



Home Office

# **Violence Against Women and Girls Communications Insight Pack**

25 November 2014

# Introduction

This Communications Insight Pack has been developed to provide partners with key insights into violence against women and girls (VAWG) which can help to inform communications activities.

The pack covers a wide range of VAWG areas and includes key national statistics, background information on policy, government and partner campaigns which tackle VAWG. It also signposts other useful research and how to access various support materials which are currently available to partners.

This pack will be updated on a regular basis as new statistics and campaigns become available. If you have any questions about the information in this pack, or you would like your own local campaign to feature as a resource which others can use please email:

[VAWGCampaigns@homeoffice.gsi.gov.uk](mailto:VAWGCampaigns@homeoffice.gsi.gov.uk)

We would also like to hear what you think about this pack, any comments you provide will be used to evaluate the pack to inform future updates. You can access the online survey via this link <http://www.homeofficesurveys.homeoffice.gov.uk/s/115218PQBBR>

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# Section One: Overview

Violence against women and girls (VAWG) is a serious crime and the government is committed to ending it. These crimes have a huge impact on our economy, health services, police and criminal justice services, and in the workplace.

The government published a cross-government strategy, [A Call to End Violence Against Women and Girls](#) in 2010, and a supporting action plan which sets out the guiding principles of prevention; provision of services for victims; partnership working; and risk reduction and improved justice outcomes. The [Action Plan](#) has continued to be updated annually and the most recent update was published on [8 March 2014](#).

As well as taking a terrible toll on victims, their families and wider society, VAWG has a significant cost impact. It is estimated that providing public services to victims of VAWG, and the lost economic output of women affected, costs the UK £36.7bn annually<sup>1</sup> (although this is likely to be an underestimate given under-reporting of these crimes). Effectively tackling VAWG can make considerable savings for the police and other local service providers.

The Home Office and Ministry of Justice have collectively ring-fenced nearly £40 million of stable funding up to 2015 for specialist local support services and national helplines. The Home Office contribution is £28 million over the spending review period.

The Home Office have also run a national campaign since 2010 which is specifically targeted at preventing teenagers becoming victims or perpetrators of sexual violence and abuse. Further details and insights from the 'This is Abuse' campaign are in Section Three of this pack. These insights will help you to use the national campaign more effectively, to develop a more localised campaign for your area.

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<sup>1</sup> [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/118150/vawg-paper.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/118150/vawg-paper.pdf)

# Section Two: Writing an effective Communications Plan

A communications plan will help you to define what your desired outcomes are and how you can achieve them. The following template includes a basic structure of a communications plan, along with ideas of how to set out your aims and objectives and identify the most effective channels to deliver your communications activities. You may already have a communications plan in place so may find the key insights, statistic, campaign messages and other useful resources more relevant in Sections Three and Four.

## Background

First you need to set out the background to the issue, for example, the overarching policy objectives set out in the [cross-government strategy to end violence against women and girls](#) (VAWG) are to:

- prevent violence against women and girls from happening in the first place, by challenging the attitudes and behaviours which foster it and intervening early to prevent it;
- provide adequate levels of support where violence does occur;
- work in partnership to obtain the best outcome for victims and their families; and
- take action to reduce the risk to women and girls who are victims of these crimes and ensure that perpetrators are brought to justice.

Communications activity can help to support the delivery of these policy objectives.

## Aims

Identify the key aims which communications activity can help support from your main objective, this will help you to develop your communications objectives. For example, following on from the first VAWG policy objective set out above communications objectives could include:

- to change attitudes; especially those who think the victim is to blame, or that violence and abuse is a private matter
- to change behaviour; make victims feel more confident to report abuse, empower individuals to play their part in tackling the issues
- equipping frontline professionals to recognise and deal effectively with victims and perpetrators of VAWG

## Key messages

Within each issue there will be key messages which you will want to deliver to your audience and your communications objectives should help you identify what the key messages are. Depending on your campaign the messages may be different for each audience group so need to be written with each audience in mind.

There are examples of key messages in Section Three which we developed for the Teenage Relationship Abuse and Teenage Rape Prevention campaigns.

## Insight

Insight is evidence based on behaviours, experiences, attitudes, emotions or beliefs and using insights will help you to develop your communication objectives, key messages and also target your communications activities at the right audience. You can use the insights listed in Section Three to help inform your local communications activity.

However, useful questions to ask when you are looking for insight to provide evidence for your communications activity are:

- Who are the audiences for this piece of communication?
  - male/female, specific age groups, special interests, demographics
- What do we know about them?
  - what are their beliefs, attitudes, influencers, behaviours
- What do we know about their lifestyles
  - media consumption, what do they do in their spare time

## Audience

It is useful to segment your audience groups to ensure you are targeting the correct message at each audience group. Examples of ways to segment your audience are listed below:

- age groups
- gender
- socio economic groups (for example breakdown by income, household, geographical area)
- attitudes / behaviours

## Stakeholders/Partners

Stakeholders or partners can be key audience groups, but they can also be used to help deliver your messages.

## Evaluation

Evaluation is a continuous process, and it should be closely tied in with communications planning and it is important that the evaluation process happens from the start of planning your communications activity. By setting objectives and key performance indicators (KPIs) you can measure the impact your communications activity is having on achieving your communications objectives.

Different types of evaluation can be applied throughout your communications activity, from concept and message testing through to econometric analysis measuring the overall success of your activity which can then feed learnings into the development of future communications activity.

When setting objectives and selecting KPIs you should think about a range of different types such as soft and hard measures and long and short-term ones. Soft measures focus on less tangible targets such as attitude change, and hard measures evaluate behaviour change. Short-term measures focus on immediate results, whereas long-term measures focus on areas where it will take time to see an improvement; evaluating the ultimate aims of your campaign or communication.

## Campaign evaluation:

Within the evaluation of a campaign, you can measure three broad strands:

- **Campaign inputs:** what you are producing, for example adverts, leaflets, and the channels you used to distribute these
- **Campaign outputs:** what were the recognition levels and reach of the inputs
- **Campaign out-takes:** such as understanding of key messages by your audiences, hits to the website
- **Campaign outcomes:** what happened as a result of your campaign, were there any changes in attitude and behaviour in your target audience

In order to broadly assess your communication activity you need to remember not only to evaluate the campaign itself, but also those who deliver the message and the agencies/stakeholders/partners you work with.

## Examples of evaluation methods

Depending on the budget available the following examples are useful methods to evaluate your communications activities:

- **Pre- and post-tracking:** it is useful to run pre and post tracking with your target audience. For example, from the pre tracking results you can set a baseline of the awareness which can then be evaluated against the post-tracking results once the campaign activity has been run.
- **Qualitative:** focus groups and/or one to one interviews with your key audience groups can help to build an in-depth evidence base of their views.
- **Quantitative:** numerical data, such as statistics from the Crime Survey of England and Wales and Police recorded crime.

However, tracking and qualitative methods can be quite costly so there are other evaluation options available at low cost/no cost which can also help you to evaluate your communications activities, for example, online survey tools which you can use to run surveys with your key audiences.

# Section Three: Insight into VAWG areas:

## Domestic Violence and Sexual Violence

Key national statistics\* (Focus on Violent Crime and Sexual Offences, 2012/13 Office for National Statistics (13 February 2014))

- From the 2012/13 Crime Survey for England and Wales (CSEW), it is estimated that 1.2 million women and 700,000 men were victims of domestic abuse in the last year; this equates to 7.1 % of women and 4.4% of men reported having experienced any domestic abuse in the last year
- Overall, 30.0% of women and 16.3% of men had experienced any domestic abuse since the age of 16, equivalent to an estimated 4.9 million female victims of domestic abuse and 2.7 million male victims
- Domestic violence has the highest rate of repeat victimisation of any crime, accounting for 75% of all incidents of domestic violence. 26% of victims have been victimised three or more times
- In 2012/13, 76 women and 15 men were killed by a partner, ex-partner or lover (Home Office Homicide Index, 2011/12)
- It is estimated that in the last year around 70,000 women were victims of rape, and over 330,000 women and 75,000 men were victims of a sexual assault
- In the last year, 2% of women (16-59) and 0.5% of men had experienced some form of sexual assault (including attempts)

## Domestic Violence campaign

The Home Office launched a new campaign on 9 June aimed at highlighting to men the devastating consequences of domestic violence. Marketing activity ran from 7 June to 14 July 2014, during this year's football World Cup tournament.

The campaign aimed to make men aware of the consequences of domestic violence and abuse. It also highlighted that not all abuse is physical and can also include threats and controlling behaviour. All campaign activity signposted the Respect Phoneline (0800 802 4020) and website ([www.respectphoneline.org.uk](http://www.respectphoneline.org.uk)) where men can get further help and support.

Campaign activity was targeted at 18 – 35 year old males and used a combination of washroom posters and online activity to reach the audience. A3 posters were displayed in male toilets in 788 venues across England, including pubs and bars. Washrooms are discrete spaces which enable us to raise awareness of the issue and advertise nationally on a limited budget. The posters aimed to make men aware of the consequences of domestic violence and abuse in a moment of quiet before they go home to their partner. The poster signposted men to call the Respect Phoneline or visit their website for help and support.



Alongside the posters, online adverts adapted from the poster also ran from 12 June to 14 July, across football content on the SKY Sports website and on mobile apps. The adverts were intended to encourage self-reflection the day after abuse has been committed and encourage them to take action.

## **This is Abuse campaign**

The Home Office has been running two national campaigns since 2010, across England and Wales, with the aim of preventing teenagers from becoming victims and perpetrators of abusive relationships. Both campaigns were targeted at 13 to 18 year old boys and girls and aimed to encourage teenagers re-think their views of violence, abuse, controlling behaviour and what consent means within their relationships. The campaigns were supported by a website where teenagers can get further help and advice on these issues. You can view all the campaign adverts on the [This is Abuse website](#).

Since, 2010 there have been over 2 million visits to the 'This is Abuse' website and comments left by teenagers on the discussion forums indicate that the campaign is contributing towards changing attitudes and behaviour.

Evaluation of the campaigns has shown that abuse and rape are not viewed as separate entities by teenagers, but rather viewed on a continuum of abuse. We have also seen both campaign adverts being referenced within each others tracking results, indicating that teenagers see these issues as one wider subject. With this in mind, we took the decision to bring the two campaigns together under the headline of the 'This is Abuse' campaign. Also, by bringing the two campaigns together we will achieve greater value for money by maximising spend across a single campaign. The most recent phase of the campaign ran from December 2013 through to April 2014 and the Home Office has produced a campaign brief which gives further background detail to this campaign, along with how you can order support materials. If you would like a copy of the campaign brief please email [VAWGCampaigns@homeoffice.gsi.gov.uk](mailto:VAWGCampaigns@homeoffice.gsi.gov.uk)

## **Teenage Relationship Abuse campaign**

Research published in 2009 by the University of Bristol and the NSPCC, '[Partner exploitation and violence in teenage intimate relationships](#)' highlighted a range of factors for prevention and intervention programmes. A central issue concerned gender. Girls, compared to boys, reported greater incidence rates for all forms of violence. Girls also experienced violence more frequently and described a greater level of negative impacts on their welfare. The research also found that younger participants (aged 13 to 15 years old) were as likely as older adolescents (aged 16 and over) to experience particular forms of violence. The majority of young people either told a friend about the violence or told no one. Only a minority informed an adult.

The Teenage Relationship Abuse campaign was developed to help young people understand what constituted abusive and controlling behaviour and signposted them to place to get help, advice and support.

Key messages from the campaign:

- abuse in relationships is not normal or acceptable – if you are in an abusive relationship it's not your fault

- 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 [www.direct.gov.uk/thisisabuse](http://www.direct.gov.uk/thisisabuse)

These messages were included in the campaign creative which was developed and included a mix of TV, outdoor, radio, and online.

You can access the campaign creative on the GOV.UK website or get more details on how to order hard copies from the campaign brief. You can also access the artwork for the Teenage Relationship abuse campaign so you can add in your own partner logos and helpline line numbers. Please email [VAWGCampaigns@homeoffice.gsi.gov.uk](mailto:VAWGCampaigns@homeoffice.gsi.gov.uk) for further details on how to access this artwork and the usage rights in place.

## Teenage Rape Prevention

Following a report by [Baroness Stern, CBE, of an independent review into how rape complaints are handled by public authorities in England and Wales](#), the Home Office included an action point in the VAWG Action Plan to address the issues to educating young people on consent and rape.

- developing education and awareness-raising campaigns on rape and sexual assault. Building on recommendations in the Stern review, we will explore campaign options to spread awareness of the law amongst the public - and in particular young people - to ensure basic elements of the Sexual Offences Act 2003 are understood.

The Teenage Rape Prevention campaign was developed to tackle these issues by helping young people understand what constituted sexual violence, rape and what consent meant within their relationships. It also looked to tackle some of the entrenched myths which surround the issue of rape.

## Key messages from the campaign

- pressurising someone to have sex or take part in sexual activity (i.e. groping and sexual touching) who doesn't want to or hasn't given their consent is never acceptable for any reason
- sex with someone who doesn't want to or someone who has not given their consent and permission, is rape. It does not make a difference whether the people know each other or not, or what relationship they have
- rape does not have to involve physical force – threatening violence, or having sex with someone who is incapable of consenting (for example because they're drunk or asleep) is rape
- consent is someone giving permission and someone feeling comfortable in giving that permission
- you should never have to do something sexual that you don't feel comfortable with, even if many of your friends are comfortable with similar situations
- being sexually assaulted or raped is never the victim's fault
- help is available – if you need some support getting out of an abusive relationship or just want to talk to someone visit [www.thisisabuse.direct.gov.uk](http://www.thisisabuse.direct.gov.uk)

These messages were included in the campaign creative which was developed and included a mix of TV (advert was shown post 9pm), on-demand online TV, online advertising on teen targeted websites and mobile channels.

Working with partners we also developed a list of the most commonly held myths around rape and included these in the campaign messages to ensure that young people knew the facts.

Myth	Fact
Only loud or flirtatious girls in tight clothes, or wearing short skirts get raped	Rape is never the victim's fault. People who are assaulted can be of any age, sex, religion, come from any culture or background and be gay, straight or bisexual
A rapist is likely to be a stranger who rapes someone in a dark alley	The majority of rapes are committed by people who know and trust each other. They could be friends, partners, family members or know each other from school, college or work
Alcohol and drugs turn people into rapists	Drugs and alcohol are never the cause of rape or sexual assault. It is the attacker who is committing the crime not the drugs and/or alcohol
When it comes to sex some people say 'no' but they really mean 'yes'	It's simple - if two people want to have sex with each other it should be something that they both agree and consent to
Rape is only rape if someone gets physically injured	In some cases people who have been raped have injuries outside or inside their bodies, but not always. Just because someone hasn't got any injuries doesn't mean they weren't raped
It is not rape if the victim does not clearly say 'no'	Someone doesn't have to say the word NO to withhold permission. There are lots of ways they might say they don't want to have sex. Many people find it hard to say anything, and will show through their body language that they don't want to
Rape is only rape if someone gets physically forced into sex	This is not true. Rapists may threaten violence, or may take advantage of their victim being unable to consent (for example because they're drunk or asleep)
If two people have had sex before, it's always ok to have sex again	This is not true. Just because two people have had sex before it does not mean that consent is not needed the next time they have sex
People often lie about being raped as they regret having sex with someone	Most people who have been raped or sexually assaulted tell the truth. Estimates suggest very few cases of all rape complaints are false. Many people also do not report rapes – sometimes because they are scared and sometimes because they are unsure how
Boys don't get raped	While many more girls are raped and abused than boys, you'd be surprised how many boys it happens to as well. 1 in 6 boys will experience sexual abuse. And nobody thinks they're any less manly because of it. For many boys you may have had a physical reaction to the experience (erection or ejaculation). This doesn't mean you enjoyed it or wanted it, just that your body responded

It is also important to ensure that young people understand what consent means within their relationships and that they know the facts on the law. There is further useful information on the law on consent and the consequences on the [This is Abuse website](#).

## Domestic Violence Disclosure Scheme

The Domestic Violence Disclosure Scheme was rolled out across England and Wales from 8 March 2014. The case of Clare Wood, who was murdered by her former partner in Greater Manchester in 2009, brought to national attention the issue of disclosing information about an individual's history of domestic violence to a new partner. A one year pilot in four police areas began in July 2012 to test a process for enabling the police to disclose to the public information about previous violent offending by a new or existing partner where this may help protect them from further violent offending.

Two types of process for disclosing information have been tested. The first is triggered by a request by a member of the public ("right to ask"). The second is triggered by the police where they make a proactive decision to disclose the information in order to protect a potential victim ("right to know"). Both processes have been implemented within existing legal powers.

The "right to ask" route is based on a three-step process as follows:

- Step 1 – initial details about the application are taken by the police and checked;
- Step 2 – a face-to-face meeting between the police and applicant is then arranged to verify the details in the application;
- Step 3 – the police meet with other safeguarding agencies (e.g. prison service, probation service, social services) and third-sector agencies to discuss the application and decide whether a disclosure is necessary, lawful and proportionate to protect the potential victim from further crime.

The "right to know" route is triggered when the police receive "indirect information" about the safety of person who is in a relationship with a partner. As with the "right to ask" route, the police will then meet with other safeguarding agencies (e.g. prison service, probation service, social services) and third-sector agencies to discuss the indirect information received and decide whether a disclosure is necessary, lawful and proportionate to protect the potential victim from further crime.

The Home Office produced 3 leaflets for the pilot areas. The leaflets were aimed at providing information on the scheme for 3 key audiences: victims, friends and family, and potential perpetrators. If you would like access to the artwork for these leaflets please email [VAWGCampaigns@homeoffice.gsi.gov.uk](mailto:VAWGCampaigns@homeoffice.gsi.gov.uk)

## Domestic Violence Protection Orders (DVPOs)

On 8 March 2014, the Home Secretary announced the roll-out of Domestic Violence Protection Orders (DVPOs) across all 43 police forces in England and Wales. This follows the successful conclusion of a one-year pilot in three police force areas – West Mercia, Wiltshire and Greater Manchester Police.

A DVPO is a new power that fills an identified gap in providing protection to victims. A DVPO enables the police and magistrates courts to put in place protection in the immediate aftermath of a domestic violence incident. Where there is insufficient evidence to charge a perpetrator and provide protection to a victim via bail conditions, a DVPO can prevent the perpetrator from returning to a residence and from having contact with the victim for up to 28 days. This allows the victim a level of "breathing space" to consider their options, with the help of a support agency. Options might include putting in longer-term protection measures such as an injunction against the perpetrator.

The pilot found DVPOs reduced re-victimisation compared to cases where arrest was followed by no further action – on average, one fewer additional incident of reported domestic violence per victim over an average follow-up period of just over a year. The reduction in re-victimisation was greater when DVPOs were used in cases where there had been three or more previous police attendances.

## Domestic Homicide Review

On 13 April 2011, the government implemented section 9 of the Domestic Violence, Crime and Victims Act 2004. This means that local areas and agencies are expected to undertake a multi-agency review following a domestic violence homicide to assist all those involved in the review process in identifying the lessons that can be learned from domestic homicides with a view to preventing future homicides and violence.

The provision also allows the Secretary of State, in particular cases (e.g. when a local area fails to initiate a review itself) to direct that a specified person or body establishes or participates in a review. Section 9 also introduces a duty for every person or body establishing or participating in the review to have regard to statutory guidance.

The Home Office has established an expert panel (Quality Assurance Panel) which includes representation from all relevant statutory agencies as well as voluntary sector experts on domestic violence. This group has the responsibility for quality assuring the overview reports. If the group finds that amendments need to be made to a report, they will liaise directly with the team responsible for the review to explain the rationale behind this. This group meets on a quarterly basis and also have the responsibility for examining all decisions not to undertake a review.

The following leaflets, which can be downloaded from GOV.UK, have been produced by the Home Office for use by domestic homicide review panels when meeting with family, friends, colleagues or employers of the victim or perpetrator.

- [Domestic homicide: leaflet for family \(English\)](#)
- [Domestic homicide: leaflet for family \(Other languages\)](#)
- [Domestic homicide: leaflet for friends \(English\)](#)
- [Domestic homicide: leaflet for friends \(Other languages\)](#)
- [Domestic homicide: leaflet for employers and colleagues](#)

## Domestic Violence and Firearms

Firearm and shotgun certificates are issued by local police forces. They are held for a range of legitimate purposes such as target shooting and hunting. As at 31 March 2014, there were 151,413 firearm certificates and 582,923 shotgun certificates on issue. <https://www.gov.uk/government/publications/firearm-and-shotgun-certificates-in-england-and-wales-financial-year-ending-march-2014/firearm-and-shotgun-certificates-in-england-and-wales-financial-year-ending-march-2014>

Revision of the Home Office Guide on Firearms Licensing Law was completed in October 2013 and the document is published on GOV.UK. As part of the revised Guide we have brought in new, detailed guidance to the police on firearms and domestic violence, which makes it clear that evidence of domestic violence will generally indicate that a person should not be permitted to possess a gun. The guidance makes it clear that the police must make all necessary enquiries if there is an indication of domestic violence, and this could include interviews with partners, ex-partners, other family members or associates.

In 2012/13 recorded firearms offences decreased by 15%. Firearms were used in a small and diminishing proportion of total police recorded crime – 0.2%.

## Sexting/cyber abuse

We know that new technology and social media continues to be misused to exploit and target the vulnerable. Bullying, stalking, harassment, and threatening behaviour which occurs online is just as unacceptable as when it occurs offline. If someone has been a victim of this sort of behaviour they should not hesitate to contact the police. We have also been clear that we expect social media companies to respond quickly to incidents of abusive behaviour on their networks. We have robust legislation in place to deal with internet trolls, cyber-stalking and harassment, and perpetrators of grossly offensive, obscene or menacing behaviour. We are absolutely clear that these are crimes, and will be treated as such.

The Child Exploitation and Online Protection (CEOP) Centre have various resources available which you can access via their website.

## Thinkuknow

CEOP's Thinkuknow programme – endeavouring to empower and protect young people from the harm of sexual abuse and exploitation through education – has recently launched two new websites offering information and advice directly to young people:

- Thinkuknow for 11-13s [www.thinkuknow.co.uk/11\\_13](http://www.thinkuknow.co.uk/11_13)
- Thinkuknow for 14+ [www.thinkuknow.co.uk/14\\_plus](http://www.thinkuknow.co.uk/14_plus)

The focus for 11-13s is on broad internet safety advice and the introduction of advice about abusive or exploitative relationships, whilst the 14+ site focuses on sex, relationships and how the internet affects them.

The sites, developed in consultation with young people and subject area experts such as Brook, This is Abuse and Stonewall, take a more upfront and frank approach. The 14+ site also introduces topics not previously covered by Thinkuknow, to reflect the vulnerabilities of young people who suffer abuse and exploitation: online dating, pornography and some of the specific vulnerabilities of LGBT young people.

Furthermore, the sites are also providing advice for the first time on how to respond if young people are worried about a friend and feature regularly updated news and 'question and answer' sections.

Do take a look at the sites – they're mobile and tablet friendly – and encourage the young people that you work with to visit too! If you have any queries or feedback, please don't hesitate to contact CEOP's Education team: [education@nca-ceop.gsi.gov.uk](mailto:education@nca-ceop.gsi.gov.uk).



## First to a Million

CEOP have also created an interactive film, First to a Million which focuses on young people who post video content to sites like YouTube, highlighting how quickly things can spiral out of control and where they can get help if it does.

This interactive film, aimed at 13-18 year olds, follows a group of teens in their battle to reach a million views online through their increasingly outrageous films. At each step the viewer gets to choose what the characters do next, teaching teenagers how easy it is to make the wrong choices.

You can view the film and get more information on the [CEOP website](#).

## Exploited

CEOP has also launched Exploited, an educational resource to help young people learn how to stay safe from sexual exploitation. The resource is based around an 18-minute film which educates young people to identify features of an exploitative friendship or relationship in contrast with the development of a healthy relationship, and gives them clear information about how to report abuse and access support. It also offers many opportunities to discuss peer influence and healthy and unhealthy relationships in a wider sense.

The supporting Resource Pack provides adaptable session plans, photocopiable resources, and advice on delivery. The Exploited Resource Pack is available for free to professionals working with children. Download Exploited now from [CEOP's Thinkuknow site](#).

## Zipit

ChildLine launched their first ever app designed to provide tools to defuse the pressures on young people to send an explicit image or video. Called 'Zipit', the free app offers witty images to send instead of explicit ones, advice for how to engage in safe chat, what to do if you feel threatened or if an image becomes public, and a direct link to call ChildLine.

You can see more information on the app on the [ChildLine website](#).

## Stalking

The government created two new stalking offences (stalking and stalking involving fear of violence or serious alarm or distress). These sit alongside the existing offences of harassment in the Protection from Harassment Act 1997. The police have also been given new powers of entry to investigate stalking offences. The new provisions came into force on 25 November 2012.

Statistics on stalking:

- In the last year, 4% of women and 3% of men reported having experienced stalking
- Women aged between 16 and 19 or 20 and 24 were more likely to be victims of stalking (7.9% and 7.3% respectively)
- Similarly, women with a long-term illness or disability were more likely to be victims of stalking (6.5%) than those without (3.7%)

- Of all the measures covered by the Crime Survey England and Wales module, stalking has show the largest decreases in prevalence for both men, a reduction from 6.3% to 2.7% and for women from 6.6% to 4.2%
- A study by the University of Leicester found that a third of victims surveyed said they had lost their job or relationship or had been forced to move because of the stalking: Sheridan, 2005

In 2012, the Home Office worked with a survivor of stalking who talked about her experiences to produce a film which was published on the Home Office you tube channel. You can access the film at: [Alexis, surviving stalking](#).

## Female Genital Mutilation (FGM)

FGM is an unacceptable form of abuse and violence against girls and women, and this government is absolutely committed to preventing and tackling FGM.

Prevention is at the heart of the governments work on FGM, and we aim to safeguard and protect all girls and women who may be at risk to avoid the often severe consequences for their physical and mental health.

The government is clear that political or cultural sensitivities must not get in the way of preventing and uncovering this terrible form of criminal activity. The law in this country applies to absolutely everyone.

Long-term and systematic eradication of FGM in the UK will require practising communities to abandon the practice themselves. We will continue to work with civil society organisations to examine how we can support and facilitate their engagement with communities in the UK.

In January 2013, the Home Office secured a £250,000 European Commission grant to tackle FGM. The work has included an e-learning toolkit for practitioners, a fund for community engagement initiatives and a marketing campaign which ran from June to August 2014. Further details of the FGM campaign are in the section below.

On 22 July, the Prime Minister and UNICEF hosted the UK's first Girl Summit to rally a global movement to end FGM and forced marriage in a generation, and demonstrate this government's commitment to tackle these issues both here and overseas.

At the summit, the UK announced an unprecedented package of measures to tackle FGM in the UK. This included a number of commitments to strengthen the law, improve the law enforcement response, support frontline professionals and work with communities to prevent abuse.

The government is setting up a specialist cross government FGM Unit to drive a step-change in nationwide outreach on FGM with criminal justice partners, children's services, healthcare professionals and affected communities.

## Female Genital Mutilation campaign

The Home Office ran a campaign from 2 June through to the end of August 2014 which raised awareness of the NSPCC FGM specialist helpline. It is a free 24-hour helpline (0800 028 3550) or email [fgmhelp@nspcc.org.uk](mailto:fgmhelp@nspcc.org.uk) and is for anyone concerned that a child's welfare is at risk of female genital mutilation and are seeking advice, information or support. Callers' details can remain anonymous, however, any information that could protect a child from abuse will be passed to the police or social services.



The Home Office undertook qualitative focus groups with partners and specialist research agencies and identified three key communities of parents and carers; Somalis, Kenyans and Nigerians. These groups have both a higher than average prevalence of FGM and a significant UK population. By targeting these specific communities we ensured that we could have the maximum impact on a limited budget.

Partners and research also told us that the main barriers to tackling FGM are that it is deeply ingrained in communities, especially amongst first generation grandmothers, whilst second generation mothers may be starting to question the practice. Also, families tend not to see FGM as abuse and that it is not openly discussed in communities.

Using this insight the campaign was targeted at three audience groups:

- Second generation mothers and carers of girls at risk of FGM; in particular the 3 key communities from Somalia, Kenya and Nigeria
- Professionals – Doctors, teachers and midwives
- Communities including first generation elders

We displayed posters in female toilet cubicles, and doctor's surgeries where there was a high population of our target audience of second generation mothers and carers with girls who could be at risk of FGM. Washroom panels, in particular, are discreet and private places to deliver these messages. We will also use online media targeted at mothers and carers.

To reach professionals, such as teachers and doctors, we used online trade advertising to direct them to educational material on FGM provided by the NSPCC, and on GOV.UK. Messages to these audiences reinforced that FGM is child abuse and that it is their duty to report it.

To reach the wider community, we developed a DVD which features interviews with health professionals, survivors and the NSPCC, and this was shown at a series of community events. The DVD enabled community groups to deliver educational sessions on FGM in trusted environments to open up conversation on the issue within communities.

The Home Office produced a campaign brief which gives further background information on the campaign activity, as well as how to order the support materials available. Please email [FGMEnquiries@homeoffice.gsi.gov.uk](mailto:FGMEnquiries@homeoffice.gsi.gov.uk) to request a copy of the campaign brief.

## Key Statistics

The prevalence in the UK is difficult to estimate because of the hidden nature of the crime. A new study (July 2014) by Equality Now and City University, part funded by the Home Office has estimated that:

- Approximately 60,000 girls aged 0-14 were born in England and Wales to mothers who had undergone FGM.
- Approximately 103,000 women aged 15-49 and approximately 24,000 women aged 50 and 10,000 girls aged under 15 who have migrated to England and Wales are likely to be living with the consequences of FGM.

The full report, with data disaggregated to a local level, will be released in the new year.

## Supporting materials for partners

Multi Agency Practice Guidelines on FGM can be downloaded from the GOV.UK website at: <https://www.gov.uk/government/publications/female-genital-mutilation-multi-agency-practice-guidelines>

The 'Statement Opposing Female Genital Mutilation' Leaflet can be downloaded from the GOV.UK website at:

<https://www.gov.uk/government/publications/statement-opposing-female-genital-mutilation>

You can also order hard copies in English as well as 10 other languages (Somali, Farsi, Arabic, Turkish, Amharic, Urdu, Swahili, Tigrinya, French and Welsh) please email [FGMEnquiries@homeoffice.gsi.gov.uk](mailto:FGMEnquiries@homeoffice.gsi.gov.uk).

'FGM – The Facts' Leaflet with information on FGM for members of the public can be downloaded from the GOV.UK website at: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/97829/leaflet-for-fgm.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/97829/leaflet-for-fgm.pdf)

Or hard copies can be ordered from the Home Office storage and distribution centre [homeoffice@prolog.gov.uk](mailto:homeoffice@prolog.gov.uk) or on 0870 241 4680 (press '0' on your keypad to speak to the Home Office publications team). You need to give them the product code: FGM-THE-FACTS, the quantity you would like to order, along with your delivery address.

An online Resource Pack for local commissioners to emphasise what works in tackling FGM is available on the GOV.Uk website at: <https://www.gov.uk/government/publications/female-genital-mutilation-resource-pack/female-genital-mutilation-resource-pack>

A postcode search facility to search for FGM support services in local areas is available on GOV.UK at: <https://www.gov.uk/female-genital-mutilation-help-advice>

The free E learning course on FGM can be found at <http://www.fgmelearning.co.uk/>

## Forced Marriage

The UK is a world leader in tackling forced marriage. Forced Marriage is an appalling and indefensible practice and is recognised in the UK as a form of violence against women and men, domestic and child abuse and a serious abuse of human rights.

The Forced Marriage Unit (FMU) provides direct assistance to victims as well as undertaking a full programme of outreach activity to practitioners and communities to ensure that people working with victims are fully informed of how to approach such cases. Overseas the FMU provides consular assistance to victims prior to or after marriage to secure their return to the UK.

Forcing someone to marry is now a criminal offence in England and Wales. The new legislation, which is contained in the Anti-social Behaviour, Crime and Policing Bill, came into force on 16 June 2014. This has sent out a clear message that it is totally unacceptable and will not be tolerated. However, we know that legislation alone is not enough and that is why we will remain focused on providing support and protection for victims as well as those who are at risk of becoming victims.

Section 121 of the 2014 Act provides that:

1. A person commits an offence in England and Wales if he or she—
  - (a) uses violence, threats or any other form of coercion for the purpose of causing another person to enter into the marriage, and
  - (b) believes, or ought to reasonably believe, that the conduct may cause the other person to enter into the marriage without free and full consent.
2. In relation to a victim who lacks capacity to consent to marriage, the offence under subsection (1) is capable of being committed by any conduct carried out for the purpose of causing the victim to enter into a marriage (whether or not the conduct amounts to violence, threats or any other form of coercion).
3. A person commits an offence under the law of England and Wales if he or she— practices any form of deception with the intention of causing another person to leave the United Kingdom, and intends the other person to be subjected to conduct outside the UK that is an offence under subsection (1) or would be an offence under that subsection if the victim were in England and Wales.

Under section 121 of the 2014 Act, the maximum penalty for the forced marriage offence is seven years imprisonment in a criminal court.

## Forced Marriage Protection Orders

Forced Marriage Protection Orders can be sought under section 4A of the Family Law Act 1996<sup>[1]</sup> ("the 1996 Act"). The 1996 Act makes provision for protecting both children and adults at risk of being forced into marriage and offers protection for those who have already been forced into marriage. The terms of orders issued under the 1996 Act can be tailored to meet the specific needs of victims.

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[1] Section 4A of the Family Law Act 1996 was inserted by the Forced Marriage (Civil Protection) Act 2007

Under section 120 of the 2014 Act, the maximum penalty for breach of a forced marriage protection order is five years imprisonment.

The Government's Forced Marriage Unit has updated the statutory guidance "The Right to Choose" issued under s.63 Q(1) Forced Marriage (Civil Protection) Act 2007 and also the multi agency practice guidelines in light of the new legislation.

The guidelines can be found at <https://www.gov.uk/forced-marriage>

We know that legislation alone is not enough and we remain focused on prevention and increasing support and protection for victims and those at risk of becoming victims.

## Key Statistics (source: Foreign and Commonwealth Office)

- The FMU gave advice or support related to a possible forced marriage in 1302 cases<sup>2</sup>.
- Where the age was known, 15% of cases involved victims<sup>3</sup> below 16 years, 25% involved victims aged 16-17, 33% involved victims aged 18-21, 15% involved victims aged 22-25, 7% involved victims aged 26-30, 3% involved victims aged 31 or over.
- 82% of cases involved female victims and 18% involved male victims.
- The FMU handled cases involving 74 different countries<sup>4</sup>, including Pakistan (42.7%), India (10.9%), Bangladesh (9.8%), Afghanistan (2.8%), Somalia (2.5%), Iraq (1.5%), Nigeria (1.1%), Saudi Arabia (1.1%), Yemen (1%), Iran (0.8%), Tunisia (0.8%), The Gambia (0.7%), Egypt (0.6%) and Morocco (0.4%). The origin was unknown in 5.4% of cases.
- Within the UK the regional distribution was: London 24.9%, West Midlands 13.6%, South East 9.9%, North West 9.3%, Yorkshire and Humberside 6.8%, East Midlands 4.2%, East Anglia 3.5%, Scotland 2.9%, North East 2%, South West 1.6%, Wales 1.6%, Northern Ireland 0.3%. The region was unknown in 19.4% of cases.
- 97 cases involved victims with disabilities.
- 12 involved victims who identified as lesbian, gay, bisexual or transgender (LGBT).

The Forced Marriage Unit website contains practical guidance information for victims and practitioners <https://www.gov.uk/forced-marriage>

The Forced Marriage Unit Facebook page contains a large amount of information regarding their advertising campaigns. <https://www.facebook.com/forcedmarriage>

## Honour Based Violence

The government finds honour-based violence unacceptable and condemns this practice. So-called honour based violence is categorised by the government as a form of domestic violence.

The government is committed to raising awareness of honour-based violence to ensure those at risk, who are often particularly hard to reach, are aware of the support available to them.

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2 Cases includes people or groups of people thought to be at potential risk of future forced marriage, those currently going through a forced marriage and those who have already been forced to marry. This statistic includes all initial contacts with the FMU via the helpline or by email relating to a new case.

3 Victim includes people thought to be at potential risk of future forced marriage, those currently going through a forced marriage and those who have already been forced to marry.

4 This includes countries to which a victim is at risk of being taken or has already been taken to in connection with a forced marriage.

The government is committed to sharing best practice with areas to help improve the response to honour-based violence. The cross government Violence Against Women and Girls (VAWG) Action plan commits to work on the development of guidance and learning programmes for the Police on sexual and domestic violence, including FGM, forced marriage, 'honour' based violence (HBV) and stalking. We will continue to work with our partners to reach across communities to protect victims and potential victims.

## Key Statistics

### Overall Prevalence

A Freedom of Information request by Iranian and Kurdish Women's Rights Organisation (IKWRO) requested the number of Honour-based violence cases the police forces across England, Wales, Scotland and Northern Ireland have recorded:

- 39 out of 52 police forces responded with a total of 2823 incidents in 2011
- 12 of the police forces also provided statistics for 2009, and 9 forces showed an increase in honour crime between 2009 and 2010. The overall increase across the 12 forces was 57%
- The top five areas were: London (495 incidents), West Midlands (378), West Yorkshire (350), Lancashire (227) and Manchester (189)
- Iranian and Kurdish Women's Rights Organisation (IKWRO) estimates that a further 500 incidents may have been reported to the 13 forces who did not respond

### Prosecutions

- In 2010-11 - 234 Honour-based violence (HBV) cases were prosecuted by CPS, of which 52% were successful
- In 2012-13 - 200 defendants were prosecuted, of which 63.0% were successful, a rise of 13ppt from the previous year

## Supporting materials for partners:

In 2012, the Home Office worked with a survivor of honour crimes and forced marriage who talked about her experiences to produce a film which was published on the Home Office YouTube channel.

You can access the film at: Jasvinder, honour crimes and forced marriage <http://www.youtube.com/watch?v=RmDjddEJL1M&list=PL0Eg6TE9fgwXTFxzJqXb70u9RO4ulwP95>

Banaz: A Love Story, chronicles the life and tragic death of Banaz Mahmood who was murdered after she had run away from her husband following two years of rape and domestic abuse. You can view the film at: <http://www.youtube.com/watch?v=VepuyvhHYdM>

## Section Four: Other useful research and resources

HM Government, A Call to End Violence Against Women and Girls strategy – published November 2010

[https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/118150/vawg-paper.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/118150/vawg-paper.pdf)

HM Government, A Call to End Violence Against Women and Girls Action Plan – published March 2014.

<https://www.gov.uk/government/publications/a-call-to-end-violence-against-women-and-girls-action-plan-2014>

### NSPCC research

Partner exploitation and violence in teenage intimate relationships

[http://www.nspcc.org.uk/Inform/research/findings/partner\\_exploitation\\_and\\_violence\\_wda68092.html](http://www.nspcc.org.uk/Inform/research/findings/partner_exploitation_and_violence_wda68092.html)

A report by Baroness Vivien Stern, CBE, of an independent review into how rape complaints are handled by public authorities in England and Wales

[http://webarchive.nationalarchives.gov.uk/20110608160754/http://www.equalities.gov.uk/PDF/Stern\\_Review\\_acc\\_FINAL.pdf](http://webarchive.nationalarchives.gov.uk/20110608160754/http://www.equalities.gov.uk/PDF/Stern_Review_acc_FINAL.pdf)

HM Government response to the Stern Review

<http://www.homeoffice.gov.uk/publications/crime/call-end-violence-women-girls/government-stern-review>

NSPCC, 'Standing on my own two feet': Disadvantaged Teenagers, Intimate Partner Violence and Coercive Control – Marsha Wood, Christine Barter and David Berridge – published September 2011.

[http://www.nspcc.org.uk/Inform/research/findings/standing\\_own\\_two\\_feet\\_wda84543.html](http://www.nspcc.org.uk/Inform/research/findings/standing_own_two_feet_wda84543.html)

### CEOP

Think you know website <http://www.thinkuknow.co.uk>

Teachers resource portal <https://www.thinkuknow.co.uk/teachers>

ChildLine, Zipit website <http://www.childline.org.uk/Play/GetInvolved/Pages/sexting-zipit-app.aspx>

### Home Office YouTube videos, published on 25 November 2012

Jasvinder: Honour based Violence and Forced Marriage

<http://www.youtube.com/watch?v=RmDjddEJL1M&list=PL0Eg6TE9fgwXTFxzJqXb70u9RO4ulwP95>

Alexis: Stalking [http://www.youtube.com/watch?v=Y\\_d3GOgrGng](http://www.youtube.com/watch?v=Y_d3GOgrGng)

LGBT helpline [http://www.youtube.com/watch?v=yZe9YBV\\_QQ4](http://www.youtube.com/watch?v=yZe9YBV_QQ4)

Tammy, surviving domestic violence <http://www.youtube.com/watch?v=7a8fsrPEaYQ>

