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## Overview

This standard is about you developing and implementing strategies and plans which raise awareness about the nature and impact of domestic abuse and sexual violence. Strategy and plans you develop will include what actions can be taken to address and prevent domestic abuse and sexual violence. It includes your ability to implement plans and monitor the impact of agreed plans against objectives identified in the strategy.

## Performance criteria

### *You must be able to:*

1. identify prioritised objectives for proposed awareness raising initiatives which are in line with your organisation's strategic objectives
2. identify and prioritise target audiences suitable for proposed awareness raising initiatives
3. identify effective communications options which can achieve awareness raising objectives
4. identify any risks which may be associated with awareness raising options being considered
5. seek specialist advice from others to inform strategies and plans for awareness raising
6. explore opportunities for strategic links with other stakeholders which can support awareness raising objectives
7. agree awareness raising strategy with stakeholders and colleagues in line with available resources
8. identify methods and key performance measures to monitor and evaluate awareness raising strategy in line with organisational policies and procedures
9. develop plans to implement strategies
10. agree with colleagues the strategies and plans to be taken forward
11. communicate agreed strategies and plans with stakeholders and colleagues
12. make reasonable adjustments to plans and resources to support achievement of strategic objectives.
13. record activities and impacts of plans in a way which will inform future initiatives.
14. maintain accurate and up to date records in line with organisational policies and procedures

## Knowledge and understanding

### *You need to know and understand:*

1. legal, organisational and policy requirements relevant to your role, the role of others in your organisation and the activities being carried out
2. the relevant national and local guidelines, policies and procedures available and how and when they should be accessed.
3. the range of agencies and services you may work with
4. your organisation's role, remit, objectives and services for promoting awareness of domestic abuse and sexual violence
5. how the services of other agencies and organisations relate to those provided by your own organisation
6. what constitutes domestic abuse and sexual violence, and its prevalence in your local community
7. signs of abuse and the methods used by abusers to gain power and control
8. the impact of abuse upon all those affected by it
9. types and sources of information and support sought by those affected by domestic abuse and sexual violence
10. relevant national and local initiatives and their impact for developing strategy designed to raise awareness
11. the importance of identifying target audiences for awareness raising initiatives
12. different groups of people who can benefit from awareness raising initiatives, including hard to reach groups
13. principal methods used to raise awareness about domestic abuse and sexual violence and their relative strengths and weaknesses
14. common barriers to public understanding and awareness regarding domestic abuse and sexual violence
15. factors to consider when developing awareness raising strategy and plans
16. types of risk associated with raising awareness about domestic abuse and sexual violence and how to minimise these
17. how to develop strategic objectives, actions and accountabilities
18. how to develop plans and associated budgets
19. the importance of identifying performance measures for awareness-raising initiatives
20. the importance of consulting with others during the development of strategy and plans, and how to do this

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21. the importance of delivering plans within agreed budgets and how to achieve this.
  22. ways of monitoring activities against plans and budgets.
  23. public and ethical issues associated with raising awareness regarding domestic abuse and sexual violence.

## Glossary

### **Domestic Abuse**

Any incident or pattern of incidents of controlling, coercive, threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality.

The abuse can encompass but is not limited to, a combination of psychological, physical, sexual, financial and emotional abuse.

This definition also includes so-called 'honour' based violence, female genital mutilation (FGM) and forced marriage. Children also experience domestic abuse when witnessing domestic abuse.

### **Intersectionality**

The interconnected nature of social categorisations such as race, class, and gender, regarded as creating overlapping and interdependent systems of discrimination or disadvantage

### **Needs led approach**

a way of working to ensure that the support offered to someone experiencing domestic abuse is offered based on their needs and that builds on their strengths and resources available to them. It recognises the knowledge they have of the person who is using abuse. With the rights the non-abusive person can build their independence, recover from the trauma they have experienced and gain their life back and source change that lasts

### **People at risk**

An individual who is defined as in need of special care, support, or protection because of age, disability, risk of abuse or neglect

### **Sexual Abuse**

Undesired sexual behaviour by one person to another. This is often carried out by force or by taking advantage of the other person. This term is generally used when the sexual behaviour is regular or over a prolonged period of time.

### **Sexual Assault**

Any unwanted sexual behaviour that a person has not consented to.

This can range from rape to voyeurism or exhibitionism, to unwanted touching above or under clothes.

### **Sexual Violence**

Similar in nature to Sexual Abuse, but this term is more often used to describe brief or single incidences, such as if sexually assaulted by a stranger.

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**Strength based approach**

Is an approach to working with individuals that recognises their strength to overcome their experiences

**Trauma Informed**

an approach to health and care interventions which is grounded in the understanding that trauma exposure can impact on a person. Practitioners in a way so as to not inadvertently retraumatise impacted individuals; and with an emphasis on client safety, choice, collaboration and empowerment.

SFJBG201

Develop and implement strategies to promote awareness of domestic abuse and sexual violence



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