

Communications toolkit: guide and schedule

Dealing with domestic abuse is an urgent priority in Sutton. For this reason the Domestic Abuse Transformation Programme (DATP) was launched. It is a partnership involving public and voluntary sector organisations working together to reduce domestic abuse in the borough.

The work of the programme includes raising awareness of domestic abuse (DA) issues amongst colleagues working within the public and voluntary sectors in Sutton, so they can better support those experiencing abuse. This communications toolkit can be used, ideally alongside training, to promote greater awareness of domestic abuse in your organisation.

Please note, these resources have been designed for use **within organisations and not publically**. We plan to launch a public facing campaign in 2019/20. This internal campaign is designed to help prepare for that external campaign by first raising knowledge levels and understanding within local public and voluntary services.

We recommend using the media packs at the times we suggest in the schedule below, though you can of course adapt this for your organisation as needed.

Most of the resources are available on
<http://notaloneinsutton.org.uk/campaign-resources/>

Delivery Date	Action/campaign/initiative	Responsibility
11 June - 8 July 2018	<p>Staff survey</p> <p>This is to gauge levels of awareness of domestic abuse amongst colleagues, to be able to later evaluate if our communications campaign has been effective.</p> <p>A link to the survey has been supplied and the survey should have already been completed by colleagues.</p>	<p>The survey should have been circulated by your appointed DA representative.</p>
10 July 2018	<p>Domestic abuse research report launched</p> <p>This launches the public and voluntary sector communications plan.</p> <p>A press release will be circulated to the press and all the members and communications contacts on the Domestic Abuse Transformation Board with an accompanying infographic a day in advance of the launch.</p>	<p>Information will be provided by the DATP project manager / communications lead to an appointed contact within your organisation/network to share / use.</p> <p>The report, infographic</p>

	<p>These items, along with the report, will be available on the website.</p> <ul style="list-style-type: none"> - Use these resources for your internal newsletters, intranet etc - Encourage leaders and others in your organisation to read the report (considering hosting this on a intranet or system whereby you can measure open rates or click throughs) 	<p>and press release are available here</p>
<p>As close as possible to 10 July 2018</p>	<p>Raise awareness within senior leadership</p> <p>Include the topic of domestic abuse on the agenda of your:</p> <ul style="list-style-type: none"> - Board / trustee meeting - Senior leadership team meeting <p>Use the introduction presentation and introduction video in this toolkit to promote awareness amongst your senior leaders, who can later share this with their teams.</p> <p>NB Do <u>not</u> use images or screenshots of the survivor featured in the video on any materials.</p>	<p>CEO / Appointed DA representative within your organisation</p> <p>The introduction presentation and introduction video are available here</p>
<p>July 2018</p>	<p>Raise awareness within wider organisation</p> <p>1. Include the topic of domestic abuse on the agenda of:</p> <ul style="list-style-type: none"> - Management meetings - Team meetings <p>2. Use the introduction presentation and introduction video in this toolkit to promote awareness amongst your teams. Once all teams have had the initial briefing you can make the presentation and video available on your intranet, internal social media etc</p> <p>NB Do <u>not</u> use images or screenshots of the survivor featured in the video on any materials.</p> <p>3. Use Media pack: introduction for your internal staff newsletter, intranet, internal social media channels, internal poster sites etc</p>	<p>Directors / managers / appointed DA/communications representative in your organisation</p> <p>Media pack: introduction is available here</p>

	<p>The pack includes an article, images and poster pdfs.</p> <p>These can be linked to particular training, events etc that you may be running.</p>	
August	<p>Summer campaign</p> <p>Use Media pack: summer for your internal staff newsletter, intranet, internal social media channels, internal poster sites etc</p> <p>The pack includes an article, images and poster pdfs.</p> <p>These can be linked to particular training, events etc that you may be running.</p>	<p>DA/communications representative in your organisation</p> <p>Media pack: summer is available here</p>
September	<p>September campaign</p> <p>Use Media pack: September for your internal staff newsletter, intranet, internal social media channels, internal poster sites etc</p> <p>The pack includes an article, images and poster pdfs.</p> <p>These can be linked to particular training, events etc that you may be running.</p>	<p>DA/communications representative in your organisation</p> <p>Media pack: September is available here</p>
Beginning of October	<p>Mid-campaign evaluation</p> <p>This is to gauge levels of awareness and understanding of domestic abuse to help us evaluate if the campaign has been effective to date.</p> <p>A link to a survey will be supplied, which is to be sent to all staff in your organisation to complete.</p> <p>Complete the toolkit checklist (to be supplied nearer the time) of the tools you have used and return to the DATP project manager / communications lead.</p>	<p>Link to be supplied by DATP project manager / communications lead</p> <p>Survey to be circulated by your appointed DA representative.</p>
25 November - 10 December	<p>External resources: White Ribbon Day, leading into 16 Days of Action and Blooming Strong - external resources - TBC</p> <p>Resources from these national / international campaigns will be made available so that you</p>	<p>Information will be provided by DATP project manager / communications lead to an appointed person within your organisation</p>

	<p>can use internally if appropriate.</p> <p>This is a key awareness period and there may be suggested activities for you to run or participate in.</p>	to utilise.
December	<p>Christmas campaign - TBC</p> <p>Use Media pack: Christmas* for your internal staff newsletter, intranet, internal social media channels, internal poster sites etc</p> <p>*This will be uploaded to the website nearer the time.</p>	Toolkit resources will be uploaded to the website with reminder emails sent to the appropriate person in your organisation.
Early to mid February	<p>Valentine's Day campaign - TBC</p> <p>Use Media pack: Valentine* for your internal staff newsletter, intranet, internal social media channels, internal poster sites etc</p> <p>*This will be uploaded to the website nearer the time.</p>	Toolkit resources will be uploaded to the website with reminder emails sent to the appropriate person in your organisation.
8 March	<p>External resources: International Women's Day - TBC</p> <p>Resources from this international campaign will be made available nearer the time if appropriate.</p>	Information will be provided by the comms DATB sub-group representative to an appointed person / team within your organisation to utilise.
End of March	<p>Evaluation</p> <p>This is to gauge levels of awareness and understanding of domestic abuse to be able to evaluate if the campaign has been effective.</p> <p>Complete the toolkit checklist (to be supplied nearer the time) of the tools you have used and return to the DATP project manager / communications lead.</p>	<p>Link to be supplied by DATP project manager / communications lead</p> <p>Survey to be circulated by your appointed DA representative.</p>

For any queries relating to the communications campaign please email notaloneinsutton@sutton.gov.uk