

**A PUBLIC HEALTH PREVENTION CAMPAIGN:
DOMESTIC ABUSE IN CHESHIRE & MERSEYSIDE**



**CAMPAIGN REPORT:
A SUMMARY OF ACTION AND ACHIEVEMENTS**

“Of course I will pledge my support, more needs to be done to tell people about the problem” Female, Chester

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“I’ve known people who have suffered domestic abuse - it’s a good thing your doing” Male, Bootle



FOREWORD

Domestic abuse is a significant public health issue. It has a major impact on the health and wellbeing of those affected, their children and families.

Prevalent across all communities and with no preference for age, gender or income – domestic abuse can affect anyone. It isn’t just physical abuse but can take other forms too, such as emotional, mental and financial abuse. The physical and psychological implications of domestic abuse have a staggering financial impact on services including housing, civil, legal, employment, physical and mental health care, criminal justice and social care.

To support and enhance the excellent work already being delivered by police, charities and particularly local domestic abuse teams and staff, we created this public health prevention campaign, Be a Lover not a Fighter, to improve public understanding of domestic abuse and its nature and effects to encourage people to talk about it.

The campaign aimed to have an impact on de-normalising domestic abuse within society. Reaching nearly 1 million people in Cheshire & Merseyside, we were overwhelmed with the level of support generated.

The public wanted to engage and talk to us, often sharing their personal stories or simply commenting on the need for more action. The level of stakeholder support for this public health approach was also strong, adding value to existing work. The need for a truly multi-agency approach

to tackling domestic abuse is clear, to reduce the impact on victims, their families and communities as well as reducing the cost to public services.

This report outlines what we did and what we achieved, sharing our experience and learnings.

The campaign demonstrates that a public health lens on this issue is both needed and wanted and that innovative approaches such as this campaign have a key role to play in preventing domestic abuse in the longer term.

Uncovering this issue, making it less acceptable and more easily discussed, is an important element of a comprehensive and inclusive way of working for the future, as well as ensuring that the issue continues to be a priority for improving the health and wellbeing of our populations.

I hope you enjoy the reflections and I encourage you to play your part in tackling this issue. Because domestic abuse is everyone’s business and we all have a role to play in helping to end domestic abuse and its impact for good.

MATTHEW ASHTON
Director of Public Health, Knowsley and lead Director of Public Health for domestic abuse, Champs Public Health Collaborative across Cheshire and Merseyside.

“I'd like to sign up to pledge my support as I've experienced it myself and something should be done” Female, Macclesfield

1 INTRODUCTION



Having a major impact upon those directly affected and their families, domestic abuse is a significant public health issue. It affects one in three women and one in six men. Two women a week are killed in domestic abuse incidents every year in the UK. In 2012/13, there were 33,261 (Merseyside) and 4,537 (Cheshire) domestic abuse incidents recorded by police.

However, these statistics are just the tip of the iceberg. There are issues with defining, recording and reporting domestic abuse and it is accepted that incidents are more frequent than the number of police call outs imply - on average a domestic abuse incident is first reported to police only after 30 previous incidents.

Campaigns to tackle domestic abuse have historically been linked to services, primarily for the support of victims and the reporting of crime. Support services exist for both women and men. However, because low to medium level domestic abuse is commonly unreported, it is unaddressed in terms of service provision. Awareness and call to action (CTA) campaigns are usually pursued from a community safety and/or crime reduction angle.

To complement and enhance this existing work, through the Cheshire & Merseyside Public Health Collaborative (Champs), the Cheshire and Merseyside Directors of Public Health prioritised the development of an awareness campaign focusing on domestic abuse from a public health perspective. The campaign, called Be a Lover not a Fighter launched in February 2015 across the nine Cheshire & Merseyside Local Authority areas.

The purpose of this document is to report on and review the achievements of the campaign in terms of methods, feedback and outcomes, to help inform future activity and policy.

“Knowledge is power, we need to make people look at domestic abuse from a different angle” Female, Liverpool

2 INSIGHT-BASED APPROACH



The campaign approach considered domestic abuse from a population level perspective, working 'upstream' to engage the public. Using insight from a pilot campaign in Knowsley in June 2014, a widespread and statistically robust (n=400, 95%CI) survey with the public took place in November 2014 to inform the campaign plans. Expertise from domestic abuse professionals was also sought and incorporated.

Concept testing with the identified target audience took place in December 2014 and January 2015 to refine creative direction and campaign elements.

Whilst the campaign hoped to reach all sections of the population, an effective campaign required more refined targeting. Following a social marketing model, a segmentation exercise used the existing geodemographic system Mosaic (Experian), alongside data from the research undertaken in November. This helped identify and agree priority groups to engage with through the campaign, though it would be important not to alienate others and to recognise that the campaign will reach much wider than these segments.

The target audience for this campaign was defined as adults within Cheshire and Merseyside with a primary target group for particular focus of 15-30 year olds in social economic groups C2DE. These broadly correlated to the Mosaic groups Municipal Dependency and Ties of Community. Applied to the population of Cheshire & Merseyside (2,409,000), this totalled almost 800,000 people.

Campaign development was based on the insights that:

- There is low understanding of the nature, prevalence and latest definition of domestic abuse which includes psychological abuse and coercive control.*
- Domestic abuse is seen as a private issue so do not intervene; there may be repercussions.
- There exists a broad acceptance that domestic abuse is the social norm in some communities.
- The default opinion is that domestic abuse is mainly in “working class women”.
- People do want domestic abuse to reduce.

*Please see definition on page 10.

“I’m putting my badge on right now. I’ve been through this myself and no one should have to put up with it” Female, Huyton

3 AIMS & OBJECTIVES



Responding to the insight, the campaign aims were to:

- Improve public understanding of the new definition of domestic abuse, including psychological abuse and coercive control.*
- Increase understanding of the prevalence, nature and effects of domestic abuse.
- De-normalise domestic abuse and its acceptance.
- Highlight linked exacerbating factors and impacts – such as alcohol use and the effects on children.
- Facilitate conversations about domestic abuse and gain public support for ending domestic abuse.

In addition to educating, the broad aim was to reduce the acceptability of domestic abuse – to take steps to ‘de-normalise’ domestic abuse amongst the public, partially through asking people to pledge their support to help end domestic abuse.

The campaign was to highlight the nature and scale of the issue amongst both women and men, to generate discussion in communities and on social media. It was designed not to duplicate but to complement and enhance significant and successful locally delivered campaign and intervention work, including the White Ribbon Campaign.

*The cross-government definition of domestic violence and abuse is: “Any incident or pattern of incidents of controlling, coercive, threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality”. The abuse can be physical, emotional, psychological, financial or sexual.
(Source: <https://www.gov.uk/domestic-violence-and-abuse>).

“Men can be victims too - I like the idea with the two badges”
Male, St Helens

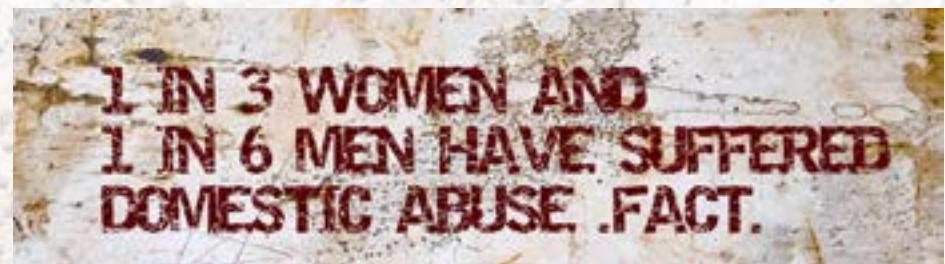
4 CAMPAIGN DELIVERY



The campaign was an integrated, multi-channel campaign that enabled people across Cheshire & Merseyside to be informed, get involved and lend their support to help end domestic abuse. Utilising a mix of tactics, the campaign consisted of:

Creative

Based on concept testing results, three creative elements combined to form this campaign:



CAMPAIGN HEADLINE: 1 in 3 women and 1 in 6 men have suffered domestic abuse. Fact (ONS figures based on the new definition of domestic abuse).



BRAND: This striking fact was balanced with a campaign motif which encourages support to end domestic abuse using the line 'Be a Lover not a Fighter', which is a well used phrase locally, denoting peaceful individual - providing a positive slogan for the campaign.



HEART HANDS: To generate support via social media, the 'heart hands' was used. This provided a very quick and easy way for the public and people in the public eye alike to show their support to help end domestic abuse.

“Great campaign - I’m glad to see you’re including men”

Female, Birkenhead

PR & Celebrity Engagement

PR was targeted at all media (print, online and broadcast) across Cheshire and Merseyside and launched with a pre-arranged celebrity press call using Valentine's Day as an angle to launch. At Local Authority level, photo opportunities with Directors of Public Health, local elected members and others facilitated local media engagement via locally adapted template press releases. Following the PR launch, a series of press releases were distributed focusing around secondary messages such as the impact on children and exacerbating factors. Celebrities supporting the campaign included:

- Crissy Rock (TV Actress Benidorm)
- MGP MADD Team (Scooter Team)
- Everton FC
- Jennifer Metcalfe (Hollyoaks)
- Lee Charles (World Champion Kickboxer & Hollywood Actor)
- Asa Murphy (Singer)
- Karen Bryson (TV Actress Shameless)
- Miguel Doforo (Britain's Got Talent)
- Ann-Marie Davies (Brookside)

Social Media

Social Media played a key role in the campaign and aimed to raise general awareness of domestic abuse, its causes and impact. It asked for public support by promoting the 'Heart Hands' and instructions on how to pledge support. The campaign appeared on Facebook, Twitter, You Tube and Instagram.

Public Engagement

A series of 18 public engagement events were held in central locations, chosen equitably and for their high footfall and presence of the C2DE target group, across the nine Local Authority areas in Cheshire and Merseyside. The events aimed to engage with the target audience to encourage participation in and support for the campaign, in particular to engage discussion about the issue.

Website

The campaign website was a point of contact to inform users about the campaign and how they can support it. It included positive messaging, highlighting that people can move on from abusive situations and go on to form healthy relationships. Importantly, the website held local support service information and contact details, to signpost people who may need more specific local support. www.lovernotfighter.org.uk

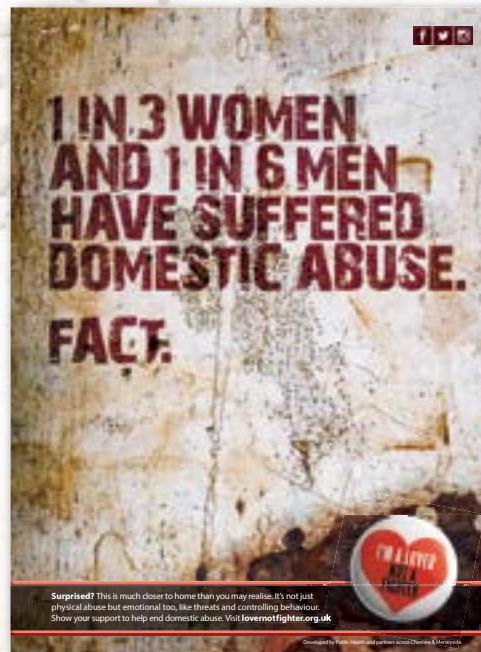
“The two badges are a good idea. I work with domestic abuse victims and I like the way you’re getting people to talk about it with the two badges” Female, Liverpool

Marketing Collateral

Badges were used in face to face engagement and in central locations such as one stop shops. Members of the public were able to pledge their support and pick up a free badge pack, which were purposely in pairs so that one could be given to a friend – promoting a tool for raising awareness and conversations in the community.

Posters

Posters were provided for partners and distributed to a range of settings, including GP and Health Centres, Leisure Centres, Hospitals, Supermarkets and Dentists.



Advertising

Bus advertising ran across all main routes across all nine areas of Cheshire and Merseyside from 9th February 2015 for a four week period.

“It’s an ideal time to do a campaign like this. It’s really good”
Male, St Helens



5 STAKEHOLDERS

Stakeholder engagement was critical to the success of the campaign in terms of disseminating information, attendance at the engagement events and identifying additional opportunities for the campaign to have a presence. A number of communications were shared regularly including interim briefings and a full campaign briefing. Stakeholders were given the opportunity to comment on feedback and input into the campaign and its local presence.

Stakeholders included:

- Local Authority Public Health teams
- Local Authority Domestic Abuse teams
- Housing Associations
- Police
- Victim Support
- Charities
- Hospitals
- Dentists
- Health Centres
- GP's

The final campaign briefing provided a preview of all marketing collateral, tactics and information about how stakeholders could get involved and support the campaign within their own organisations.

Champs has also delivered two well attended stakeholder events focusing on domestic abuse from a public health perspective and the need for multi-agency working, under the banner of this campaign.

“I'll wear my badge with pride” Female, St Helens

6 CAMPAIGN PERFORMANCE



The campaign ran for a period of 6 weeks and was monitored and evaluated using a number of analytical tools including:

- Public sign ups
- Web analytics
- Social media analytics
- Media coverage
- Engagement contacts
- Endorsement by celebrities and supporters
- Feedback from the public

A key outcome measure was the level of public support received, including people making a pledge. Analysis of the campaign activity achievements reports that the campaign performed well against aims and objectives, with evaluation metrics such as the numbers engaged and levels of public support through social media significantly higher than expected.

A follow up independent post-campaign survey is reported separately, which reports on the public's perceptions of domestic abuse as an issue and also comments on how they experienced the campaign. This report is available electronically at www.champspublichealth.com.

Key Achievements

Reach - % and numbers reached within Cheshire & Merseyside	39% or 932,383 (qualified by the independent post campaign survey)
Engagement - No. of adults engaging with the campaign via events, social media and website.	20,000 people
Pledges of Support - No. of adults pledging their support	Over 2000 people (continues to increase)
Celebrity Engagement - No. of celebrities supporting the campaign	9
Media - No. of pieces generated	57 across Cheshire/Merseyside and North West
Media - Value of PR generated	£74,623.58
Website Visitors - Unique	2,500 people
Stakeholder Referrals	35 people

"I fully support this campaign - so worthwhile!" Female, Crewe

"It's excellent to see a campaign about this issue.. it's the first one I've seen" Female, Chester

Pledge of Support Map

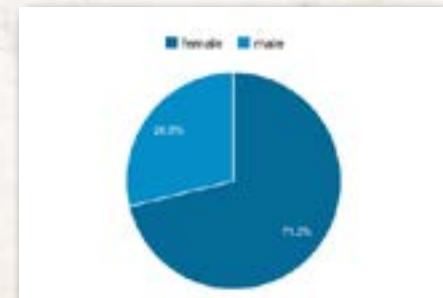
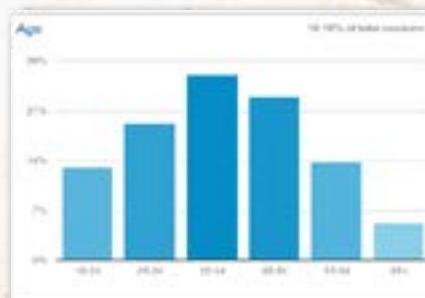
The maps below show the location data of people pledging support for the campaign. The majority of support pledges were from the target audience and evenly spread across the nine local authorities.



Website

Over 2500 unique people visited the website. Top referral sites were Facebook and media outlets such as the Liverpool Echo. Top pages were Get Involved, About Domestic Abuse, Survivor Stories, Get Help and What is a Healthy Relationship?

The charts below show the age and gender breakdown of visitors.



'I've seen this campaign on Facebook - it's great!' Male, Crewe

"This is such a positive thing - yes I'll pledge my support without a doubt" Female, Runcorn

Social Media

The campaign was active over the 4 main social media channels: Facebook, Twitter, You Tube and Instagram. The most effective channel was Facebook reaching over 300,000 unique people and generating nearly 2000 likes. This was followed by You Tube, with nearly 6000 unique views. Twitter and Instagram attracted approx 200 unique people each.

Many users shared their stories on social media through public and private messaging with some being referred to local services direct from Facebook.

The posts showed viral behavior, with many individual posts reaching 200 likes with nearly 100 shares.

facebook.com/bealovernotfighter
twitter.com/ilovernofighter
instagram.com/bealovernotfighter



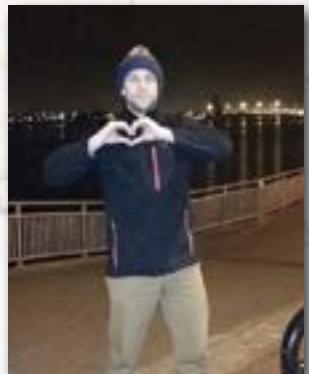
“My daughter had problems with her partner. This would have helped her” Female, Bootle

“Really appreciate what you are doing – can I help in anyway?”
Female, Crewe

Heart Hands

Many campaign supporters took to social media to take part in the activity, helping spread the message to their social media followers.

#lovernotfighter #hearthands



"This is a great idea, I like the way you are including men and women"
Female, St Helens

"It includes mental abuse and that's the worst of it"
Female, Bootle

Engagement, reach and campaign awareness levels across Facebook

Timeline About Photos Likes More

PEOPLE

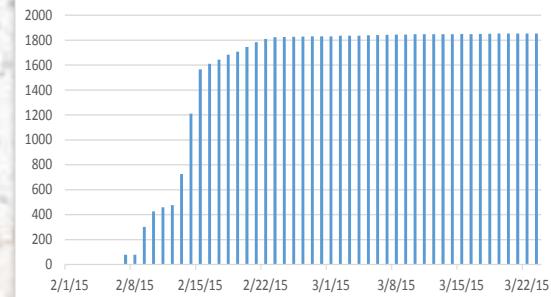
ABOUT

1 in 3 women & 1 in 6 men suffer domestic abuse every day. Pledge your support to help end domestic abuse. www.lovernotfighter.org.uk

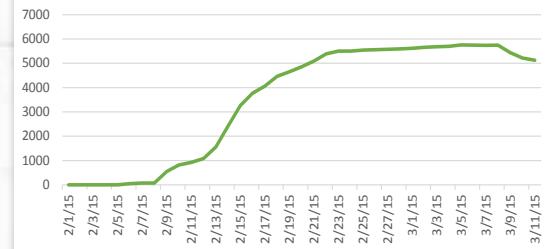
APPS

Twitter Instagram YouTube

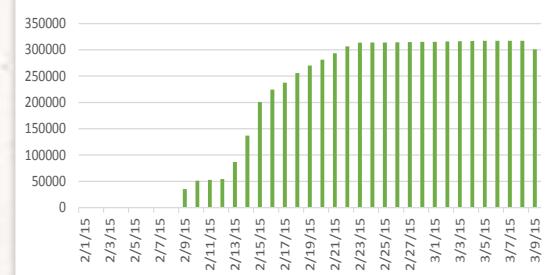
Lifetime: The total number of people who have liked your Page. (Unique Users)



28 Days: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)



28 Days: The number of people who have seen any content associated with your Page. (Unique Users)



“It’s nice to see people actually talking about it. You’re right, it is still behind closed doors” Female, Warrington

Public Engagement

Engagement events were held at 18 locations across Cheshire & Merseyside. An events brief was produced outlining risk management practices. The events engaged around 5,770 people in total, of which 1,514 pledged their support formally. Comments from the public at these engagement events can be seen throughout this report.

Location	No. Engaged (approx)	No. Support Pledges	Female	Male	Referrals
Grosvenor Shopping Centre, Macclesfield	260	79	40%	60%	3
Kirkby Market, Kirkby	320	85	70%	30%	1
The Hardshaw Centre, St Helens	290	100	70%	30%	2
St Johns, Liverpool	550	145	70%	30%	0
The Strand, Bootle	260	85	70%	30%	0
Market Shopping Centre, Crewe	200	75	60%	40%	3
Church Square, St Helens	320	79	50%	50%	2
Forum Shopping Centre, Chester	350	85	55%	45%	2
Marketgate, Warrington	370	90	55%	45%	2
Pyramids, Birkenhead	360	83	60%	40%	2
Cherry Tree Liscard	260	65	65%	35%	2
Huyton Town Centre Knowsley	250	60	60%	40%	2
Belle Vale Morrisons, Liverpool	320	80	55%	45%	2
Birchwood Shopping Centre, Warrington	340	85	55%	45%	1
Asda, Southport	340	75	55%	45%	2
Runcorn Market	340	85	55%	45%	2
Morrisons, Ellesmere Port	320	80	50%	50%	2
Widnes Market	320	80	50%	50%	2

“Thank you - I’ll pass the other badge on to my friend”
Female, Southport

PR

A PR launch in Liverpool saw many journalists from across Cheshire & Merseyside attend to interview campaign spokespersons and celebrities supporting the campaign. Media played a key part, reaching over 3.6m people and generating 57 pieces of coverage.

Local Authority-led press releases were issued and provided an opportunity for elected members to promote the services available within their areas.

North West based media such as Housing News tailored the story to highlight the issue and its impact upon Housing Associations.

“I'd love to help with something like this” Female, Liscard

8 GENERAL FEEDBACK



Feedback collated indicates that the campaign was successful and achieved its original aims and objectives. Comments from the public and support service staff at the engagement events, as well as those seen online, have been collated. Overall, feedback was focused around the following themes:

- Recognition of the high prevalence of domestic abuse.
- Many of the target audience felt that the Local Authority/Government should do more to raise awareness of domestic abuse to help uncover the issue.
- Stakeholders expressed the opinion that the campaign brand and creative was more approachable/engaging than existing marketing collateral.
- The target audience were of the opinion that domestic abuse campaigns should be inclusive of men and not focused solely on women.
- A general opinion/perception that there is limited support available, in particular, if the victim is not on benefits, restricting access to some/all services;
- A multi-agency approach is critical and does benefit the victim in terms of access to appropriate support and recovery.
- There is a strong link with mental health. Concern around adults that have experienced domestic abuse and whose children have been taken into care. Lack of follow up support for the victim, resulting in reoccurring situations.
- An overwhelming number of domestic abuse survivors want to share their stories to help others.

A general consensus amongst people engaged with at the events is that more needs to be done to raise awareness of the issue; most people were happy to talk about domestic abuse and publicly support it.

For many, this was the first time that they had seen any public messaging with regards to domestic abuse - but they were aware of the scale of the problem, as most people knew of someone that had suffered it.

“Domestic abuse is an important issue to raise awareness of”

Female, Liverpool



9 LEARNINGS

Whilst feedback on the campaign was positive, the process gave rise to some learnings for future work.

As a public health initiative, the desire to highlight exacerbating factors - such as alcohol, worklessness or stress - was an intention. However, taking advice from domestic abuse colleagues, messages around possible exacerbating factors and references to 'causes' were avoided for fear of providing a reason to excuse behaviour. Future references to these would require careful scoping of appropriate population-level messaging.

This area of work has a wide range of interested parties and the process of engaging local partners was lengthy and demanding, yet not all partners felt engaged. Much expertise in supporting survivors of domestic abuse already exists and the campaign drew on this specialist knowledge. However, engagement of all partners from all areas is important and building in time to be flexible to this would be an asset for future work.

The use of social marketing techniques and the development of campaigns that segment, develop approaches for and then engage specific audiences were not universally understood by all partners, and indeed undervalued. More information about the rationale, techniques and value of social marketing and its application in public health to allay concerns would be advantageous.

Public pledges on paper were not as high as expected. In many cases a barrier to engagement with this was the need to collect basic personal information. Yet the popularity of the badges as an engagement tool was huge. The balance of success in these two approaches can help inform future campaign tactics.

Impacts on children and families was a key area of focus for the campaign however, this element was not as prominent as anticipated as the campaign progressed. Public and professional comments during the campaign supported the need to address this. Future work would benefit from a strengthened focus on the impacts for children, including their current and future wellbeing and prospects.

“It’s about time there was a campaign like this” Female, Kirkby

10 SUMMARY



The campaign demonstrated that an innovative approach to this issue, engaging the public with a universal population level campaign, can provide positive benefits which add value and impact to existing work around domestic abuse. It also clearly shows that there is significant scope to address this issue with the public in a way that is not primarily services or public order focused.

The creative was well received as it was seen to be approachable, positive and easy to understand. The statistics, whilst known in professional circles, caused surprise or shock amongst many, in particular around the high incidence of domestic abuse amongst men. It will be important that future campaigns consider men as well as women as part of the awareness raising and support offer.

Over 20,000 people directly engaged with the campaign which is an impressive achievement over a six week period. The campaign appeared to engage younger audiences particularly well and this could be built on in future work. Although the campaign had a specific target audience, it also engaged many people, including survivors, beyond this focus.

Survivors of domestic abuse were keen to support the campaign; through sharing their story and offering mentoring services to victims, particularly on social media. They explained that fear turns into strength and they felt a sense of pride to have come through their experience and gone on to have healthy relationships.

For future campaigns, survivors could play a larger part in raising awareness of domestic abuse.

Stakeholder support was strong and supported the need for a general awareness raising campaign. The campaign assisted partners, often with limited resources internally, to engage and inform about domestic abuse and direct to local services if needed, helping stakeholders to achieve their internal goals.

Robust positive feedback, significant popularity amongst public and stakeholders alike and a substantial audience reach all support the decision to develop this widespread population level campaign. But educating and raising awareness generally, as well as continuing to encourage behaviour change to address social norms - through encouraging conversations and making the issue less hidden - are both still needed.

There was scope and demand for the campaign to run for longer; from both the public and stakeholders. Pro-actively building on the achievements of this public health prevention campaign to support local interventions is worth continuing. Tackling the issue should be a priority for all organisations, not just those directly involved. Prevention will work best when domestic abuse is seen as an issue that is everyone's business.

For more information, including a short film about the campaign, go to www.lovernotfighter.org.uk or www.champspublichealth.com

“I've been through it myself. Well done for telling people about it”
Female, Southport



ACKNOWLEDGEMENTS

The authors would like to thank all the people who have given their time to work on and develop this campaign. In particular, the Public Health teams who have embraced this issue and the members of the Champs Social Marketing Group who have supported its development.

Integrating this work into local provision would not have been possible without the support of local domestic abuse co-ordinators, services and staff – many of whom gave up their time to help organise the local engagement events, take referrals, give quotes and generally spread the word – and the Police Forces in both Cheshire and Merseyside which have been incredibly supportive and welcoming of this approach, providing data and information as well as support in the media.

The greatest thanks goes to all the members of the public, victims and survivors who have stopped, listened, talked and passed on the messages to play their role in helping to end domestic abuse.

Thank you to you all.

- Alder Hey Children's NHS Foundation Trust
- Arch Initiatives
- Asda, Southport
- Barnardo's
- Birchwood Shopping Centre, Warrington
- Bootle One Stop Shop
- Calderstones School
- Cherry Tree Shopping Centre Liscard
- Cheshire East Council
- Cheshire East One Stop Shop
- Cheshire Fire & Rescue
- Cheshire Police
- Cheshire & Warrington Domestic Abuse Co-ordinators Group
- Cheshire West & Chester Council
- Cheshire West & Chester One Stop Shop
- Church Square, St Helens
- Citysafe Liverpool
- Core Assets
- Forum Shopping Centre, Chester
- Grosvenor Shopping Centre, Macclesfield
- Halton Council
- Halton Health Improvement Team

“Surprised about men – they always get forgotten about”
Female, Warrington

- Halton Integrated Recovery Service
- Healthy Providers Network
- Helena Housing
- Huyton One Stop Shop
- Huyton Town Centre Management
- Kirkby Market
- Knowsley Council
- Knowsley Housing Trust
- Liverpool City Council
- Liverpool Community Health
- Liverpool Domestic Abuse Service
- Liverpool What Women Want Group
- Liverpool Womens Hospital
- Macclesfield Council One Stop Shop
- Marketgate, Warrington
- Merseyside Community Safety Partnership
- Merseyside Police
- Morrisons Belle Vale, Liverpool
- Morrisons, Ellesmere Port
- Morrisons, Huyton
- NHS Eastern Cheshire CCG
- NHS Liverpool CCG
- Phoenix Refuge, Northwich
- Pyramids, Birkenhead
- Refuge
- Royal Liverpool & Broadgreen Hospitals Trust
- Runcorn Market
- Safeplace
- Sefton Council
- Southport One Stop Shop
- St Helens Council
- St Helens Domestic Abuse Team
- St Helens One Stop Shop
- St Helens Probation Service
- St Johns, Liverpool
- SWACA, Bootle
- Symphony Housing
- The Children's Society, Northwich
- The Hardshaw Centre, St Helens
- The Market Shopping Centre, Crewe
- The Office of the Cheshire Police and Crime Commissioner

“Great campaign - I like the name” Female, Liscard

- The Office of the Merseyside Police and Crime Commissioner
- The Strand, Bootle
- Wade Deacon High School, Widnes
- Walton Centre NHS Foundation Trust
- Warrington Council
- Warrington Youth Service
- Western Avenue Medical Centre, Chester
- Western Surgery, Blacon
- Widnes Market
- Wirral Council
- Wirral University Teaching Hospital
- Wirral Womens Aid
- Women's Housing Action Group

Special thanks to all of the celebrities that took part to help raise awareness of the campaign:

- Karen Bryson
- Lee Charles
- Ann-Marie Davies
- Miguel Doforo
- Everton FC
- MGP MADD Team
- Jennifer Metcalfe
- Asa Murphy
- Crissy Rock

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