
Overview

This standard is about your ability to challenge public, and institutional, attitudes towards domestic violence and abuse.

It is recognised that public awareness about the extent, impact and early signs of potential abuse tends to be low, and there can be misconceptions regarding what constitutes abuse and who is responsible for the abuse. This standard includes your ability to act on opportunities to raise awareness and also to challenge such misconceptions.

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 opportunities to raise public and institutional awareness in line with your role and responsibilities, about:
 - P1.1 domestic violence and abuse
 - P1.2 the impact of violence and abuse on those affected by it
 - P2 respond to opportunities to raise awareness of domestic violence and abuse in line with your role and responsibilities
 - P3 promote the benefits of raising awareness and understanding about domestic violence and abuse to others in line with your organisation's remit for services
 - P4 work with others to challenge factors that can damage victims and survivors of domestic violence and abuse including:
 - P4.1 attitudes which blame victims for abuse
 - P4.2 discriminatory attitudes and behaviours
 - P4.3 access to systems and services
 - P5 take action to challenge instances of gender bias in an appropriate manner in line with organisational guidance and procedures
 - P6 use communications media as appropriate to challenge public attitudes in line with organisational policies and procedures
 - P7 monitor communications from your organisation in line with your role and responsibilities, including:
 - P7.1 making sure that content does not reinforce discriminatory and damaging attitudes
 - P8 seek support from others when you encounter challenges in addressing discriminatory and oppressive behaviour and attitudes
 - P9 use appropriate techniques to maintain calm in difficult and stressful situations in line with available guidance
 - P10 present information to others which assists in challenging public attitudes and understanding including:
 - P10.1 relevant research
 - P10.2 ideas, concepts and approaches
 - P10.3 rationale and evidence
 - P11 maintain accurate and up to date records in line with your organisation's

policies and procedures

Knowledge and understanding

Legislative, regulatory and organisational requirements

You need to know and understand:

- K1 legal and organisational requirements which relate to challenging public and institutional attitudes towards domestic 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 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:

- K6 what constitutes domestic violence and abuse, and its prevalence in your local community
- K7 signs of abuse and the methods used by abusers to gain power and control
- K8 the impact of abuse upon all of those affected by it, including victims, survivors and children
- K9 types of information and support sought by those affected by domestic and sexual violence and abuse
- K10 sources of information and support available to those affected by domestic and sexual violence and abuse
- K11 the importance of being aware of your own values and beliefs
- K12 the impact your own values and beliefs may have when working with victims
- K13 how to challenge discriminatory or potentially damaging attitudes and behaviour and the importance of doing so

Requirements particular to challenging attitudes

You need to know
and understand:

- K14 sources of relevant, up to date information and research about domestic and sexual violence and abuse
- K15 national and local initiatives aimed at:
 - K15.1 challenging public and institutional attitudes
 - K15.2 raising awareness regarding domestic violence and abuse
- K16 barriers to public and institutional understanding and awareness regarding domestic violence and abuse
- K17 different types of communication methods available and their relative strengths and weaknesses

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 BH202
Relevant occupations	Independent Domestic Violence Advisor (IDVA); Crisis Worker; Refuge Worker
Suite	Preventing and addressing domestic violence and abuse
Key words	sexual; victim; survivor; awareness; impact; discrimination; bias; promote; institutional; I