



## Somerset Interpersonal Violence Strategy 2017-21 Appendix - Communications Strategy

### 1 Purpose of this strategy

1.1 To support the impact of the Somerset Domestic Abuse Strategy 2017-21.

### 2 Key Outcome for this Strategy

2.1 Help more people to recognise the signs of domestic abuse and sexual violence (victims, offenders, friends, families and the wider community), and for them to know what help is available and how to access.

### 3 Key Messages for Any Domestic Abuse/Sexual Violence Campaigns

3.1 These will be bespoke depending on the circumstance, but any communications should support these key principles.

- **abuse in relationships is not normal or acceptable at any age** – if you are in an abusive relationship it's not your fault and you do not have to stand for it
- **it's not just physical violence, like punching or kicking, that makes a relationship abusive** – if you are threatened with violence, have no say over what you wear or who you see or speak to, or are constantly criticised it is still abuse
- **abuse is never OK** – blaming abuse on anger, jealousy, alcohol or the other person's behaviour is not acceptable
- **help is available** – if you need some support getting out of an abusive relationship or just want to talk to someone visit

3.2 Safer Somerset Partnership agencies should not only encourage victims to seek help and support, but also challenge attitudes to offenders of domestic abuse and sexual violence

<u>To victims of domestic abuse:</u>	<u>To offenders of domestic abuse:</u>
<ul style="list-style-type: none"> <li>• Don't suffer in silence. The cycle of domestic abuse can only be broken if you come forward and report it.</li> <li>• Report domestic abuse to an organization or professional that can help and support you – this may not</li> </ul>	<ul style="list-style-type: none"> <li>• Domestic abuse and sexual violence will not be tolerated by Safer Somerset Partnership agencies.</li> <li>• Be prepared to face the consequences of your crime – a prison sentence and the stigma of</li> </ul>

<p>necessarily be the police.</p> <ul style="list-style-type: none"> <li>• Promote the Somerset Survivors website <a href="http://www.somersetsurvivors.org.uk">www.somersetsurvivors.org.uk</a> that has a list of local and national services and organisations available to support victims of DV.</li> </ul>	<p>being a domestic abuse or sexual violence offender.</p>
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## 4 Key audiences

4.1 The impact and extent of domestic abuse and sexual violence is throughout all sectors of our communities, irrespective of age, ethnicity, disability, etc. Audiences will include:

- Victims of domestic abuse or sexual violence
- Offenders of domestic abuse or sexual violence
- Media
- Wider general public
- Friends and family of victims

## 5 Support Materials produced by Safer Somerset Partnership

5.1 Any agency who wishes to promote awareness and support for domestic abuse and sexual violence victims, can obtain a variety of materials to help them. These include:

- Leaflet – Domestic Abuse Support
- Poster – Domestic Abuse Support
- “Business Cards” – Promoting domestic abuse helpline to all
- Miscellaneous materials
- Leaflets/posters for services to support victims of sexual violence

5.2 These are available by emailing [communitysafetyteam@somerset.gov.uk](mailto:communitysafetyteam@somerset.gov.uk) They are normally free of charge. But we know that some agencies require large quantities, and as we only have a limited budget for printing materials, large orders maybe subject to a charge.

PDF versions of many of the leaflets and posters can be found online at <http://www.somersetsurvivors.org.uk/materials-to-download/>

## 6 Key Dates

6.1 There are several key days/weeks during each year, which can provide a focus to any communications and campaigns. These include:

- **March** (8<sup>th</sup>) International Women’s Day
- **April** National Stalking Awareness Day
- **June** (15<sup>th</sup>) World Elder Abuse Awareness Day
- **November** (25<sup>th</sup>) International Day for the Elimination of Violence Against Women
- **December** (10<sup>th</sup>) Human Rights Day