



The National Office for the Prevention of Domestic, Sexual and Gender-based Violence
An Oifig Náisiúnta um Fhoréigean Baile, Gnéasach agus Inscnebhunaithe a Chosc

**Awareness Raising Grant Scheme 2011
Relating to Domestic, Sexual and Gender-based Violence**

Guidance Manual for Grant Applicants 2011

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PART I: The Grant Scheme

1. Introduction

One of the High Level Goals of the National Strategy on Domestic, Sexual and Gender-based Violence 2010-2014 is to promote a culture of prevention and recognition through increased understanding of domestic, sexual and gender-based violence. Cosc's remit provides that it will, among other objectives, seek to raise awareness of the nature and extent of domestic, sexual and gender-based violence in Ireland and of services available to help those who experience these crimes. Developing, implementing and sustaining national and local awareness-raising campaigns that challenge myths and increase understanding of the issues are key tools in the process of increasing recognition and understanding of domestic and sexual violence and need to be supported by related activity.

The purpose of this grant scheme is to support groups at local, regional and national level in raising awareness of these crimes, and services for victims. Cosc also carries out its own awareness raising activities and these, together with the activity supported under the grant scheme, should be mutually complementary and supportive. Cosc recognises that some activities are best carried out by those working on the ground, but we also recognise that we can play a role in ensuring a degree of co-ordination and collaboration where that makes sense. Cosc supports collaboration between groups in raising awareness as an effective and cost saving tool of communication in that it gives groups an opportunity to reach a wider target audience to reinforce a common message.

Guiding Principles for Public Awareness Raising Activities Relating to Domestic, Sexual and Gender-based Violence

Guiding Principles for Public Awareness Raising activities relating to domestic, sexual and gender-based violence (attached at appendix A) have been agreed by the National Steering Committee on Violence against Women (NSC) based on work and recommendations from its Public Awareness Sub-Committee (PASC). The document forms part of the implementation of activities 1.2 and 3.3 of the National Strategy which aims to develop guidance on practical steps to increase personal safety for those most at risk from domestic, sexual and gender-based violence. The guidelines outline guiding principles for conducting public awareness raising activities related to domestic, sexual and gender-based violence and are intended as a guide to organisations and professionals undertaking such activities.

Primarily the guidelines aim to encourage a shift from a focus of public awareness raising activities on the victim to an inclusion of a focus on the perpetrator and bystander whilst also ensuring that information on support services is available to victims/survivors.

If your organisation is developing a new public awareness raising campaign relating to domestic, sexual and gender-based violence, it is suggested that you take the guiding principles into account.

2. Applying for a Grant

The application form for funding under the grant scheme is made up of 10 parts. The application should contain as much information and supporting documentation as possible.

Part 1: *Basic factual information about your organisation/group of organisations*

- Content here should be brief and to the point.
- Where there are joint/collaborative applications please nominate a lead organisation
- When providing a description of your organisation, please keep it brief. In the case of joint/collaborative applications, this may well be a description of your group or network rather than a description of each of the individual member organisations

Part 2: *General information about the project(s) you are proposing*

- Please be as precise as possible about the description, the rationale, geographical area, subject matter and target audience for the project

Part 3: *Details in relation to any advertising you are seeking to have funded*

- Please give as much precise information as you can about the size, number and costs of ads
- If you are proposing certain forms of advertising because you have used them previously and found them effective please detail this, including any evidence of their previous effectiveness e.g. Increase in number of calls to a helpline etc.
- Please enclose at least 1 quotation for any work to be undertaken. Government good practice dictates that 3 quotations should be obtained for the acquisition of goods or services over 500 euro

Part 4: *Details in relation to any information materials you are seeking to have funded*

- Please give as much precise information as you can about the type, size, number and costs of materials and plans for distribution
- If you are proposing to use certain materials because you have used them previously and found them effective please detail this, including any evidence of their previous effectiveness e.g. Increase in number of calls to a helpline etc
- Please enclose at least 1 quotation for any work to be undertaken. Government good practice dictates that 3 quotations should be obtained for the acquisition of goods or services over 500 euro

Part 5: *Details of any other activity you are seeking to have funded*

- Please give as much detail as possible
- If you are seeking funding for an activity that you have undertaken previously and found to be effective, please detail this, including any evidence of its previous effectiveness
- Please enclose at least 1 quotation for any work to be undertaken. Government good practice dictates that 3 quotations should be obtained for the acquisition of goods or services over 500 euro

Part 6: *Details of project costs and any other funding*

- Please give as much detail as possible

- Please give details of any funding applied for, or received, in relation to the proposed project
- Please give details of discounted rates received or any other ‘value for money’ or cost saving strategies employed relating to the proposed project

Mandatory sections of the form that must be completed if your application is to be considered:

Part 7: *declaration regarding disclosure of your information under the Freedom of Information Acts 1997-2003*

Part 8: *declaration regarding Cosc’s disclaimer*

Part 9: *declaration regarding compliance with the requirements*

Part 10: *Submitting your application*

- These are the instructions for submitting your application

3. Conditions of the Grant Scheme

To apply for grant funding under this scheme your organisation must comply with the following:

1. To be a legal entity i.e. a registered charity or registered company
2. To provide evidence of tax compliance or registration as a charity in accordance with Department of Justice and Law Reform procedures
3. To provide at least 1 quotation for any work to be undertaken. Government good practice dictates that 3 quotations should be obtained for the acquisition of goods or services over 500 euro. Failure to provide at least 1 quotation may lead to your application not being eligible for consideration
4. Agree to acknowledge the contribution of Cosc and the NDP in any project materials
5. Submit proposed project materials to Cosc for approval prior to publication/printing
6. To provide reports and financial accounts as required by Cosc for audit
7. To provide all written undertakings required before any grant is issued
8. To use the funding strictly for the purpose for which it is granted
9. To complete the declaration required relating to disclosure of information under the Freedom of Information Act
10. To accept and sign the disclaimer at the end of the application form
11. To complete the declaration that your organisation meets the conditions set out in this section of the Guidance Manual
12. Successful grant applicants are expected to run the project for which they were funded and to have spent their funding by the end of the calendar year in which the funding was received. Sanction is required by Cosc to extend the deadline. Where funding has been allocated and has not been spent prior to the commencement of the next round of grant funding the applicant is required to refund the grant except by prior approval from Cosc.
13. To agree to share any funded initiative with other interested organisations
14. Successful applicants must submit a report of the evaluation of their project not later than 12 weeks after (i) the project has finished or (ii) up to the compilation of the evaluation report, whichever is the sooner.

4. How Applications are Assessed

(A) When Cosc assesses the applications received under this scheme, we will have regard to:

1. The relevance of the project to Cosc's remit and to the National Strategy on Domestic, Sexual and Gender-based Violence 2010-2014
2. The need for the project in light of similar work being done, or planned, by Cosc or other organisations in the area
3. Whether the applicant is already receiving funds for this or similar projects
4. The extent of the service, catchment area and target group(s)
5. The overall quality of the proposal – i.e. was a good level of detail provided in a clear and concise manner
6. Cosc gives preference to joint/collaborative applications where greater economies of scale can be achieved
7. Where translation costs are sought, Cosc prefers the production of a single multi-lingual publication over the production of several publications
8. Translation costs will only be considered where details are provided of the non-English speaking communities in the catchment area of the project and of the services that are available in the relevant languages. Cosc will consider funding translation costs in the following languages:
 - a. Irish
 - b. Lithuanian
 - c. Polish
 - d. French
 - e. Chinese
 - f. Spanish
 - g. Latvian.

Translation into other languages will be considered on request.

Cosc reserves the right not to consider incomplete applications

Successful applicants are required to comply with the guidelines on the use of the Cosc and NDP logos and to provide copies of proposed materials to Cosc prior to the printing/publication of any such materials. We require this in order to ensure correct use of logos and to ensure that funding is being used for the purpose for which it was granted.

(B) Please note that Cosc will not fund the following under the 2011 scheme:

- other state bodies
- recruitment or employment of staff
- training events or attendance at same
- the purchase of IT or other office equipment or general office supplies
- fund raising activities
- conferences or attendance at same
- website development
- television advertisements

5. Evaluation of your Project

It is important that all communications activities are monitored and evaluated to ensure that they are both effective and represent value for money.

Many activities are difficult to evaluate, but some simple evaluation tools can be used. These include:

- If you have a website, the number of visits to your website during the period of your project and in the weeks after your project
- The number of calls to your helpline during the period of your project and in the weeks after your project
- The number of contacts from clients through other channels (e.g. e-mail, letters, personal callers) during the period of your project and in the weeks after your project
- The number of new clients in the weeks after the project
- The amount of coverage in local press
- You could also consider developing a simple questionnaire which you can use to survey a sample of your target audience both before and after your project.

The real value of the measurements above comes when you compare them against a similar period of time, say in the weeks before the campaign, or compared to the same period the previous year. This way you can then measure the level of any increase in calls, clients etc.

Project Evaluation Report

Cosc requires all successful grant applicants to complete a brief Project Evaluation Report.

This Report should set out a brief description of the project, and include the following:

- The type and quantity of materials produced
- The quantity of materials remaining unused
- Details of the number of contacts (calls, website visits etc) received in the 6 weeks prior to the project beginning, the number of contacts received during the period of the project and the number of contacts received in the 6 weeks following the project
- The number of new clients from the time the project started to 12 weeks after the project finished or up to the compilation of the report (whichever is the sooner).
- Lessons learnt from project
- Discounted rates received and 'value for money' or cost saving strategies employed

If your organisation carries out any surveys or formal evaluations of your project these should be included also.

Electronic copies of any promotional materials that were created using money granted will also be required. This report must be submitted to Cosc not later than 6 weeks after (i) the project has finished or (ii) the end of the calendar year in which the funding was received, whichever is the sooner.

6. Auditing of Spending Under the Grant Scheme

Cosc will select a number of successful grant applicants each year for audit. In 2011 the organisations chosen for audit will be on the basis of the size of the grants received, the

numbers of successful applicants and whether or not organisations have come to our attention in previous audits.

Cosc will ask each selected organisation to send in details of expenditure under the grant scheme, as well as the invoices and proof of payments associated with the invoices. Original documentation will be required, which will be returned once the audit process is complete. Organisations will usually be given at least two weeks from the date of the request to send Cosc their response.

Cosc will then examine this documentation for completeness and consistency of expenditure compared with the original project proposal that received grant funding.

If there are any questions that need to be resolved Cosc will contact the nominated contact person to seek further information. If an organisation is unable to resolve the questions satisfactorily, that organisation will be audited if it receives further grant funding from Cosc and may be placed on a list of organisations to be audited by the Department's Internal Audit Unit.

If expenditure on a project by an organisation differs significantly to that which was contained in the original grant application and approved for funding, or if funding has been used in an unauthorised manner (see Section 4(B)), this may have an adverse effect on how future applications for grant funding from that organisation will be assessed by Cosc. The organisation in question will also automatically be audited in the event that it receives further grant funding.

PART II: Guide to Promoting Support Services for Victims of Domestic and Sexual Violence

1. Introduction

This simple guide has been designed to offer some advice to NGOs in promoting their support services among their local communities. It has been written specifically for smaller NGOs who have neither resources nor budget to mount large advertising campaigns. The principle behind the guide is to highlight some strategies that will provide the most effective results for the smallest budget and the shortest amount of time available. This is not a definitive list of all possible activities or strategies, but should help you when thinking about the activities your organisation might undertake.

2. Where to Start: Audiences and Communications Goals

Begin with the audience and the goal of the communications activity. It is assumed that the target audiences are:

1. Victims of domestic and sexual violence in the organisation's catchment area
2. Family and friends supporting victims

It is further assumed that the broad goal of the communications activity is to make these audiences aware of the services offered by the organisation and how these services can be engaged. Some national campaigns in other countries focus specifically on the perpetrator or on repudiating the myths surrounding domestic and sexual violence; however, it is advised that the priority (given time and budget resources) is on providing information on the local services available to the victim.

Where possible, the organisation should create a SMART (specific, measurable, achievable, realistic and time-bound) goal that will provide focus around the activity and give the organisation a way to measure how effective it is.

3. Strategies for Reaching Victims of Domestic and Sexual Violence and Those who Support them

The most effective way to engage the target audience is to reach them multiple times with a message that resonates and gets their interest; followed by a "call to action" that provides clear information on how to access the service or more information on the service. The organisation must ask itself three questions:

1. How do we get information about our service in front of the audience? See section 4
2. How do we engage their interest? See section 5
3. How do we want them to engage with us? See section 6

4. Putting Information in Front of the Audience

Given the nature of domestic and sexual violence and the probable intrusive presence of the perpetrator in the victim's life, it is critical that information is made accessible to victims in a way that does not expose them to further abuse. Successful strategies for distributing such information are:

1. Put information in a private place

Several NGOs have placed information in the form of stickers or posters where the victim can be guaranteed to be alone such as women's bathrooms (particularly in hospital casualty or maternity departments, shopping centres, night clubs and pubs and cinemas). This ensures that the victim can get the required information without being disturbed.

2. Make the information innocuous

This strategy has been used by several NGOs who provide pens with their details printed on them. This has the benefit of making the information portable and persistent. It has the added benefit that if the information is found by the perpetrator the victim can claim that it was simply given to them or picked up by accident. One idea may be to approach the local supermarket and ask if they can print the organisation's details on the back of till receipts where a victim could claim complete ignorance of having the information.

3. Make the information portable

It can be difficult to memorise phone numbers, addresses or websites from glancing at a poster. It is useful to provide the necessary information in a portable format that can be picked up, whether by the victim or the victim's friend/family. Many NGOs use small format booklets, flyers or cards that can be slipped into purses, wallets or handbags.

4. Place the information in accessible places where the victim and their support network are likely to visit

GPs surgeries, pharmacies, schools, crèches, community halls and local supermarkets are all places where the victims and their support networks are likely to visit on a relatively frequent basis. NGOs should approach as many of these organisations as possible to ensure a broad distribution of the information.

5. Create and manage distribution networks

Create a list of all the organisations such as those in point 4 above that have agreed to distribute or carry your material and regularly check that they are actually displaying/distributing the information (i.e. follow up with them once the box of leaflets/posters/pens etc. has been sent to them). Periodically make sure that they are not using old versions of the material that might contain out of date information. Look to other networks in your local area that may also carry your materials or promote your service such as local business networks, churches or local community groups. Other potential network groups may include support groups servicing local minorities such as travellers and other minority communities.

6. Ensure that portable material is available at all events including fundraisers and street drops.

This ensures a consistent delivery of the information at every opportunity. One caveat is to be aware of the local council's litter requirements since the organisation may be fined for even leaving a few leaflets on the street – ensure a clean up crew is assigned to retrieve any materials that may have been dropped.

5. Engaging the Interest of the Audience

Given the small budgets and lack of resources of most NGOs, the best strategy for engaging people's interest is to create advertising that is simple and to the point. There is no magic bullet that will work as an effective communications piece in all situations however there are several guidelines that can be followed for what generally works in this area. When evaluating advertising creative content such as the nature of the images on a poster and the attention grabbing strapline, the guidelines are:

- **Use simple imagery and messages:** The more time the audience needs to figure out what the poster/leaflet is telling them the less likely they are to take it on board. Relate the image to the text to reinforce the audience's memory of the piece.
- **Don't sensationalise the topic:** While there has been a recent trend to show advertising that is graphic and shocking (e.g. drink driving TV adverts), research shows that most people simply turn away from the ad and the positive support information does not get through. For this reason, it is better to avoid graphic images of bruised faces or similar. This has been found to alienate the victim since the most common reaction is to identify this as "someone else's problem."
- **Try to use real-life experiences:** This helps the audience relate directly to the subject by imagining themselves in that situation. Some NGOs have created areas on their websites or small booklets containing survivor stories. For people who are concerned about a victim, this has the benefit of allowing them to relate more intimately to the victim's experiences and for the victim it provides almost a sense of "permission" to seek help for themselves. It can also convey a positive message that it is possible to survive and come through the experience of domestic or sexual violence.

An example of simple but effective messaging:



Simple and clear leaflet promoting Sexual Violence support service from Australia

6. How do we want Victims and their Support Network to Engage with us?

The final element is to let the audience know the best way to access the services. The majority of NGOs working in the areas of domestic and sexual violence promote the use of a local helpline or office phone number and a website. There are several considerations to bear in mind when doing this:

- If the phone number is not manned 24 hours per day and the victim or support person needs to contact the service out of hours ensure that there is an alternate option provided e.g. a national helpline number.
- Not everyone has Internet access - especially in rural areas. Ensure that a phone number is used in combination with website address.
- If the helpline number has been changed, ensure that all material with the old number has been removed from the distribution network and employ an automatic re-direct from the old number.
- Similarly, if the organisation offers a drop-in service and has moved offices, ensure only material that has the new address is in circulation.

7. Evaluating Advertising Design

Advertising design can be very subjective; however, there are certain elements that should be carefully looked at to ensure that the poster, leaflet or other material is providing the complete information that it needs to. The following brief list should be treated as a checklist to ensure that the basic information is communicated correctly:

- Is all the required information on the ad? A comprehensive ad should communicate the following elements:
 - Who - Is it clear who the organisation is and to whom the advertising is targeted?
 - What – Is it clear what service you provide and what you want the audience to do?
 - Where – Is it obvious how can the audience respond to you; Is your website address/phone number clearly displayed?
 - Why – Have you communicated why the audience should do what you ask e.g. visit the website or call? What is the value for the audience in doing this?
- Check all spelling.
- Check all contact phone numbers, email addresses, website addresses are correct.
- Conduct an informal poll among colleagues and friends by showing them the ad and asking them what they think the message is.
- Ensure what the ad is asking them to do is one of the key measures by which you are evaluating the campaign e.g. if asking them to use a helpline, make sure that the call volume changes are being measured and that this is one of the success measures for the activity.

One final thing to note is that though the appreciation of the design of a piece of creative design such as a leaflet or a poster is very subjective, it is useful to informally poll colleagues, friends and clients to get feedback on the activity that may be used to inform future activity.

8. Measuring Communications Impact

The impact of the communications activity can be measured very easily provided a couple of points are adhered to:

- Relate the measures to original communications goal i.e. if the goal was to increase service utilisation ensure that you are measuring increases in call volume etc.
- Record a baseline of activity for the measure before the communications begin so that you can compare before and after.
- Ensure the activity will actually drive a positive outcome on the measures
- Review the measures regularly.

At the end of all activity, the changes in the measures should be recorded to inform future activity.

9. Comparison of Advertising Material

Advertising	Positives	Negatives
Posters	<ul style="list-style-type: none"> • Can be in place for a long time • Are remembered longer than any other type of advertising • Can be impactful due to size 	<ul style="list-style-type: none"> • Can be out of date • May not be distributed by network • Are no longer noticed after several viewings • May be removed or covered with other materials
Leaflets	<ul style="list-style-type: none"> • Are portable and easily passed among the audience 	<ul style="list-style-type: none"> • Easily discarded • May cause litter issue for the organisation with local council
Business cards	<ul style="list-style-type: none"> • Easily distributed • Easily hidden by victims 	<ul style="list-style-type: none"> • Easily discarded
Press Advertising	<ul style="list-style-type: none"> • Broad reach • May contain a lot of information 	<ul style="list-style-type: none"> • Very expensive • Lasts only for one week at most in regional papers
Radio Advertising	<ul style="list-style-type: none"> • Broad reach • Good for driving awareness 	<ul style="list-style-type: none"> • Expensive media purchase • Expensive production costs • Time bound to the length of the media buy
e-mail	<ul style="list-style-type: none"> • Very inexpensive • Very targeted audience 	<ul style="list-style-type: none"> • May be discovered by perpetrators • Difficult to create effective mailing list
Stickers	<ul style="list-style-type: none"> • Very inexpensive • Easily placed in private places • Can be in place for a long time 	<ul style="list-style-type: none"> • Not portable • May be removed/damaged
Pens/stationary	<ul style="list-style-type: none"> • Discreet 	<ul style="list-style-type: none"> • Limited information
Web-based Social networking	<ul style="list-style-type: none"> • Very inexpensive • Very targeted audience 	<ul style="list-style-type: none"> • May be discovered by perpetrators

10. Using the Organisation's Website

If your organisation has a website it is important to make sure that you are maximising its use.

The simplest ways to better the use of the website are:

1. Ensure that there are safety guidelines that will allow victims to cover their tracks
2. Be consistent with the other advertising activity and that all service contact information including opening hours etc. is clear and kept up to date.
3. Feature anonymous survivor stories to encourage victims and help their support networks better identify with them
4. Provide links to other relevant websites
5. Use the website to harvest suggestions about how the service can be improved
6. Consider the use of social networking

In the area of domestic and sexual violence NGOs, there is a range of websites that can be quickly reviewed and a simple search will show broad differences in how other organisations have approached web design. A good starting point is to find another organisation that has created a website that is highly interactive, regularly updated and provides value for the target audience and try to emulate what it does. A good example of such a website is the one designed by the US National Domestic Violence Helpline – www.ndvh.org. This website has simply been designed to speak to victims of domestic violence and their support networks.

It has a simple but effective design and encourages interaction and peer to peer communication through its “one million voices campaign”.



11. Making Budgets Go Farther – Searching and Sharing

“There are no new ideas. There are only new ways of making them felt”. - Audre Lord

There are many NGOs and groups around the world from whom organisations in this area and other areas of critical social issues can learn. Organisations should regularly compare notes with their regional and national peer organisations to discuss what communication strategies work effectively. In addition, it is a good idea to liaise with other groups in the local region who are providing similar services. By agreeing on common communication elements such as booklets that may contain information for two or more services, it should be possible to substantially reduce the cost of having such booklets produced. Similarly, by co-ordinating the distribution networks between organisations, it will help ensure that the audiences are not confused by too many competing services.

APPENDIX A: Guiding Principles for Public Awareness Raising Relating to Domestic, Sexual and Gender-based Violence

Background

This document outlines guiding principles for conducting public awareness-raising related to domestic, sexual and gender based violence. It is intended as a guide to professionals and organisations undertaking public awareness activities. It aims to contribute to the overall strategic objective of the Irish governments' National Strategy on Domestic, Sexual and Gender-based Violence 2010 – 2014 which is focused on *'the development of a strong framework for sustainable intervention to prevent and effectively respond to domestic, sexual and gender-based violence.'*

In particular, this document forms part of the implementation of activity 1.2 of the National Strategy which aims 'to develop guidance on practical steps to increase personal safety for those most at risk from domestic, sexual and gender-based violence'

The guiding principles in this document are based on those agreed by the National Steering Committee for Violence Against Women (NSC) and developed by its subcommittee on public awareness (PASC). Primarily, these guidelines aim to encourage a shift from a focus of public awareness activities on the victim to an inclusion of a focus on the perpetrator and bystander while also ensuring that information on support services is available to victims/survivors¹.

Introduction

The National Strategy on Domestic, Sexual and Gender-based Violence 2010 - 2014², divides prevention into two categories as follows;

Primary Prevention	Reducing the incidence of domestic, sexual and gender-based violence by changing the societal norms, practices and behaviours that support these oppressions.
Secondary Prevention	Ensuring society responds appropriately to these crimes by holding perpetrators to account. Preventing secondary trauma to survivors by addressing issues of victim blaming, silence, minimisation, denial and ineffective responses.

Primary Prevention:

In order to instigate real and profound social change there needs to be recognition that all individuals belong to communities, societies and cultures where beliefs, attitudes and standards are shared and prescribed. Therefore, primary prevention messages relating to domestic, sexual and gender-based violence should be informed by the societal context, structures and myths which perpetuate, enable and support such violence.

Irish cultural responses to such crimes are often victim-focused. Irish culture is less often focused on holding perpetrators to account for their decisions and actions. Responses therefore remain focused on the individual, largely the victim's, behaviour and actions. This can therefore reinforce a victim-blaming culture where perpetrators are not held to account.

In contrast to this, the Cosc 2009 public awareness poster campaign targeted the general public and, in particular, the bystander, to address silences and the perception that domestic and sexual violence are private matters.

Guiding Principles when Communicating with the General Public

- Name domestic, sexual and gender-based violence appropriately.
- Focus on perpetrator behaviour, choices and actions³ and their accountability.
- Promote a culture of responsibility.
- Challenge minimisation and denial.
- Promote respectful human interactions where negotiations are active and positive (as opposed to passive and assumed).
- Promote equality.
- Support and empower survivors.
- Emphasise domestic, sexual and gender-based violence as criminal behaviour.

¹ The terms 'victim' and 'survivor' are used interchangeably throughout the document.

² Cosc: The National Office for the Prevention of Domestic, Sexual and Gender-Based Violence, The National Strategy on Domestic, Sexual and Gender-based violence 2010 – 2014,

³ For example the **'Be SMART'** campaign launched in Dec. 2008 by the PSNI in Northern Ireland contains the following risk reduction messages for men: **S**ex without consent is rape; **M**ake sure you ask and get a clear response; **A**lcohol or drugs will affect your judgement; **R**ape convictions last forever; **T**ake **N**O for an answer.

Addressing Risk of Victimhood.

Risk reduction messages aimed at victims and potential victims generally recognise the current prevalence of certain types of domestic, sexual and gender-based violence and attempt to educate vulnerable groups as to how they can avoid these risk factors. These messages may, for example, caution on where to go; how to travel; how and where to socialise. However, unless they are tailored to very specific circumstances, they may contain elements that are unfeasible or experienced as contradictory. Also it is vital that such targeted messaging to potential victims does not reinforce negative stereotypes and conditions that, at least in part, perpetuate that group's vulnerability.

Target Audiences for addressing risk of victimhood are:

1. Those who promote attitudes and behaviour which enable abuse
2. The source of the causing/exploiting vulnerability, i.e. perpetrators
3. Those who have the power to mitigate and intervene in that vulnerability
4. The vulnerable themselves.

Secondary Prevention:

1. Guidance for meeting survivor needs

All forms of domestic, sexual and gender-based violence, whether committed against adults or children, involve the abuse of power and control by the perpetrator and the experience of powerlessness by the victim. It follows that the returning of power and control to the survivor must inform responses.

When communicating with survivors through public awareness-raising activities, messages should

- Address denial and minimisation
- Address isolation and any feelings of shame, guilt and self-blame
- Empower survivors with information, choices and service options

All public awareness messages aimed at survivors and their supporters should include direction to at least one appropriate service.

2. Guidance for improving service and societal responses to survivors

To eliminate secondary trauma the type and quality of response of the State and its agencies (such as the Gardaí, Courts Service, A&E etc.) to a victim of domestic, sexual and gender-based violence is paramount in terms of holding perpetrators to account and vindicating victims. This response is primarily, but not exclusively, delivered through an appropriate, effective and adequately resourced criminal justice response to these crimes.

Society's response to victims through statutory and other agencies, individual professionals, private individuals and society as a whole can be addressed through training, policy and public awareness-raising.

Guiding Principles when Communicating with the Community at Large and Professionals

1. Tackle denial and minimisation:

- ~ Impress the importance of survivors being believed
- ~ Promote accurate information about the true nature and extent of domestic, sexual and gender-based violence
- ~ Target training on the indicators/signs that someone may be suffering/have suffered domestic, sexual or gender-based violence

2. Tackle victim-blaming, guilt and shame

- ~ Target training on best practice disclosure, or recognising violence, for example to GPs, mental health workers, teachers, etc. It is important that such an approach does not reinforce negative stereotypes of groups.
- ~ Provide information on how to respond appropriately to a disclosure of violence.
- ~ Provide information which facilitates making a good referral.
- ~ Empower victims/survivors
- ~ Recognise that victims/survivors have a right to choose what happens next, who to tell etc.
- ~ Provide information of domestic and sexual violence specialist or other appropriate services available.