

From: /
NR Communications
Directorate
 /

SCS:
Date: 5 November 2020

To:
1. Home Secretary
Safeguarding Minister (simultaneous)
cc. Permanent Secretary

Subject: Domestic Abuse Communications

Issue

As the country enters new national measures we propose delivering a second wave of national communications activity under the #YouAreNotAlone campaign, alongside a programme of enhanced media activity on hidden harms.

Timing

Priority: Urgent - We require approval by 11 November 2020 so we can book paid for media activity to run as soon as possible.

Recommendation

- **Agree to domestic abuse communications** utilising the existing #YouAreNotAlone campaign materials.
- **Agree to the Hidden Harms** narrative (Annex A).
- **Note** plans around other areas of hidden harms for which you will be getting more details plans shortly.

Devolution implications: Yes – #YouAreNotAlone campaign will run in England and Wales. Creative materials in Wales will focus on signs of domestic abuse, rather than 'at home' messaging to reflect the different restrictions in Wales.

Analysis: Nil Return/ NA

Has the use of analysis/ evidence/ data/ statistical information in this submission been agreed by Home Office Analysis and Insight? Yes

Equality Duty:

Has a Policy Equality Statement been completed? Yes

Has the central Home Office finance team been consulted? No

Has relevant legal advice been received? Yes

Has the deliverability of the proposal been assessed with the Portfolio and Project delivery team, and the Commercial team? No

Media interest: High

Opportunity for proactive media: Yes

#YouAreNotAlone Campaign Context

1. **Domestic Abuse causes wide-ranging long-term harms and has a significant cost to society; the economic and social cost of domestic abuse was estimated to be approximately £66million for victims in 2016/17¹, about £71bn in today's prices.** It is a hidden harm, as it is estimated that fewer than one in five (17.3%) of domestic abuse victims report their abuse to the police². In the year ending March 2019, an estimated 2.4 million adults aged 16 to 74 years experienced domestic abuse in the last year. In the year ending March 2018, the National Domestic Abuse helpline received fewer than 95k calls. These disparities may indicate that many victims are not seeking support or reporting domestic abuse to the police.
2. **The Home Office launched the #YouAreNotAlone campaign in response to the Covid-19 pandemic.** The campaign has demonstrated how paid advertising in this space can deliver strong results in signposting the public to gov.uk for advice and information on support services. Visitor volumes to the domestic abuse support and guidance page saw a 310% increase over the period where campaign marketing was live (Apr-September) compared to the six months previous.
3. **As the country enters another period of national measures as part of the Covid-19 pandemic response there is increasing stakeholder and media interest in the Government's action to support victims.** As many people spend more time at home, there is a need to remind victims that lockdown rules do not apply if they are in danger and that support services remain open. We also need to send a clear message to perpetrators that they will face the full force of the law and reassure the public that tackling domestic abuse is a priority for the Government.

Communications Recommendation #YouAreNotAlone Activity

4. **To support victims under national measures restrictions, we would like to deliver targeted communications to potential victims.** These communications would utilise existing #YouAreNotAlone materials to signpost support and reinforce messaging that lockdown restrictions do not apply if someone is in danger.
5. **We have secured £300k of central Cabinet Office Covid-19 funding to deliver this activity as part of the Government's wider Covid response.** Indicative costs for activity are outline below, and subject to approval we will work to get activity live as soon as possible. We are working with our research agency Ipsos Mori to deliver a pre and post quantitative evaluation with a nationally representative sample, this evaluation will give us a baseline figure to measure awareness of the campaign and the impacts of messaging. The cost for this is £30K, we recommend all activity takes place after this date.
6. The activity includes:

¹https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/772180/horr107.pdf

²

<https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/datasets/domesticabusefindingsfromthecrimesurveyforenglandandwalesappendixtables>

- a. **Influencer activity** - utilise a broad range of influencers to distribute #YouAreNotAlone content on their channels to reach the target audiences. Indicative cost £50k.
 - b. **Partner activity** - extensive engagement with local partners, such as police forces, local authorities and health services, to disseminate messages via their channels
 - c. **Social media and search engine advertising** - paid for media activity on digital channels using existing #YouAreNotAlone assets. Indicative cost £190k.
 - d. **Specialist activity** - specialist strand of activity targeting minority audiences, which could include local specialist press, community groups and influencers. Indicative cost £30k.
 - e. **Targeted media and our social media channels** - we will explore opportunities for the Home Secretary and Safeguarding Minister to participate again in consumer broadcast media such as This Morning, Woman's Hour etc to amplify these campaign messages and highlight that protecting vulnerable people remains a Government priority. We will continue to repost social media content that highlights the campaign as well as signposts to our victims' advice page on gov.uk. We have also drafted Twitter posts for the Home Secretary.
7. **Alongside this activity we are also finalising launch plans on the Domestic Abuse codeword scheme which will provide additional support for victims at crisis point, a full submission will follow shortly.**

Hidden Harms Communication Activity

- 8. **We have refreshed our communications approach, including a new public narrative (see Annex A) on hidden harms to ensure the various strands are more joined up and the Government is speaking with a more coherent voice on these issues.** Please note there are announcements in this space already in progress for this month, including the launch of the VAWG consultation and the media around the Child Vulnerability campaign. If you agree to the narrative, we will use as the basis for messaging. We will share any narrative with other Government departments
- 9. **We will work with partners, including the NCA, as well as charities supporting vulnerable people to maximise communications opportunities through this period of tougher restrictions.**
- 10. **We are also asking stakeholders for their comms plans so we can amplify relevant content on our channels.** We will continue to share Government messaging via stakeholder channels, and share insight from the sector internally. So far, coverage on Twitter includes stakeholders signposting to support still available including national helplines, Hestia's Safe Spaces scheme and how to stay safe online, concerns about mental health awareness and domestic abuse rates increasing during lockdown, and DA incidents being an exception to the stay at home rule.
- 11. **We will reinstate rolling chains with MOJ, DfE and MHCLG so we are updating one another on upcoming hidden harms content and can**

improve coordination, especially around previously contentious media issues such as the lack of refuge accommodation.

12. We are undertaking the following activity:

- **Targeted media VAWG** - we have separately submitted media plans around the Violence Against Women and Girls call for evidence/survey. The ideas are predominately focused on consumer and social media. We will now ensure this is another opportunity to highlight how we are protecting women and girls at risk of abuse during the new phase on restrictions. We are currently working with the Visits team on virtual hidden harms engagements. They will submit further advice.
- **Targeted media CSEA** - we are already progressing targeted media plans (including pitching a Safeguarding minister interview with BBC Newsbeat) around the launch of the Child Vulnerability campaign, and will update all products and briefings to reflect the new measures and highlight that support for victims of abuse is available.
- **Social media round up** – We will continue to regularly post our social media assets and point to the advice factsheets we published on CSEA and domestic abuse on gov.uk. We have developed a bank of tweets on hidden harms for the Home Secretary to start tweeting now that the new rules come in, and we will continue to refresh throughout this period. Messages will focus on protecting victims as well as warning that perpetrators will feel the full force of the law. In addition, we will amplify and re-purpose examples of success stories whereby the NCA have arrested and prosecuted online harms including CSEA and fraud. We are also amplifying content from domestic abuse charities that emphasise the services they are currently offering to victims.

Financial implications

There are no accounting officer issues regarding this sub.

13. To date £888k has been allocated on the You Are Not Alone campaign from the Cabinet Office Covid-19 funding (not including the 300k of proposed spend in this submission).

Analysis and insight

14. HOAI have reviewed and are content with the analysis and evidence included in this submission.

Legal considerations

15. HOLA have considered this submission and are content.

Public Sector Equality Duty

You are obliged to have due regard to the need to—

