities and better communication and campaigns are a way of achieving this. The Council's intention in promoting the White Ribbon campaign is to advance equality of opportunity for people who are vulnerable to crime especially domestic abuse and sexual violence as well as promote good relations by addressing behaviours such as hate crime, bullying and harassment.

The intention of the proposed revised domestic abuse and sexual violence strategy to be presented at Cabinet in December 2014 is to focus on a drive to transform attitudes and behaviour. Findings from the original equality analysis and subsequent engagement has found that there is a need to different ways of reaching Croydon's diverse communities. National research shows that an

effective way can be through targeted communication and campaigns. The Council's intention in promoting the White Ribbon campaign reach a wide audience as possible thereby helping to advance equality of opportunity for people who are disproportionately vulnerable to this type of crime. In addition the White Ribbon Campaign will help the council work towards eliminating discrimination, harassment and victimisation.

Equality analysis that informed the previous strategy was undertaken in 2012. A review of this has taken place and it is proposed that any relevant outstanding key actions that relate to engaging with Croydon diverse communities will be incorporated into the new domestic abuse and sexual violence strategy to be presented at cabinet in December 14. A comprehensive equality analysis of quantitative and qualitative information is scheduled to take place in 2016 which will pick-up the impact this campaign has had on changing attitudes and behaviours.

9. ENVIRONMENTAL IMPACT

9.1 There is no specific impact on the environment.

10. CRIME AND DISORDER REDUCTION IMPACT

10.1 This approach needs to be considered under Asset Based Community Development approaches and as a part of a broader strategy will lead to an increase in the reporting of DASV and as such will contribute to national indicators and will be aligned with the Safer Croydon Partnership strategy.

11. REASONS FOR RECOMMENDATIONS/PROPOSED DECISION

11.1 This campaign is congruent with the community mobilisation plan, and builds our community assets approach to tackle DASV.

12. OPTIONS CONSIDERED AND REJECTED

12.1 This is the only national campaign that promotes men standing up against DASV.

CONTACT OFFICER: Paula Doherty, Strategic Lead for Domestic Abuse, Sexual Violence and Troubled Families.

BACKGROUND PAPERS – White Ribbon Campaign UK Website