



Making Northern Ireland Safer For Everyone Through Professional, Progressive Policing

## FREEDOM OF INFORMATION REQUEST



**Request Number:** F-2010-00584

**Keyword:** Operational Policing

**Subject:** Domestic Violence

### Request and Answer:

This is to inform you that the Police Service of Northern Ireland has now completed its search for the information you requested. The decision has been taken to disclose the located information to you in full.

### Question

Could you provide in j peg format, all posters, images and banners that were created by the PSNI to highlight Domestic Violence in Northern Ireland. Also include total cost of the creation of these posters and banners.

### Answer

Please see attached below the final proof Domestic Abuse posters. Unfortunately we are unable to provide these in jpeg format.

The Police Service of Northern Ireland in 2007 set up a focus group with a number of external agencies including Women's Aid and the Department of Health, Social Service and public Safety to examine the possibility of developing a Domestic Abuse advertising campaign. A number of meetings took place to identify the issues to be profiled during the campaign.

At the meetings a number of themes regarding domestic abuse were discussed e.g. who is effected, young, old, male, female, victim, perpetrator etc. It was decided the campaign would target victims of domestic abuse with a message to encourage greater reporting.

Domestic Abuse is an under reported crime and it was felt that the advertising campaign should look at this aspect and consider the nature of domestic abuse, that it tends to have a cyclic nature, which generally includes physical abuse at some stage.

A number of concepts using a generic line '*Domestic abuse can only stop when you report it*' was adopted as the campaign strap line.

The campaign provided an opportunity to reflect the wide-ranging nature of domestic abuse and be in step with the position promulgated by Association of Chief Police Officers (ACPO).

A number of concepts were designed around what had been discussed at the focus group meeting.

A Domestic Abuse Regional steering Group and other interested parties were kept informed by Community Safety Branch of the PSNI campaign and they were supportive of the initiative.

The design concepts of the campaign aimed to highlight the following:

- Repetitive cycle
- Hidden nature of domestic abuse due to associated stigma
- Abuse can take different forms
- Non-gender specific

It was decided that the advertising campaign which would last four weeks would initially target the areas that have the highest level of domestic related incidents. (North and East Belfast, Craigavon, Lisburn and Foyle).

The campaign would have a four-tiered approach – this included adshels/Shopper Lite advertising, on the side of telephone boxes and drip mats.

The first advertisement campaign went live on Monday 16 July 2007 throughout the five areas. This was supported by a press release and a number of television and radio interviews.

The cost for the development concept including four finished artwork treatments, photography, model fees and outdoor production of the advertisements was £11,677 - this also included the research.

The concept designs have proven to be very cost effective as they have been used in a total for four advertising campaigns with the most recent held in December 2009.

If you have any queries regarding your request or the decision please do not hesitate to contact me on 028 9070 0164. When contacting the Freedom of Information Team, please quote the reference number listed at the beginning of this letter.

If you are dissatisfied in any way with the handling of your request, you have the right to request a review. You should do this as soon as possible, or in any case within two months of the date of issue of this letter. In the event that you require a review to be undertaken, you can do so by writing to the Head of Freedom of Information, PSNI Headquarters, 65 Knock Road, Belfast, BT5 6LE or by emailing [foi@psni.pnn.police.uk](mailto:foi@psni.pnn.police.uk).

If following an internal review, carried out by an independent decision maker, you were to remain dissatisfied in any way with the handling of the request you may make a complaint, under Section 50 of the Freedom of Information Act, to the Information Commissioner's Office and ask that they investigate whether the PSNI has complied with the terms of the Freedom of Information Act. You can write to the Information Commissioner at Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. In most circumstances the Information Commissioner will not investigate a complaint unless an internal review procedure has been carried out, however the Commissioner has the option to investigate the matter at his discretion.

Please be advised that PSNI replies under Freedom of Information may be released into the public domain via our website @ [www.psni.police.uk](http://www.psni.police.uk)

Personal details in respect of your request have, where applicable, been removed to protect confidentiality.



**IT WAS A ONE OFF**

**SHE'S SO SORRY**

**SHE SWEARS IT'LL NEVER HAPPEN AGAIN**

**DOMESTIC ABUSE CAN ONLY STOP WHEN YOU REPORT IT**

Call 0845 600 8000 or the 24 hour Domestic Violence Helpline on **FREEPHONE 0800 917 1414**  
In an emergency, call 999

**TIME AND TIME AGAIN**

**AND TIME AGAIN**

**DOMESTIC ABUSE CAN ONLY STOP WHEN YOU REPORT IT**

Call 0845 600 8000 or the 24 hour Domestic Violence Helpline on **FREEPHONE 0800 917 1414**  
In an emergency, call 999

**YOUR PARENTS DON'T CARE YOUR FRIENDS ARE USING YOU LOOK AT THE STATE OF YOU**

**DOMESTIC ABUSE TAKES MANY FORMS**

**DOMESTIC ABUSE CAN ONLY STOP WHEN YOU REPORT IT**

Call 0845 600 8000 or the 24 hour Domestic Violence Helpline on **FREEPHONE 0800 917 1414**  
In an emergency, call 999

**I WALKED INTO THE DOOR I TRIPPED ON THE STAIRS I BUMPED INTO THE CUPBOARD**

**DOMESTIC ABUSE CAN ONLY STOP WHEN YOU REPORT IT**

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In an emergency, call 999