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**Overview**

This standard is about your ability to implement agreed strategy towards raising awareness regarding domestic and sexual violence and abuse.

It includes your ability to implement plans and monitor the impact of agreed plans against objectives identified for strategy.

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.

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**Performance  
criteria**

- You must be able to:
- P1 identify your organisation's strategic objectives and associated plans for raising awareness and understanding of domestic and sexual violence and abuse in line with organisational requirements
  - P2 confirm roles and responsibilities of all those involved in implementing plans, including your own role and responsibilities
  - P3 inform relevant partner organisations of proposals for raising awareness in line with organisational requirements
  - P4 monitor activities against agreed plans in line with organisational policies and procedures
  - P5 inform appropriate others when you identify any variances to agreed plans
  - P6 take steps to address variances to agreed plans in line with your role and responsibilities
  - P7 monitor implementation and activities for compliance against legal, organisational and ethical guidelines
  - P8 address compliance variances in line with legal and organisational policies and requirements
  - P9 make reasonable adjustments to plans and resources to support achievement of strategic objectives
  - P10 record activities and impacts of plans in a way which will inform future initiatives
  - P11 maintain accurate and up to date records in line with your organisation's policies and procedures including:
    - P11.1 how plans have been implemented
    - P11.2 the impact of plans on raising awareness and understanding of domestic and sexual violence and abuse
    - P11.3 keeping records which can inform future initiatives
  - P12 share and present information to relevant others on a regular basis including:
    - P12.1 changes to plans and resources
    - P12.2 progress against plans

## Knowledge and understanding

### Legislative, regulatory and organisational requirements

#### You need to know and understand:

- K1 legal and organisational requirements which relate to implementing strategy towards promoting awareness regarding 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 partner 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 raising awareness

You need to know  
and understand:

- K12 relevant national and local initiatives and their impact for developing strategy designed to raise awareness
- K13 barriers to public understanding and awareness regarding domestic violence and abuse
- K14 key factors to be consider when developing awareness raising strategy and plans regarding domestic violence and abuse
- K15 principal types of risk associated with raising awareness of domestic violence and abuse and how to minimise these
- K16 the importance of delivering plans within agreed budgets and how to achieve this
- K17 ways of monitoring activities against plans and budgets
- K18 the importance of consulting with colleagues and other stakeholders during the development of strategy and plans and how to do this effectively
- K19 public and ethical issues associated with raising awareness regarding domestic violence and abuse

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<b>Suite</b>	Preventing and addressing domestic violence and abuse
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