

DAY Information

What is DAY?

DAY is a unique multimedia programme that uses short films, advertisements and chart music to raise awareness and provide education about domestic abuse and child sexual exploitation in a relevant and exciting way. It challenges detrimental mind-sets about abuse and exploitation, explores how beliefs inform behaviour, and looks at the role of the media in reinforcing unhealthy beliefs.

It is based on the Freedom Programme and is designed to be used with young people over the age of 14, although can be adapted for use with young people over 11 years. DAY is a not-for-profit enterprise and was created by Spark (www.sparkequip.org) to meet the growing need to provide domestic abuse education and awareness for young people. DAY cannot be run without DAY training.

Why is DAY needed?

Recent research by the NSPCC discovered the following shocking statistics:

1. 25% of girls and 18% of boys reported some form of physical partner violence¹
2. 72% of girls and 51% of boys reported some form of emotional partner violence²
3. 31% of girls and 16% of boys reported some form of sexual partner violence³
4. The majority of young people either told a friend or told no one about the violence; only a minority informed an adult⁴

The Coalition Government released their strategy to End Violence against Women and Girls in November 2010. This strategy clearly states the need to raise awareness and education about domestic abuse:

1. The first aim of this strategy is to, “prevent violence from happening by challenging the attitudes and behaviours which foster it and intervening early where possible to prevent it.”⁵
2. A key theme of the strategy is, “early intervention – making sure young people understand the importance of healthy relationships and respect the right to say no.”⁶

The Recent Sexualisation of Young People Review 2010 states that: “It’s unrealistic to assume that we can stop our children and young people from seeing sexualised images and messages. But what we can do is give them tools to help them understand and interpret what they see, and build up their confidence so that they feel secure in their own identity.”⁷

Throughout the UK there are more and more horror stories regarding children and young people enduring sexual exploitation from adults. Due to the way those who experience abuse are groomed by abusers, we feel it is important to ensure those working to address child sexual exploitation are equipped to educate at-risk young people about relationships, as the majority of victims of child sexual exploitation view their abuser as a "boyfriend".

Inputs

1. 9 x 1 hour sessions
2. 1 Session Leader
3. 1 Assistant (optional, depending on number of attendees and setting type)

¹ Barter et al. 2009 Partner Exploitation and Violence in Teenage Intimate Relationships

² Ibid.

³ Ibid.

⁴ Ibid.

⁵ <http://www.homeoffice.gov.uk/publications/crime/call-end-violence-women-girls/vawg-paper?view=Binary>

⁶ <http://www.homeoffice.gov.uk/media-centre/press-releases/violence-against-women>

⁷ Papadopoulis 2010 Sexualisation of Young People Review

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4. DAY is recommended for groups of between 4 and 20 young people, although DAY can be adapted for larger groups (this may require an additional Session Leader)
5. DAY sessions are suitable to be run either with a mixed group (males and females together) or with females and males separately. However all parts of the sessions which involve small group activities must be done in single gender groups

Aims

1. To give young people knowledge and understanding about domestic abuse, its cause, who it happens to and its effects
2. To enable young people to recognise abusive tactics and behaviours so they can protect themselves from potentially abusive people
3. To enable young people to recognise non abusive behaviours and therefore form healthy non abusive relationships
4. To equip young people to know where to seek help and support for domestic abuse issues

Objectives

1. To recognise abusive behaviours
2. To recognise non abusive behaviours
3. To recognise the beliefs held by abusive people
4. To recognise how society and the media impact beliefs and behaviours

Outputs

To gain full benefit of DAY; completion of all 9 sessions (if running 9 sessions is impossible, sessions can be removed, although this is not advisable)

Resources

DAY Pack | Projector | Computer/Tablet | Speakers | Photocopier/Printer | Pens

Process

Work in large groups | Work in small groups | Structured discussion, quizzes, role play

Evaluation

In order to evaluate the effectiveness of the programme and its impact on attendees; DAY includes pre and post programme questionnaires. These can be used to measure changes in understanding and give attendees an opportunity to write how DAY has helped them. All questionnaire details should be inputted into the DAY monitoring and evaluation Tool, which is part of the DAY Pack. At the end of the programme this provides a ready-made report about DAY.

Training

DAY Session Leader training is for those confident at leading and facilitating groups and takes three days.

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