



Home Office

Violence Against Women and Girls Communications Insight Pack

November 2016

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.

Insight ensures that we understand our audiences. Understanding audiences is essential to all communications. By finding out more about audiences' attitudes, habits and preferences, insight can help ensure communications are as relevant, meaningful and effective as possible.

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

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/115218PQBRR>

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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.

On Tuesday 8 March 2016, to mark International Women's Day, the Government published its [Violence Against Women and Girls \(VAWG\) Strategy](#) for this Parliament. It shows the progress we have made since publishing the original Call to End Violence against Women and Girls in 2010.

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 annually¹ (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 has also run a national campaign since 2010 to 2014 which was specifically targeted at preventing teenagers becoming perpetrators and victims of abusive relationships. A report summarising the development and evaluation of the 'This is Abuse' campaign since it launched in February 2010 was published in March 2015. A link to the report and further details and insights from the 'This is Abuse' campaign are in Section Three of this pack.

1 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 [Government's Violence Against Women and Girls \(VAWG\) Strategy](#) 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* (Crime Survey England and Wales, 2015/2016, Office for National Statistics (July 2016))

- The 2015/16 Crime Survey for England and Wales indicates 7.7% of women and 4.4% of men reported having experienced any type of domestic abuse in the last year.
- Data from 2015/16 shows that 11% of all offences recorded by the police were flagged as domestic abuse related.
- In 2014/15 81 women were killed by a current or former partner
- The most recent Crime Statistics **show that police recorded sexual offences increased by 21%** (to 106,378) in the year ending March 2016 compared with the previous year.
- Sexual offences have reached the highest volume recorded since the introduction of the National Crime Recording Standard (NCRS) in April 2002 and it is only the second time that the total number of offences has exceeded 100,000 in a 12-month period (the first time being in the year ending December 2015).

Domestic Violence campaign

The Home Office launched a campaign on 9 June 2014 aimed at highlighting to men the devastating consequences of domestic violence. Marketing activity ran from 7 June to 14 July 2014.

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) 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. [You can download the poster from GOV.UK](#)

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.

A report summarising the development and evaluation of the 'This is Abuse' campaign was published in March 2015. [You can download the report from 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

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.

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

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 introduced in 2014. This enables the police to disclose to an individual information about previous violent offending by a new or existing partner where this may help protect them from further violent offending. The issue was brought to national attention by the case of Clare Wood, who was murdered by her former partner in Greater Manchester in 2009,

There are two types of process for disclosing information. 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 during the trial phase for the scheme, which 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

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 following the successful conclusion of a pilot in three police force areas – West Mercia, Wiltshire and Greater Manchester Police.

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 monthly 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 2016, there were 153,404 firearm certificates on issue and 567,015 shotgun certificates on issue. <https://www.gov.uk/government/statistics/firearm-and-shotgun-certificates-in-england-and-wales-financial-year-ending-march-2016>

The Home Office Guide on Firearms Licensing Law was revised in April 2016 and the document is published on GOV.UK. The guidance includes 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.

Offences involving firearms (excluding air weapons) recorded by the police fell by 36% between year ending June 2010 (7,991 offences) and year ending March 2016 (5,127 offences). There is a 4% increase in offences involving firearms in 2015/16 compared with the previous year. Additional analysis shows that the 4% increase is largely driven by a rise in offences involving imitation and other firearms such as BB guns.

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
- Thinkuknow for 14+ 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.

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

- Stalking is a dangerous and devastating crime. The impact on the victim – physically, psychologically and emotionally – cannot be underestimated.
- Nearly half of stalking cases involve an ex-intimate partner.
- The Government continues to work closely with victims, stalking support services, the police, and criminal justice agencies to ensure that we are doing everything we can to provide victims with the protection and support they need

In 2012, the Government created two new offences of stalking (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 Government recently consulted on whether a new Stalking Protection Order could ensure that pre-charge options are available to the police to protect victims of 'stranger stalking' to the same level that victims of domestic violence and abuse can be protected. A Stalking Protection Order would support victims of stalking at an earlier stage and address the behaviour of perpetrators before they become entrenched. The results of the consultation will be published shortly.

Statistics on stalking:

- According to the 2015/16 Crime Survey for England and Wales, 4.6% of women and 2.7% of men aged 16 to 59 were victims of stalking in the last year.
- Latest crime figures show that in the year ending March 2016, the police recorded 4,156 stalking offences.
- In 2014-15, over 1,100 prosecutions were commenced under the new stalking legislation, a

nearly 50% rise from the previous year. Prosecutions for stalking are increasing showing that the legislation is taking effect.

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 YouTube channel. You can access the film at: [Alexis, surviving stalking](#).

‘Honour-based’ Violence

The government considers so-called ‘honour-based’ violence unacceptable and condemns it in all its forms. ‘Honour-based’ violence (HBV) is an umbrella term which encompasses various offences covered by existing legislation, including forced marriage and female genital mutilation. The CPS uses the following definition: “a crime or incident which has or may have been committed to protect or defend the honour of the family and/or community”. The (non-statutory) cross-government definition of domestic violence and abuse includes HBV and is clear that victims are not confined to one gender or ethnic group.

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

The government is committed to sharing best practice with areas to help improve the response to honour-based violence. We will continue to work with our partners to reach across communities to protect victims and potential victims.

Key Statistics

The CPS’s most recent report shows that:

- the volume of referrals from the police of HBV-related offences fell to 216 in 2015-16 from 251 in 2014-15.
- 145 (67.1%) of these referrals were charged; a fall from 157 in 2014-15.
- 182 defendants were prosecuted, a fall from 225 last year.
- 91 defendants were convicted, a fall from 129 in 2014-15. The proportion convicted also fell from 57.3% to 50%.

Female Genital Mutilation (FGM)

FGM is a crime and it is child abuse. The Government will not tolerate a practice that can cause extreme and lifelong physical and psychological suffering to women and girls.

Prevention is at the heart of the Government’s 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 stopping this terrible form of abuse. The law in this country applies to absolutely everyone.

Long-term and systematic eradication of FGM in the UK requires practising communities to

abandon the practice themselves. We will continue to work with voluntary and community sector 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 in the UK. The work included launching 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.

We have also developed an online FGM resource pack for local areas. The resource pack emphasises what works in tackling FGM and highlights cases studies from areas where effective practice has been identified. The aim of the resource pack is to encourage local areas and commissioners to consider measures they could put in place to prevent and tackle FGM. We are in the process of updating the resource pack but the current version is [available here](#).

On 22 July 2015, the Government marked the first anniversary of the Girl Summit – the first global summit to mobilise domestic and international efforts to end FGM and child and forced marriage within a generation. All of the commitments made at the Summit have now been delivered, including:

- strengthening the law, (which included the introduction of a new offence of failing to protect a girl from the risk of FGM, lifelong anonymity for victims of FGM, extra-territorial jurisdiction over offences of FGM committed abroad by UK nationals and those habitually (as well as permanently) resident in the UK and a mandatory reporting duty which requires specified professionals to report known cases of FGM in under 18s to the police;
- improving the law enforcement response; and
- supporting frontline professionals and working with communities.

Ministers signed a cross-Government declaration outlining this progress and reaffirming the Government's commitment to tackling FGM.

The [Home Office's FGM Unit](#) was set up in December 2014 and is driving a step-change in nationwide outreach on FGM working with criminal justice partners, children's services, healthcare professionals and affected communities. Since its launch, the Unit has been involved in a range of training sessions and local and regional awareness raising events across the UK. The Unit also engages directly with community organisations, charitable trusts and FGM campaigners.

Female Genital Mutilation (FGM) 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 and is for anyone concerned that a child's welfare is at risk of FGM 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; and
- 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 also used 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 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.

You can view the film on the Home Office You Tube channel <http://youtu.be/HkDuzLA8T9w>.

You can also order hard copies of the poster and wallet card which accompany this campaign. You can view them here on GOV.UK <https://www.gov.uk/government/publications/be-the-mother-who-ends-fgm-poster>. To order hard copies email the Home Office FGM Unit at emailing FGMEnquiries@homeoffice.gsi.gov.uk. You need to provide the product code: FGM-THE-FACTS, the quantity you would like to order, along with your delivery address.

Guidelines on Public Communication about FGM

When communicating in public about FGM it is important to take a sensitive approach in order to ensure your message has the most impact and does not run the risk of having a negative effect. Cultural sensitivities must not get in the way of tackling FGM, but the wrong message can undermine and damage efforts to end the practice.

Strong messaging that highlights the practice of FGM as child abuse, violence against women and girls and a violation of human rights is important to emphasise the harm that FGM can cause. However, you should ensure that language used in any communications is respectful and not judgemental to avoid the risk of doing inadvertent harm (such as; driving the practice underground, stigmatising women and girls who have already been cut; or fuelling discrimination towards affected communities).

When developing communication materials, it is important to take into consideration:

- the language used – the language used to describe victims and survivors should not

undermine their experience;

- any images associating FGM with a particular religion could fuel discrimination towards certain communities; and
- the use of graphic imagery (e.g. children crying, blood, unsterile equipment etc), can prompt traumatic flashbacks for survivors and could inadvertently imply that it is okay to carry out FGM under sanitary conditions.

FGM Protection Orders

In July 2015, the Government introduced FGM Protection Orders (FGMPOs) in England and Wales. Section 5A and Part 1 of Schedule 2 of the Female Genital Mutilation Act 2003 provides for this civil law measure which can be made for the purposes of protecting a girl at risk of FGM or protecting a girl against whom an FGM offence has been committed.

Breach of an FGMPO is a criminal offence with a maximum penalty of up to 5 years' imprisonment.

Health

Department for Health's Prevention programme, in partnership with NHS England, launched in 2014 and has total funding of over £4m. This includes delivering training and outreach nationally which has directly reached 4,500 NHS professionals. The current phase of the programme is focused on improving mental health services for women affected by FGM and embedding change across the health service.

Health Education England provides FGM e-learning available to all NHS Trusts at no charge. The e-learning modules contain on how best to ask 'difficult' questions about FGM in a sensitive manner, prevent FGM, and care for women and girls who have had FGM.

All GPs, approximately 8,000 practices, have been sent FGM information packs containing resources to enable them to support patients living with FGM and over 10,000 information packs about the mandatory reporting duty have been sent across the NHS.

An updated FGM web resource on the NHS Choices website, with a range of films for health professionals depicting how to ask difficult questions sensitively, has also been launched.

Key Statistics

The prevalence of FGM in the UK is difficult to estimate because of the hidden nature of the crime. A new study (July 2015) 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; and
- women and girls affected by FGM can be found in every local authority in England and Wales, with the highest number living in London.

Supporting materials for partners

Statutory guidance on FGM - can be found on the GOV.uk website at: <https://www.gov.uk/government/publications/multi-agency-statutory-guidance-on-female-genital-mutilation>. The statutory guidance is intended to help to increase awareness of FGM, improve compliance with good practice, and help to support effective training of frontline professionals, leading to a more effective multi-agency response

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 (Arabic, Amharic, Farsi, French, Somali, Swahili, Tigrinya, Turkish, Urdu and Welsh) Visit the DH orderline website <https://www.orderline.dh.gov.uk> to register and place an order

Please note the different product codes for each version listed below:

Arabic: 2904069B

Amharic: 2904069G

English: 2904069

Farsi: 2904069J

French: 2904069C

Somali: 2904069A

Swahili: 2904069F

Tigrinya: 2904069I

Turkish: 2904069H

Urdu: 2904069D

Welsh: 2904069E

'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/publications/female-genital-mutilation-leaflet> or hard copies can be ordered from the Home Office FGM Unit by emailing FGMEnquiries@homeoffice.gsi.gov.uk You need to provide 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/>

Support for healthcare professionals

Safeguarding women and girls at risk of FGM

www.gov.uk/government/publications/safeguarding-women-and-girls-at-risk-of-fgm

This document provides practical help to support NHS organisations developing new safeguarding policies and procedures for female genital mutilation (FGM).

Commissioning services to support women and girls with FGM

www.gov.uk/government/publications/services-for-women-and-girls-with-fgm

This document sets out what some elements of a successful and safe service to support women and girls with female genital mutilation (FGM) might look like.

Health Education England - FGM e-learning

E-learning sessions are provided on Health Education England eFGM programme at:
www.e-lfh.org.uk/programmes/female-genital-mutilation/

Monthly statistics

From April 2015 a new information standard and dataset was introduced:

<http://digital.nhs.uk/isce/publication/scci2026>

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 under section 121 of the Anti-social Behaviour, Crime and Policing Act 2014 (the 2014 Act) with a maximum penalty of seven years' imprisonment. 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.

Forced Marriage Protection Orders

Forced Marriage Protection Orders can be sought under section 4A of the Family Law Act 1996^[1] (“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.

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

Statutory guidance and multi-agency practice guidelines on forced marriage can be found at <https://www.gov.uk/forced-marriage>

Key Statistics (source: GOV.uk)

Statistics on the number of cases the FMU has provided advice or assistance on is available at <https://www.gov.uk/forced-marriage>

Supporting materials for partners:

In October 2015, the Forced Marriage Unit published a film aimed at raising public awareness of the impact of forced marriage, and warn of the criminal consequences of involvement, building on the outreach and education work of the FMU. The film is told from the perspective of a victim’s older brother, who is complicit in arranging her forced marriage but unaware of its true impact until it is too late: <https://www.gov.uk/government/news/new-video-shows-the-devastating-impact-of-forced-marriage>.

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: <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>

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

Section Four: Other useful research and resources

[HM Government, Ending Violence against Women and Girls Strategy 2016 – 2020 – published March 2016](#)

NSPCC research

Partner exploitation and violence in teenage intimate relationships 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

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

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=PLOEg6TE9fgwXTFxzJqXb70u9RO4ulwP95>

Alexis: Stalking http://www.youtube.com/watch?v=Y_d3GOgrGng

LGBT helpline http://www.youtube.com/watch?v=yZe9YBV_QQ4

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

