
Overview

This standard is about you developing strategy and plans which raise awareness about the nature and impact of domestic violence and abuse.

Strategy and plans you develop will include what actions can be taken to address and prevent domestic violence and abuse.

This standard is for practitioners who support those experiencing domestic abuse, which may include instances of sexual violence and abuse in a domestic violence context.

It is recognised that abuse can occur without physical violence, yet can be equally damaging to those affected. Throughout this standard, where the term 'abuse' is used it is taken to include instances also involving physical violence.

Domestic abuse is frequently perceived as a gendered crime perpetrated by men against women; however this standard is intended for practitioners who support those experiencing domestic violence within any intimate or family relationship, regardless of their social background, age, gender, religion, sexuality or ethnicity.

In some organisations, the terms 'victim' and 'survivor' may be used individually or interchangeably.

Performance
criteria

- You must be able to:
- P1 identify prioritised objectives for proposed awareness raising initiatives which are in line with your organisation's strategic objectives
 - P2 identify and prioritise target audiences suitable for proposed awareness raising initiatives
 - P3 identify effective communications options which can achieve awareness raising objectives
 - P4 identify any risks which may be associated with awareness raising options being considered
 - P5 seek specialist advice from relevant others to inform strategy and plans for awareness raising
 - P6 explore opportunities for strategic links with relevant stakeholders which can support awareness raising objectives
 - P7 agree awareness raising strategy with relevant stakeholders and colleagues in line with available resources, which:
 - P7.1 builds upon preferred options
 - P7.2 sets out specific and relevant objectives
 - P7.3 articulates any assumptions made
 - P8 identify methods and key performance measures to monitor and evaluate awareness raising strategy in line with organisational policies and procedures
 - P9 develop plans to implement strategy which include:
 - P9.1 actions and activities
 - P9.2 resources required
 - P9.3 timescales for actions identified
 - P10 agree with relevant colleagues awareness raising strategy and plans to be taken forward
 - P11 communicate agreed strategy and plans with relevant stakeholders and colleagues in ways which:
 - P11.1 articulate any assumptions made
 - P11.2 give clear rationale for implementation
 - P11.3 gains commitment to their achievement from relevant stakeholders
 - P11.4 present ideas to relevant others in line with organisational guidance

Knowledge and understanding

Legislative, regulatory and organisational requirements

You need to know and understand:

- K1 legal and organisational requirements which relate to developing strategies towards promoting awareness about domestic and sexual violence and abuse and their impact for your area of operations
- K2 relevant legislation applicable to your area of work
- K3 relevant others you may need to work with including:
 - K3.1 agencies and organisations
 - K3.2 colleagues
 - K3.3 community representatives
 - K3.4 service users
 - K3.5 stakeholders
 - K3.6 victims and survivors
- K4 your organisation's role, remit, objectives and services for addressing domestic violence and abuse
- K5 how the services of other agencies and organisations relate to those provided by your own organisation
- K6 the limits of your authority and responsibility, and the actions to take if these are exceeded

Key, general requirements for addressing domestic violence and abuse

You need to know and understand:

- K7 what constitutes domestic violence and abuse, and its prevalence in your local community
- K8 signs of abuse and the methods used by abusers to gain power and control
- K9 the impact of abuse upon all of those affected by it, including victims, survivors and children
- K10 types of information and support sought by those affected by domestic and sexual violence and abuse
- K11 sources of information and support available to those affected by domestic and sexual violence and abuse

Requirements particular to developing strategy

You need to know
and understand:

- K12 relevant national and local initiatives and their impact for developing strategy designed to raise awareness
- K13 the importance of identifying target audiences for awareness raising initiatives
- K14 different groups of people who can benefit from awareness raising initiatives, including hard to reach groups
- K15 principal methods used to raise awareness about domestic violence and abuse and their relative strengths and weaknesses
- K16 common barriers to public understanding and awareness regarding domestic violence and abuse
- K17 factors to consider when developing awareness raising strategy and plans regarding domestic violence and abuse
- K18 types of risk associated with raising awareness about domestic violence and abuse and how to minimise these
- K19 how to develop strategic objectives, actions and accountabilities
- K20 how to develop plans and associated budgets
- K21 the importance of identifying performance measures for awareness-raising initiatives
- K22 the importance of consulting with others during the development of strategy and plans, and how to do this effectively, including with:
 - K22.1 colleagues
 - K22.2 other stakeholders
 - K22.3 victims and survivors where appropriate and possible
 - K22.4 public and ethical issues associated with raising awareness regarding domestic violence and abuse

Developed by	Skills for Justice
Version number	2
Date approved	December 2013
Indicative review date	December 2018
Validity	Current
Status	Original
Originating organisation	Skills for Justice
Original URN	SFJ BH101
Relevant occupations	Independent Domestic Violence Advisor (IDVA); Crisis Worker; Refuge Worker
Suite	Preventing and addressing domestic violence and abuse
Key words	sexual; victim; survivor; develop; plans; impact; addressing; opportunities; objectives; prevention