

Monday 22 November 2010

16 November 2010

Domestic Abuse Awareness Week – Is this love? campaign

Devon and Cornwall Police, alongside partner agencies, has launched a campaign this week to increase awareness of domestic abuse amongst young people.

The 'Is this love?' campaign is being launched to help young people understand what is acceptable in a relationship and what is not. The aim is to make young people aware that abuse in a relationship can happen to anyone and that it is never okay.

The campaign will coincide with the national Domestic Abuse Awareness Week, which runs from 22–26 November.

Domestic abuse in teenage relationships is surprisingly common. A recent NSPCC study¹ into issues of partner violence in teenage intimate relationships found:

- A quarter of girls and 18 per cent of boys reported some form of physical violence.
- Three-quarters of girls and 14 per cent of boys stated that physical violence had negatively impacted on their welfare.
- Nearly three-quarters of girls and half of boys reported some form of emotional partner violence.
- A third of girls and six per cent of boys stated that the emotional violence had negatively affected their wellbeing.

Detective Superintendent John Clements said: "Domestic abuse is an extremely serious issue and no-one should have to put up with abuse in any form.

"Our campaign aims to help young people recognise behaviours that are wrong in a relationship and encourage them to seek help if they're worried about the way their partner treats them."

As part of Devon's domestic violence partnership, adva has commissioned a short animated film, called 'Is this love?' based on the real life experiences of teenage girls. This will be launched during awareness week.

The film was created using real-life experiences of teenage girls, aged between 12 and 15 years old, from the LINX project and will be used as part of an education pack for use in secondary schools across Devon as part of the PSHE (personal, social, health and economic) curriculum.

Rachel Martin, adva manager, said: "Children and young people are often the unseen or unheard victims within an abusive family, and sadly can also experience abuse within their own formative partnership relationships. The important message

for young people in Devon is that there are support services available for them. Go to www.adva.org.uk to find out what help is out there.”

The key campaign messages will be transmitted using Bluetooth technology in certain areas across Devon during awareness week. A Facebook advertising campaign will also run for one month targeted to young people across Devon and Cornwall.

The adva ‘Is this love?’ film will be launched at the media event – DVD copies of the animation for TV and audio versions for radio will be available. The film can also be viewed on the adva website www.adva.org.uk