



# Community Planning Aberdeen

## Improvement charter

**Improvement Project Title:** Domestic Abuse (Coercive Control) Awareness Raising Campaign

**Executive Sponsor (Chair of Outcome Improvement Group):**

Colin Wright (Locality Manager)

**Project Lead:** Tanita Addario – Development Worker and Anne-Marie Steehouder-Ross – Community Development Officer

**Aim statement (What are we trying to accomplish? Over what time? Numerical target for improvement?)**

To increase the number of people in Torry, Kincorth and Cove indicating awareness about the change of legislation on coercive control by 1000 by 31st December 2018.

**Link to Local Outcome Improvement Plan:**

This improvement project links directly to the **Torry Locality Plan 2017 – 2027:**

| Primary Drivers                                    | Secondary Drivers  | Lead Partners  | Improvement Aims   |          |      |      |      |
|--|--|--|--|----------|------|------|------|
|  |  |  | Improvement Measures   | Baseline | 2018 | 2021 | 2028 |
| Our Community is kept safe and protected from harm | We will develop a local response to Domestic Abuse by engaging with target communities and promote campaigns such as the white ribbon campaign | CPP Police<br>ACC<br>ACHSCP<br>Schools<br>Community<br>Big Noise<br>Third Sector<br>AAP<br>Sport<br>Aberdeen<br>Community<br>Justice | Increase in the number of people identified to undertake an Earlier Intervention programmes for domestic abuse |          |      |      |      |

This improvement project links to the **Local Outcome Improvement Plan (LOIP):**

| Primary Drivers | Secondary Drivers | Improvement measures and aims | Baseline | 17/18 | 20/21 | 26/27 | Lead Partner |
|-----------------|-------------------|-------------------------------|----------|-------|-------|-------|--------------|
|                 |                   |                               |          |       |       |       |              |

|   |  |   |     |     |     |      |  |
|---|--|---|-----|-----|-----|------|--|
| We will respond robustly and proportionately to concerns about the wellbeing and vulnerability of individuals and their risk of harm.   | Advance equality and reduce harm, harassment and abuse towards those individuals at risk/ potential risk.                            | Increase the number of people and families who may be at risk that are identified for support | 83  | 83  | +5% | +10% | NHS<br>Grampian<br>Aberdeen<br>City Health<br>and Social<br>Care<br>Partnership<br>Police<br>Scotland<br>Scottish Fire<br>and Rescue<br>Service<br>Violence<br>against<br>Women<br>Partnership |
|   |  | Increase the uptake of voluntary support for people including children harmed                 | 0   | 0   | +5% | +10% |  |
| We will prevent and reduce the incidence of crime, disorder and antisocial behaviour and tackle the underlying causes of such behaviour to ensure that Aberdeen is a place where people are, and feel, safe | Raise public awareness around the issue and impact of Domestic Abuse to affect an increase in reporting and a reduction in incidence | Increase no. Awareness raising events tackling Domestic Abuse across Aberdeen City.           | 6   | 12  | 18  | 24   | Aberdeen<br>City Council<br>ACVO<br>Health and<br>Social Care<br>Partnership<br>NHS<br>Grampian<br>Police<br>Scotland<br>Scottish Fire<br>and Rescue<br>Service                                |
|   |  | Increase the number of referrals made through disclosure                                      | 112 | +1% | +5% | +10% |  |

**How does this support prevention and early intervention? (Benefit to clients/ stakeholders/ residents? Are costs reduced now or in the future by addressing this issue?)**

In partnership with Grampian Women’s Aid, this projects supports prevention of domestic abuse and early intervention by helping individuals to identify behaviours and increase knowledge/awareness of the change in legislation. If individuals are able to identify patterns of behaviour, they may be more likely to change their own behaviour or report coercive control to the police. Recent research evidences that coercive control; a pattern of incidents that occur over time, in order to exert power, control and

coercion can have a devastating effect on individuals and families (Stark 2007). Coercive control can result in significant psychological and health issues. By undertaking preventive and awareness-raising work, in partnership with other agencies, there is a benefit to residents.

We aim to increase awareness about the change of legislation on coercive control in Torry, Kincorth and Cove in order to support prevention and early intervention of domestic abuse. The earlier that coercive control is identified and understood this may lead to greater reporting from survivors/victims and modified behaviour on behalf of perpetrators.

**Measures: (How will we know if a change is an improvement?)**

- No of attendees at workshops/awareness raising events
- No of awareness raising events held
- No of people reporting increased awareness of coercive control
- Follow up with a short questionnaire to evaluate impact of increased awareness
- How many people have engaged and seen posters/information online (likes, clicks etc.)
- Changes in levels of locally reported incidents of Domestic Abuse

**Change ideas (What can we do that will result in improvement?)**

- Undertake presentations, workshops and information stalls across Torry, Kincorth and Cove with community groups
- Facebook/social media campaign
- Speak to pupils using PSE classes
- School assemblies
- Domestic Abuse Reporting Forms – used in a similar way to Prejudice Incident Reporting Forms (PIRF)
- Presentations/workshops with front line staff and colleagues across the council
- Developing sustainable project – impact on curriculum and/or encourage volunteers/groups to promote project in their local areas

**Potential Barriers**

- Stigma and challenging attitudes about domestic abuse.
- Discriminatory and misogynistic views about women
- Lack of engagement in the project – community reaction

**Project Team:**

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| Anne-Marie Steehouder-Ross - Communities              |
| Tanita Addario – Communities                          |
| Alison Hay – Grampian Women’s Aid                     |
| Domestic Abuse survivors group – Grampian Women’s Aid |
| Representative (tbc) - NHS                            |
| Representative (tbc) - Police                         |
| Violence Against Women Partnership                    |
| Women’s Centre – Criminal Justice Social Work         |