
Overview

This standard is about your ability to challenge public and institutional attitudes towards domestic abuse and sexual violence.

It is recognised that public awareness about the extent, impact and early signs of potential abuse tends to be low, and there can be misconceptions regarding what constitutes abuse and who is responsible for it.

This standard includes your ability to act on opportunities to raise awareness and also to challenge such misconceptions.

Performance criteria

You must be able to:

1. identify and respond to opportunities to raise public and institutional awareness of domestic abuse and sexual violence in line with your role and responsibilities
2. promote the benefits of raising awareness and understanding about domestic abuse or sexual violence to others in line with your organisation's policies and procedures
3. work with others to challenge factors that could impact individuals affected by domestic abuse or sexual violence
4. challenge instances of bias in an appropriate manner in line with organisational policies and procedures
5. use media as appropriate to challenge public attitudes in line with organisational policies and procedures
6. monitor communications from your organisation in line with your role and responsibilities, making sure that content does not reinforce discriminatory and damaging attitudes
7. seek support from others when you encounter challenges in addressing discriminatory and oppressive behaviour and attitudes
8. present information to others which assists in challenging public attitudes and understanding
9. maintain up to date records in line with your organisation's 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. range of agencies and services you may work with
4. your organisation's role, remit, objectives and services for addressing domestic abuse or sexual violence
5. what constitutes domestic abuse and sexual violence, and its prevalence in your local community
6. signs of abuse and the methods used by abusers to gain power and control
7. the impact of abuse upon all of those affected by it, including individuals and dependents
8. types and sources of information and support sought by those affected by domestic abuse or sexual violence
9. the importance of being aware of your own values and beliefs and the impact they may have when working with individuals
10. how to challenge discriminatory or potentially damaging attitudes and behaviour and the importance of doing so
11. how intersectionality impacts on how an individual experiences services
12. sources of relevant, up to date information and research about domestic abuse and sexual violence
13. national and local initiatives aimed at
 - challenging public and institutional attitudes
 - raising awareness regarding domestic abuse and sexual violence
14. barriers to public and institutional understanding and awareness regarding domestic abuse and sexual violence
15. how to use media to challenge public attitudes

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.

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.

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Challenge public attitudes towards domestic abuse and sexual violence



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