

CHANGE UP.



Salford
Clinical Commissioning Group



Salford CVS
Making a difference in Salford

Salford City Partnership



**University of
Salford**

The Context surrounding this programme

Domestic violence and abuse (DVA) is recognised to be a harmful social problem that is embedded in communities globally as the World Health Organization (WHO) (2017) has described it as a serious public health problem of global epidemic proportions.

In 2009, Barter et al. reported concerning levels of physical, psychological/emotional and sexual abuse within the relationships of young people aged 13-17 years after surveying 1,353 young people from eight secondary schools across England, Wales and Scotland.

Violence - 88% respondents who had experienced some form of intimate relationship, 22% had experienced moderate physical violence (pushing, slapping or holding down) and 8% had experienced more severe physical violence (punching, strangling, using an object).

Emotional Abuse - Three-quarters of the girls and half of the boys had experienced emotional abuse, with the most common form as 'being made fun of' and/or the use of surveillance in 'constantly being checked up on'.

Sexual Abuse - One in three girls and 16% of boys reported some form of sexual abuse from a partner with 70% of girls and 13% of boys stating that this had negatively impacted their well-being.

NSPCC (2009)



About the Change Up Programme

The Change Up programme was created by Social Sense in 2016 to promote healthy (non-violent) relationships and reduce barriers to reporting at whole school, universal level.

The approach has benefited from 5 years of evidence gathering through Social Sense's R U Different? Programme, which has been independently proven (Ravey, Vadera, Sheikh 2016 et al) to change attitudes, perceptions and risk behaviours.

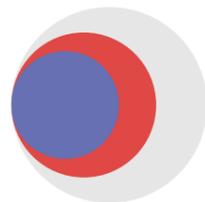
Change Up was first commissioned by Salford in 2016 as a small pilot and achieved the following summary outcomes (full report available on request).

The pilot impacts resulted in Change Up winning the UK Public Sector Communications Awards in 2017 and being commissioned for a licensing project in Guernsey, before Salford CCG recommissioned the project in Salford in November 2017.

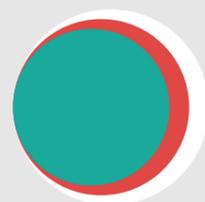
"The project has allowed our year and my friends to discuss and open up about abusive relationships and that they are anywhere, all around us, at any time."
Pupil from a Secondary School.

Key improvements in data

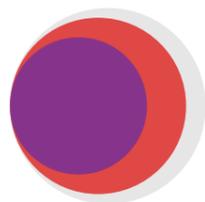
Overall **positive shift** of **18%** in relation to **attitude towards physical abuse** **67% → 79%**



55% → 74%
felt that it was **wrong** to hit their partner and **then apologise**



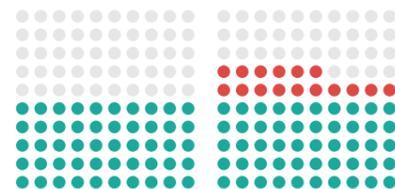
8/10 → 9/10
indicated that hitting **someone you love** is **wrong**



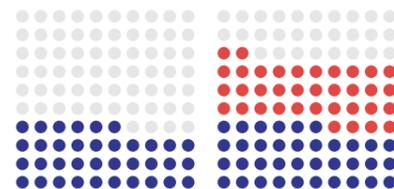
7/10 → 9/10
agreed it's **wrong** if someone hits their partner because they **embarrass them**



Interesting differences in **attitudes towards genders**, depending on who the perpetrator is but overall a **positive improvement** for both:



50% → 66%
said it's **wrong** for a **boy** to hit a **girl** if she hits **him first**



36% → 72%
in one school
said it's **wrong** for a **girl** to hit a **boy** if he hits **her first**



agree **emotional abuse** is as bad as **physical abuse**



agree that **both partners** should always **trust and respect** each other

Aims

The main aim of this peer to peer project was to promote healthy (non-violent) relationships amongst teenagers in the Salford area using Social Sense's evidence based social norms approach.

To support this aim we identified and addressed misperceptions to educate young people about the true norms surrounding healthy relationships; using the results to inspire them to display and promote resilience-building values. We also delivered a strong emphasis on reducing barriers to reporting through peer to peer support and greater visibility of support services.

A key ambition of this extension was for the University of Salford to conduct a Cost Benefit Analysis (CBA) to discover any Socio-economic benefits - specifically the Social Return on Investment (SROI) - resulting from the impacts created in Salford.

Our 5 Summary Objectives

- ✓ **To increase reporting**
- ✓ **To increase victim support**
- ✓ **To identify what a 'healthy relationship' is**
- ✓ **To correct the 'norms' and dispel harmful myths**
- ✓ **To promote/celebrate a relationship culture free of violence**

The programme was split into 5 elements



Four local Salford secondary schools agreed to take part in the project, including two from the pilot project. There schools were:

- ✓ **Ellesmere Park High School**
- ✓ **Irlam and Cadishead College**
- ✓ **All Hallows RC High School**
- ✓ **Harrop Fold School**

"For some of them, I think they saw their own relationships. A couple of them have spoken to us since. Quite a lot has come out of the programme and then it's up to us to pick those bits."
Teacher from a Secondary school.

Working with an academic with the University of Salford, we created a 30-question online questionnaire to assess students' experiences and attitudes towards a variety of topics surrounding DVA including, physical violence, coercive control and emotional abuse.

Baseline Findings

Almost **400** year 9 students took part anonymously in the baseline survey.



There was a **slight indication** that attitudes varied according to the **gender** of the perpetrator in relation to **physical violence**

13% have shared a **nude or semi-nude** image/video

7% had been in an **abusive relationship** and **confided in someone else.**

Workshop

Approx. **600** year 9 students took part in the workshop and campaigns.

During the hour-long workshop, students watched a video about a young couple where a pattern of coercive and controlling behaviour has started to emerge.

There was a discussion around the themes and findings from the baseline survey were fed back. Each of the school had brilliant discussions and raised lots of points around the difference in gender norms and situations.

Students were then asked to create one of two campaigns for a specific audience (either their own year group or primary school aged children):

- ✓ **Signs of a healthy relationship**
- ✓ **Support channels available**

Experiences of **non-physical abuse** were **more prevalent** than physical abuse



1 in 4 had been told by a partner who they **could/couldn't see**



4 in 10 said they'd been **'constantly checked up on'** by mobile



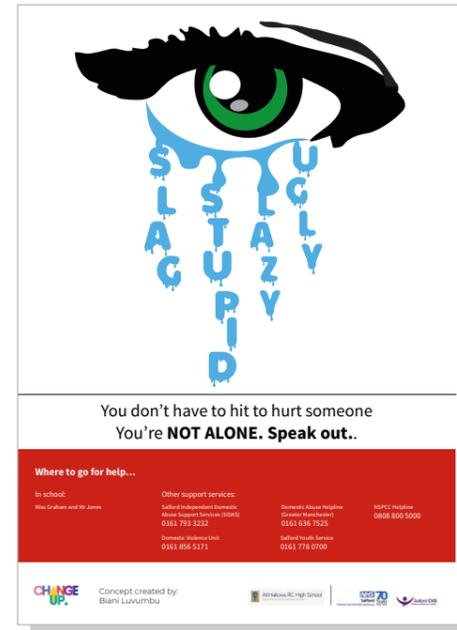
3 in 10 had a partner either **shout, scream in their face or called them hurtful names**

Campaigns

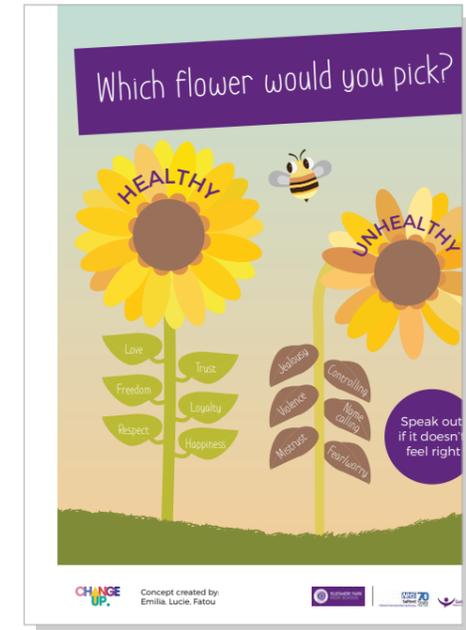
The four best designed from each school were then professionally developed and produced.

The year 9/10 targeted campaigns were then promoted and displayed around their own school.

The younger targeted campaigns designed by the year 9's was then sent out to nine local primary school. The feedback received from the primary schools was overwhelmingly positive:



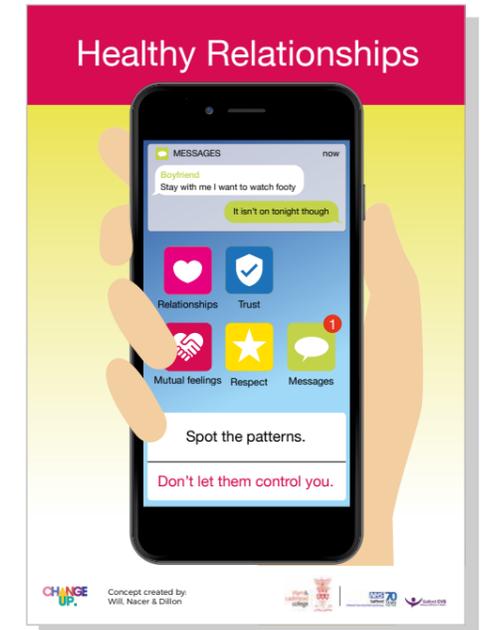
All Hallows RC High School
Secondary School Campaign



Ellesmere Park High School
Primary School Campaign



Harrop Fold
Secondary School Campaign



Irlam and Cadishead
Primary School Campaign

To conclude the project the same cohort were invited to complete a repeat questionnaire and a representative sample were asked to participate in focus groups.

The purpose of both was to ascertain any changes in attitude, perception and/or behaviour as a result of the programme.

Headline findings

There were **improvements in attitudes** across **85%** of questions



There were **11 known disclosures** as a result of the project

The repeat survey found:

- ✓ An overall a **17% improvement** in relation to the number of pupils who now **agree it's wrong if someone hits their partner** even if they say sorry afterwards (60-70%)
- ✓ A **positive shift of 27%** in young people believing it was **wrong for a boyfriend to hit his girlfriend back**
- ✓ A **positive shift of 33%** in young people believing it was **wrong for a girlfriend to hit her boyfriend back**
- ✓ A **positive shift of 6%** in young people thinking that if a boy **cheats on his partner**, it's **wrong for them to hit him**
- ✓ A **positive shift of 5%** in young people thinking that if a girl **gets on her partner's nerves**, it's **wrong for them to hit her**
- ✓ **84%** stating that **emotional abuse is as bad as physical abuse**
- ✓ **94%** now believing you should **never control your partner's choice** of friends, clothes, where they go or what they do

Social and Economic Impact



Economic (public value) **return of investment** is **£8.29** for every £1 spent.

10% Expected reduction in Domestic Abuse **cases amongst the cohort.**

A school teacher in one of the primary schools stated that the message the children took from the poster campaign *"is that they can talk to their teachers and each other to help them with their relationships and friendships."*

Rogers, Wilding & Wood (2018) asked young people about the overall delivery of the Change Up programme in their school and if it had made a difference, a young person answered: *"Yes, because it explains the difference between a bad relationship and a good one, and it shows us the key steps to a relationship becoming bad."*