



CIPR PRIDE AWARDS 2019 GOLD WINNER

Category: Best Event

Company: Norfolk County Council

Entry title: Salons shine spotlight on domestic abuse

Brief and objectives:

Norfolk County Council's domestic abuse professionals were tasked to deliver an event aimed at hairdressers and beauticians, because professionals in these industries are often told personal information that their clients may feel uncomfortable discussing with friends and family.

Objectives:

1. 200 hairdressers / beauticians to attend event
2. Increase attendees' knowledge and awareness of domestic abuse and teach them how to identify people at risk
3. Give professionals the skills to be curious, ask questions, and the confidence to give out the helpline number / report cases.

The idea, research and planning:

Rationale:

In the UK one in four women and one in six men have experienced domestic abuse.

Two women are murdered each week and three take their own lives.

Domestic Abuse is regrettably widespread across Norfolk.

In January 2017, a 32-year-old Norfolk woman was found dead with injuries to her head and face. April (not her real name) was killed by her ex-partner, a 26-year-old man who had convictions for assault on numerous ex-girlfriends.

April's case was complex because she had a continued relationship with her ex-partner despite the risk of repeated abuse. Fear of repercussions made her keep this secret from family and friends, but she did confide in her hairdresser.

In a BBC interview, April's hairdresser said: "Should I have phoned the police? Yes, of course I should have done. But I didn't know they were words that were meant. I thought it was a statement, a figure of speech. I've asked myself so many, many times, 'What if?'".

In May 2018 the Domestic Homicide Review, published by the Norfolk County Community Safeguarding Partnership (NCCSP) recommended we deliver a campaign aimed at hairdressers and beauticians as potential confidantes of victims.

Research & Planning:

Hairdressers and beauticians have unique opportunities to support their clients with various problems, including domestic abuse. It's vital they are supported in recognising the signs and know how to approach the issue.

An event was organised in February 2019 to provide hairdressers and beauticians with basic training around physical and non-physical abuse.

Strategy, tactics, creativity and innovation:

Strategy:

"Empower hairdressers and beauticians with the skills to detect signs of domestic abuse and give them the confidence to take appropriate action."

Tactics:

- Local media release
- Media invite to event
- Promotion materials hand-delivered to hundreds of hairdressing and beauty salons by volunteer Domestic Champions
- Facebook and Twitter
- E-invite to event to 1,500 local salons.

Creativity and innovation:

The Domestic Abuse Team had never previously organised anything of this kind.

Local MP Chloe Smith sent letters to hairdressers and beauty professionals to promote the event and discussed it on social media.

Delivery, including details of design, production and support teams employed:

The free event took place in central Norwich for easy access post work for attendees. It also took place out of working hours and on a Monday as many salons are closed on a Monday.

Arriving attendees were greeted by a presentation of the film Counting Dead Women, which went through names and ages of the 141 women who had been killed by Domestic Abuse in 2018. This immediately captured people's attention.

Further presentations explained different types of abuse, signs to look for and what the audience could do. The programme included:

- Video clip - 'Why domestic violence victims don't leave'
- 'Live fear free – where is the line?' - short film commissioned by the Welsh Government
- April's mum and hairdresser gave separate talks on their experiences
- Local agencies had stands to provide information

Staff carried out this event as part of their health and education programme.

Measurement and evaluation:

Objective 1:

- More than 230 Norfolk hair and beauty professionals attended the event
- The event was fully booked, with a waiting list of 20.

Objective 2:

- Media coverage:
 - 4 regional radio pieces
 - 1 national TV piece
 - 3 trade pieces
 - 2 online pieces (including video on BBC online which received 150,000 views)
 - 1 consumer magazine piece
 - Total reach: 2.3 million
- Social media:
 - 3 tweets – 6,099 impressions
 - 1 Facebook post – 200,000 views

Reaction to the event was hugely positive, with attendees indicating they felt better equipped to spot the signs of abuse, to support individuals experiencing abuse and to respond appropriately to disclosure.

One attendee said: "It was brilliant, Hemstock's Hair & Beauty feels a lot more confident in training domestic abuse!"

Word-of-mouth has generated interest from other professions including tattooists.

Fourteen agencies across UK have asked for guidance on training, including police forces, the Suffolk-based USA military and a student from the Centre for Criminology at the University of Oxford.

Objective 3:

One attendee has told us: "I personally have already given the number out because a client of mine was telling me about her friend who is suffering literally everything which was spoken about on the evening... I gave my client the telephone number and website address to pass on. I also have another client I am concerned for. I am very happy I have received this training because I feel I can spot the warning signs which I did not before."

Budget and campaign impact:

Event cost: £712. Cost per attendee: £3.09

The event was funded by Public Health and Domestic Abuse Change Co-ordinators.

Staff carried out this event as part of their health and education programme.