

From: /
 Communications
Directorate

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

SCS: Simon Baugh
Date: 7 December 2020

Subject: Domestic Abuse Communications

Issue

As the country enters local Covid tiered restrictions we propose delivering a further wave of communications activity under the #YouAreNotAlone campaign

Timing

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

Recommendation

- **Agree to domestic abuse communications** using the #YouAreNotAlone campaign in over Christmas and in the new year (until Feb/March 2020).

Devolution implications: Yes – #YouAreNotAlone campaign will run in England and 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. **Latest public statistics for year ending March 2020, reveal an estimated 2.3 million adults aged 16 to 74 years experienced domestic abuse in the last year.** During the Coronavirus pandemic there has been an increase in demand

for domestic abuse victim support services, including a 65% increase in calls and contacts logged by the National Domestic Abuse Helpline between April and June 2020, compared with the first three months of the year. Increases in demand for domestic abuse support were particularly noticeable following the easing of lockdown measures in mid-May, with a 12% increase in the number of domestic abuse cases handled by Victim Support in the week lockdown restrictions were eased, compared to the previous week.

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. Since the launch of the campaign, when activity has been live, in phases, the domestic abuse support and guidance page has seen a 193% increase in visits (in the period April to November) compared to the previous 8 months.
3. **As the country enters the local restriction tiered system, which are likely to last into the new year, there is continued stakeholder and media interest in the Government's support for victims.** Support for the campaign remains high, in our most recent wave of activity during the national restrictions the influencer outreach gained support from high-profile names including Emilia Clarke (27.3m followers), Will Poulter (444k followers) and Rebekah Vardy (418k followers).

Communications Recommendation #YouAreNotAlone Activity

4. **We would like to deliver further paid communications to signpost to support.** Communications will reinforce messaging that help and support is still available to victims who may be experiencing heightened abuse. The activity would be upweighted to areas in the highest tiers, where possible.
5. **We have bid to Cabinet Office for £500k of central Cabinet Office Covid-19 funding to deliver this activity.** Indicative costs and a breakdown of proposed activity are outlined below, and subject to approval we will work to get activity live as soon as possible.
6. **The activity would be delivered in two phases, in order to have communications live in December and over Christmas whilst we refresh creative and media channels for January to optimise performance.**
 - a. **Phase 1 -December-January.** We recommend re-activating the paid social and search advertising that was live over the second national lockdown using existing creative, to run from mid-December until early January. This will ensure we are continuing to signpost to support over the Christmas period whilst tiered restrictions are in place for victims who may be at increased risk of abuse. Please note that phase 1 activity is subject to timely approvals including approval of CO funding. Indicative cost - £100k;

- b. **Phase 2 - January -February.** Whilst phase 1 is running we will refresh the campaign to optimise and build on positive performance in the new year. This would include:
- i. **Creative refresh** - To avoid wear-out of the adverts we have been running since the Spring/Summer. We will brief our agency to update colour, design and messaging, considering additional messaging for vulnerable audiences. We will retain the core branding elements of #YouAreNotAlone and the hand and heart symbol. Indicative cost - £30k
 - ii. **Expanded media plans** – As well as continuing paid search and social adverts on Facebook and Instagram, we will also introduce digital audio and podcasts into the media plans having successfully tested these earlier this year, and adding digital display and testing adverts on Snapchat, Twitter and Pinterest to reach wider audiences. Indicative cost - £240k
 - iii. **Increasing reach and engagement through trusted voices and partners** – We will work with our PR agency to explore opportunities for a brand partnership to help disseminate campaign messages through their channels. We will also work with a specialist agency to reach a wider range of minority communities, which could include influencer outreach and community media opportunities. Indicative cost - £110k
 - iv. **Evaluation** – post-wave polling with a nationally representative sample to measure awareness and impact of campaign messaging which will be benchmarked against previous polling on #YouAreNotAlone. Indicative cost - £20k.
7. **Paid activity will be supported by a range of wider communications including extensive engagement with local partners, such as police forces, local authorities and health services, to disseminate messages via their channels and social media activity.**
8. **Alongside this activity we will launch the domestic abuse Codeword scheme in January 2021 which will provide immediate support for victims at crisis point.** The communications materials for both activities are complementary with a similar look and feel.

Media Handling

9. **The #YANA campaign received positive media coverage throughout the lockdown period, and the relaunch in November alongside the victim funding announcement received limited but positive coverage.**
10. **If you (Home Secretary, Safeguarding Minister) agree to extending the campaign until February, we will continue to promote the campaign in press and media activity.** This includes looking for opportunities to promote the campaign in broadcast interviews, both regionally and nationally, and

pointing to the campaign reactively when responding to media queries on domestic abuse.

Financial implications

There are no accounting officer issues regarding this sub.

- 11. To date £1,188k has been allocated on the You Are Not Alone campaign from the Cabinet Office Covid-19 funding** (not including the £500k of proposed spend in this submission).

Analysis and insight

12. HOAI have reviewed the figures for the prevalence of DA and are content with their use. HOAI has not been involved in the evaluation of the scheme, nor reviewed the data related to gov.uk web visits. It is difficult to attribute the increase in helpline calls to the campaign without further analysis of the call trends over time.

Legal considerations

13. Home Office legal advisers have reviewed this submission and their advice is reflected in the discussion set out above.

Public Sector Equality Duty

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

- a. eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under the Equality Act 2010;
- b. advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- c. foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

In particular, you should consider:

- Stakeholder advice and available CSEW data suggests that a number of those with protected characteristics, including women (and pregnant women), those with disabilities and some minority communities might be more at risk of domestic abuse. We will work to engaging with stakeholders, tailoring materials where possible and undertaking engagement with diverse communities.
- Campaign paid media spend is likely to be skewed towards females given the higher numbers of those experiencing domestic abuse, and may be skewed towards males to target perpetrators, however communications materials are not gender specific to ensure they are inclusive of all victims and perpetrators.

Parliamentary considerations

14. N/A

Copy list

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