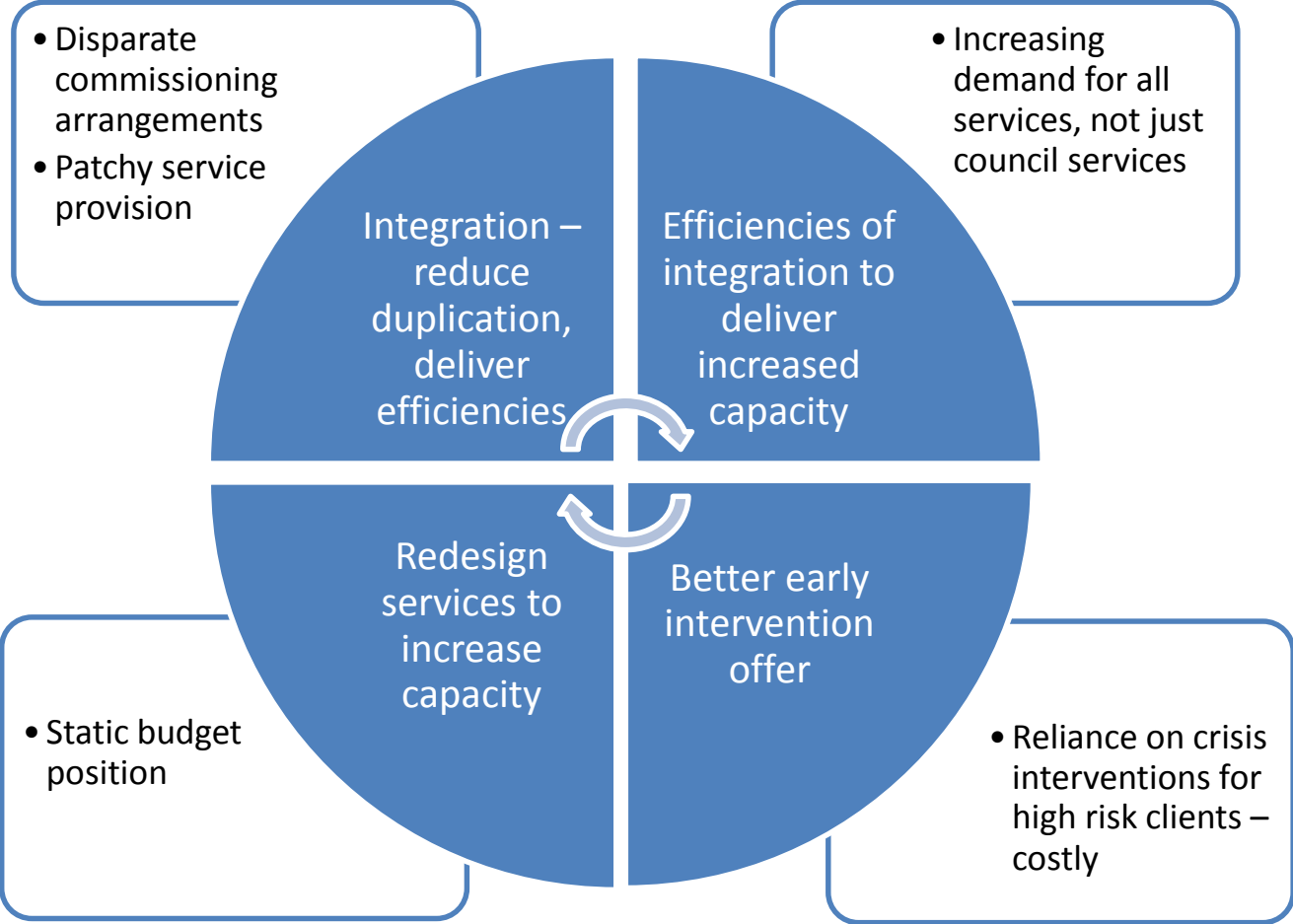


Increasing the uptake of support for victims experiencing domestic violence

Emily Matthews
Kent County Council

The Context



How to redress the balance?



The Behavioural Insights Brief:

To encourage take up of domestic abuse support services earlier, reducing the harm to victims and the impact on public services

But there are several challenges in the DA space

- In Kent,
 - 31,744 reported incidents in 2015-16
 - 22,000 reported incidents in 2011-12
- Very hard to identify cohort
- DA related behaviour is complex – and little evidence on what works
- Frictions to take up of services e.g. unclear that VS will call and it is from an unknown number

The BIT Solution

To change the response from Kent Police when attending a DA incident by;

- Having a **clear message** about the support offer available
- Being clear about what the victim can **expect** to happen next
- By providing **physical information** (leaflets/ cards) for victims to refer back to when the point of crisis has passed

Take the call from Victim Support



Victim Support are a charity that supports people in situations like yours.

We think you could benefit from talking to them and have arranged for them to call you.

What happens next?

- Victim Support will call you on your mobile within 2 to 3 days. They will **call from a withheld number** and ask you to confirm your name.
- All you need to do is answer the phone and confirm it's you.

What can Victim Support do for you?

The support they offer will be tailored to what you want and need.

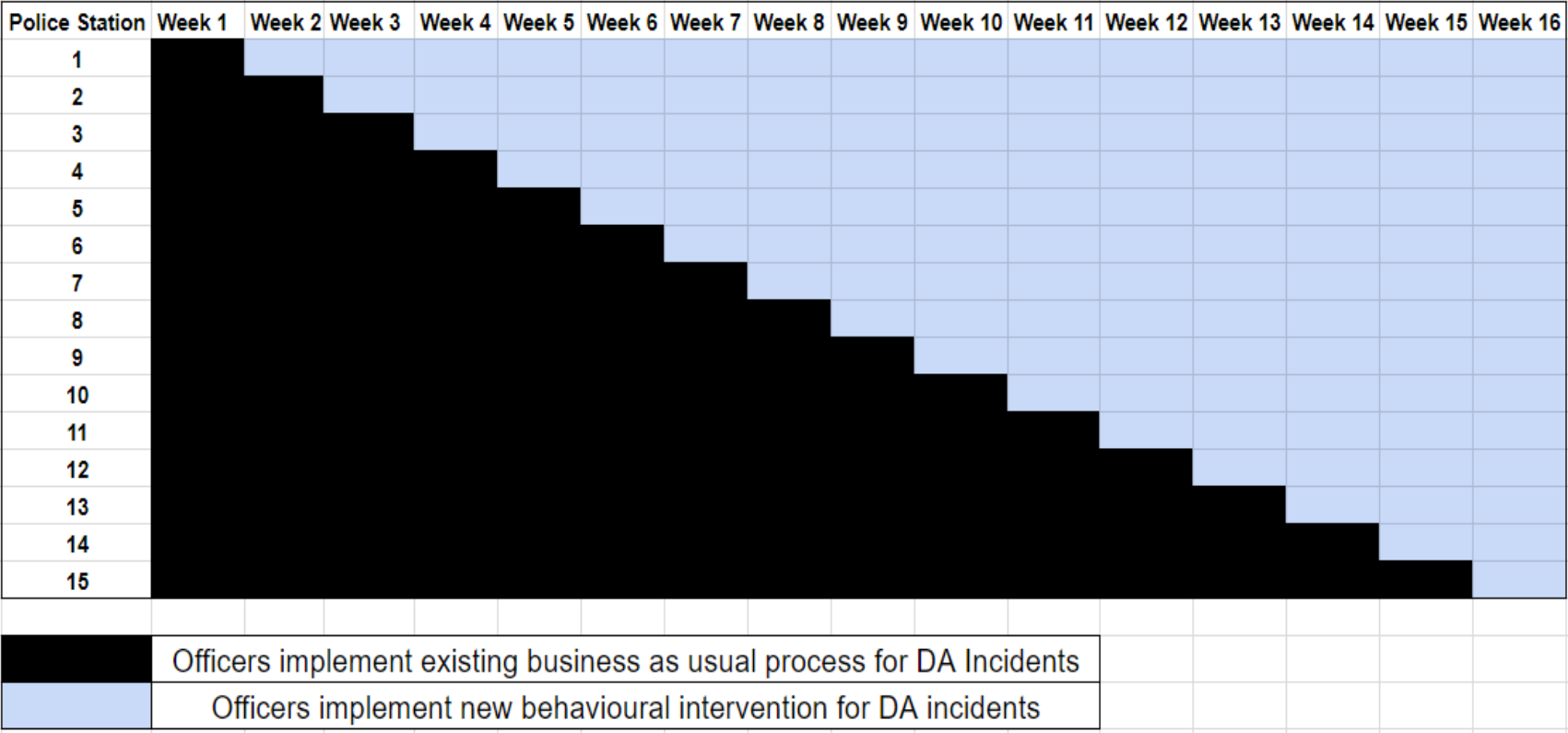
They could help by:

- **Listening** to you
- **Advising** on how you can keep yourself and your loved ones safe
- **Connecting** you to other services such as financial advice or counselling

Their support comes without any conditions. You will be in control and take any decisions.

If you miss the call from Victim Support, or want to speak to them at any time, you can call them on 0808 168 9276

We will evaluate by rolling the intervention out to one station at a time





- ✓ To allow for the time needed to navigate multiple governance pathways and multi agency decision making
- ✓ BI approach needs to be focussed and able to undergo controlled trial

Next Steps.....

- ✓ Trial to go live April 2018
- ✓ Evaluation
- ✓ Possibility to extend learning into other areas – any ideas?



Any questions?

emily.matthews@kent.gov.uk

(tim.pearse@bi.team)