

Responding to parental conflict and domestic abuse

Welcome

Jenny Coles,
Chair of the Families, Communities and Young People
Policy Committee and
Director of Children's Services,
Hertfordshire County Council



EARLY
INTERVENTION
FOUNDATION

Reducing Parental Conflict

Donna Molloy

Director of Policy and Practice,
Early Intervention Foundation

#parentalrelationships

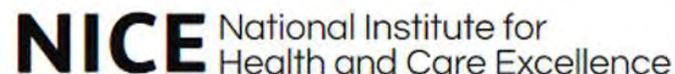
wifi:



What Works Centres – a culture of empirical evidence



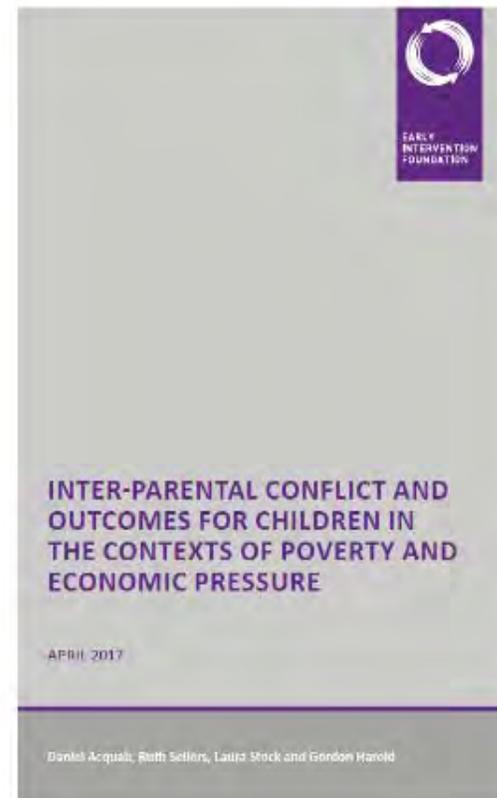
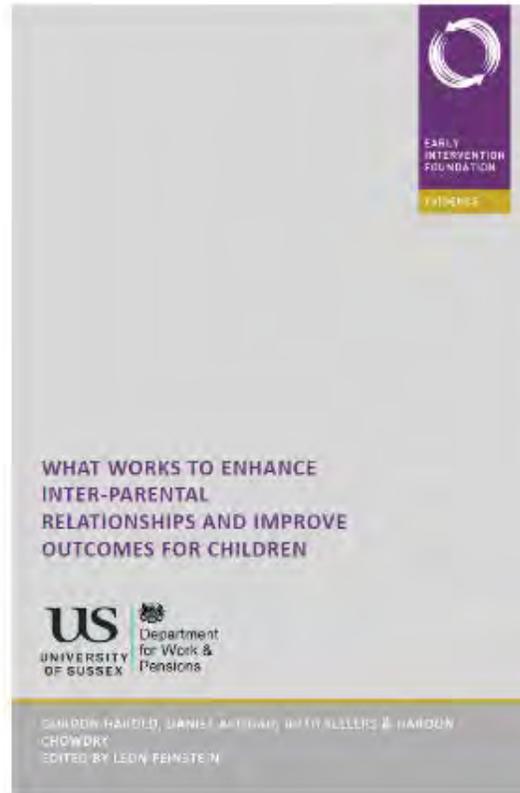
EARLY
INTERVENTION
FOUNDATION



EIF work on reducing parental conflict and improving outcomes for children



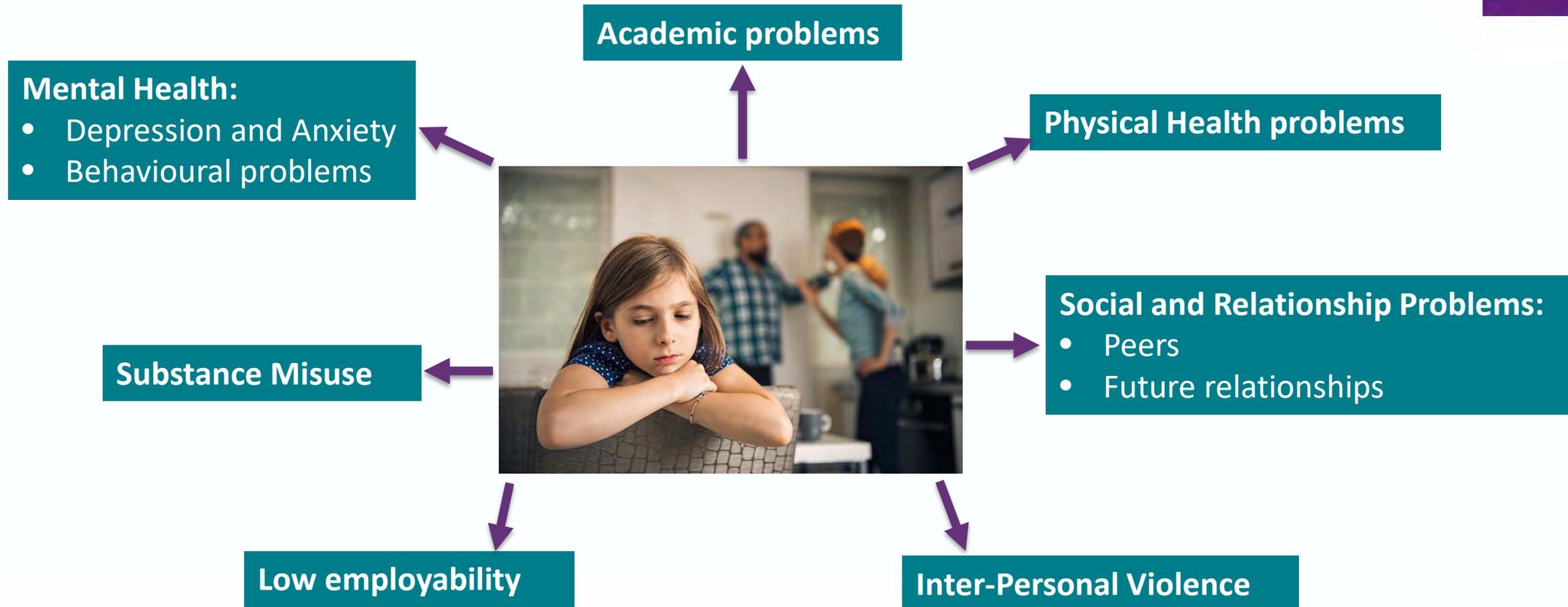
EARLY
INTERVENTION
FOUNDATION



How parental conflict impacts on children

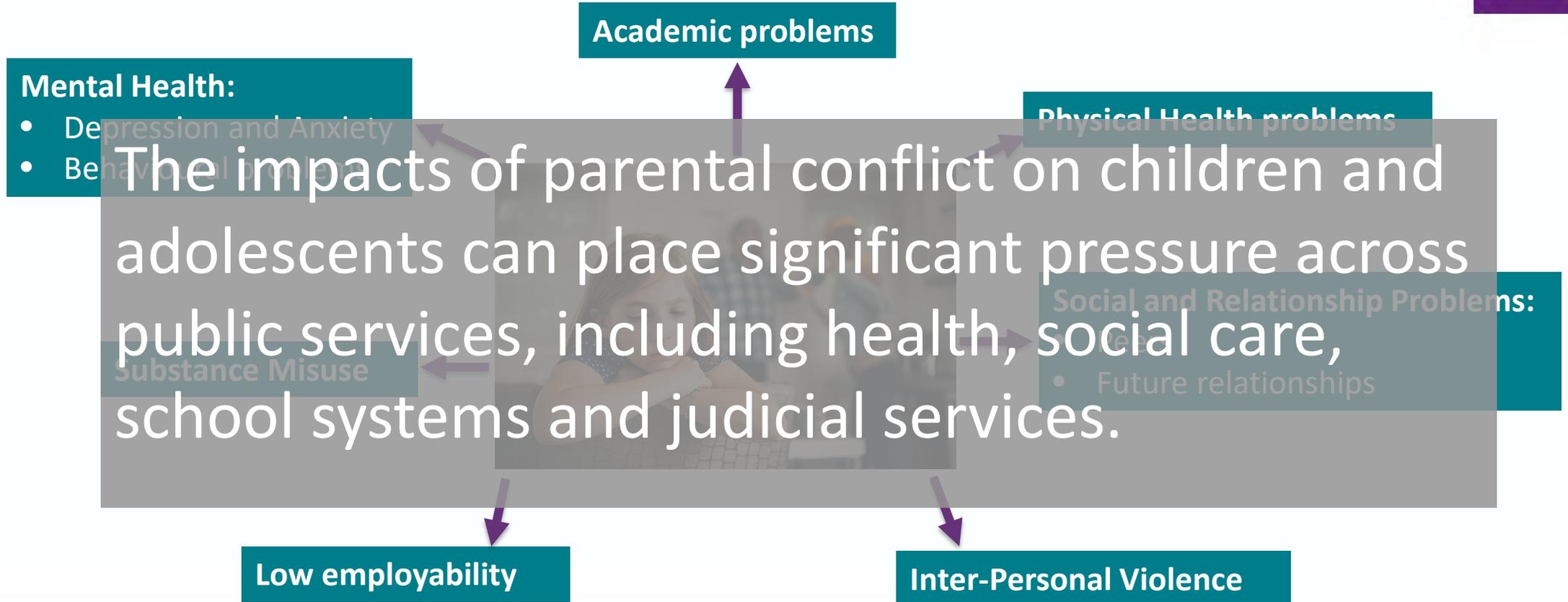


EARLY
INTERVENTION
FOUNDATION



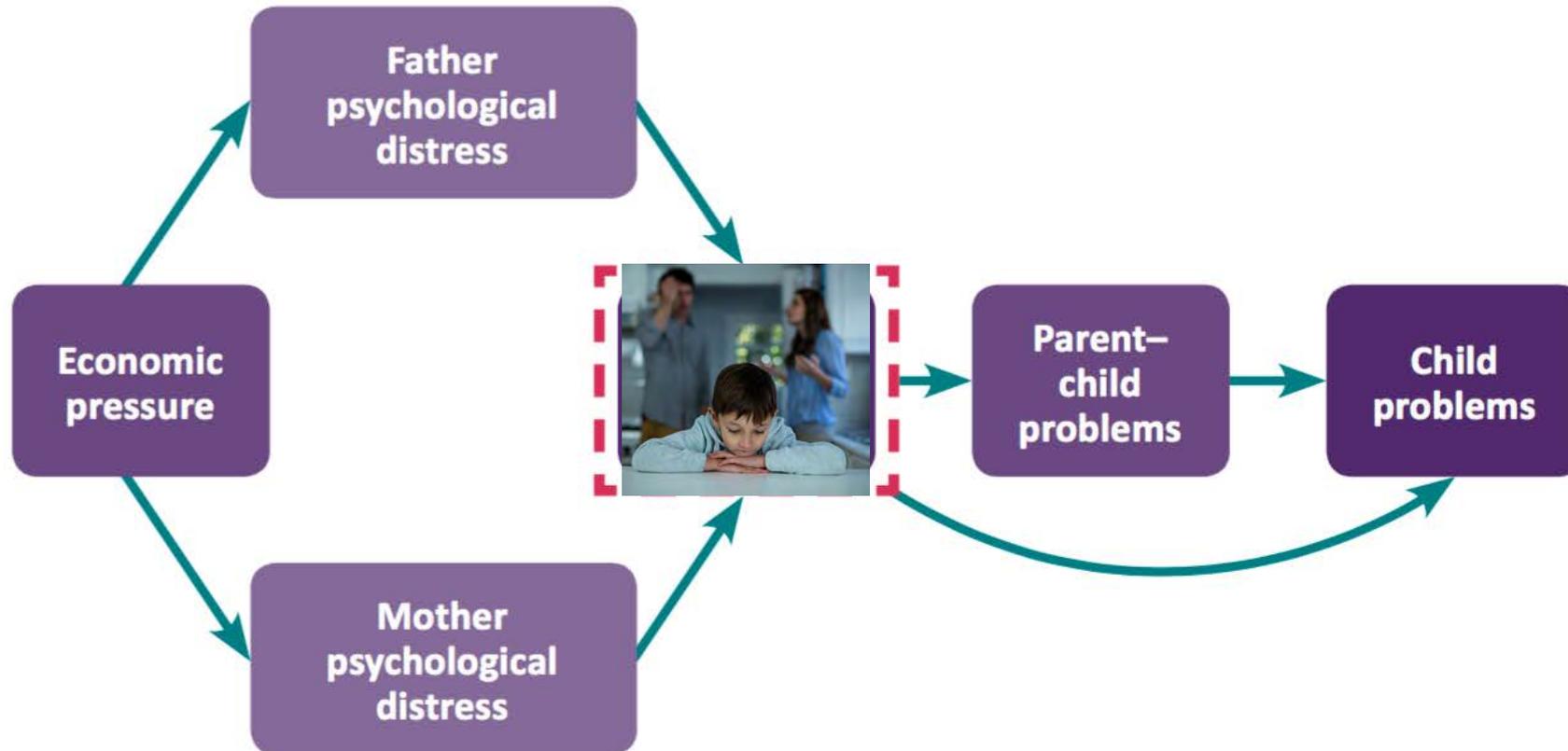


How parental conflict impacts on children





Family Stress Model



EIF work on reducing parental conflict and improving outcomes for children



EARLY
INTERVENTION
FOUNDATION

- How parents relate to each other is a primary influence on children's mental health, social, emotional and educational outcomes and long-term life chances.
- This isn't about relationship structure, but about relationship functioning regardless of whether parents are together or separated
- Growing group of proven interventions which reduce parental conflict/improve child outcomes with potential to prevent the need for expensive services later on
- Parental relationship quality is a primary influence on quality of parenting. Focusing on supporting parenting where there is conflict between parents unlikely to be effective



EARLY
INTERVENTION
FOUNDATION

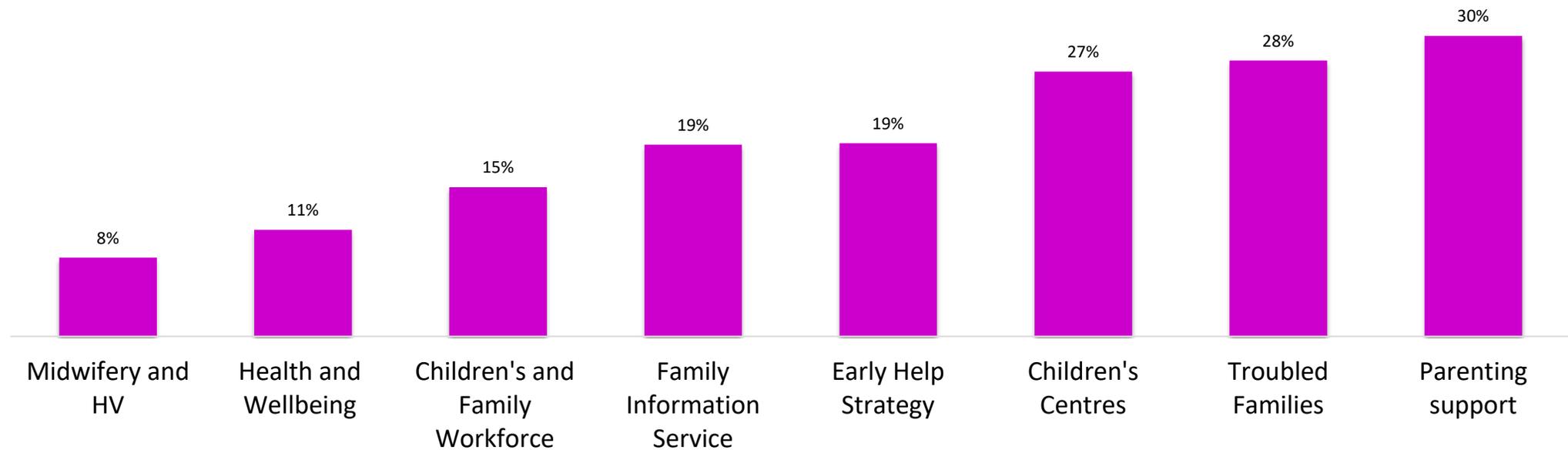


**What is the scale of
the issue?**



No real culture of early intervention on this issue

Percentage of respondents who feel support for parental relationships is included in the following service areas





Why reducing parental conflict is difficult





EARLY
INTERVENTION
FOUNDATION

EIF support for you to take action
to reduce parental conflict

ReducingParentalConflict.EIF.org.uk

A one-stop shop of what works evidence and tools for local leaders, commissioners, practitioners and researchers who are seeking to reduce the negative impact of parental conflict on children.

**EIF support
for you to take
action on
parental conflict**

The Commissioner Guide

EIF Commissioner Guide **Reducing the impact of interparental conflict on children**

EARLY INTERVENTION FOUNDATION
SEPTEMBER 2017

- *What do I need to know about the impact of interparental conflict on children?*
- *How can I measure the impact of interparental conflict and understand local need?*
- *How can I reduce the impact of interparental conflict on children in my area?*



Patrick Myers

Assistant Director, Dorset County Council
and Department for Work and Pensions



Reducing Parental Conflict

to improve outcomes for vulnerable children

Reducing Parental Conflict Programme

- £39m to 2021 to support both supply and demand side activities
- Build on existing activity, committed expert organisations and the latest evidence to maximise the impact of investment
- Evaluation to continue building the evidence base

Objective 1

Ensuring proven interventions are more widely available to improve children's outcomes

- Face to face interventions for workless families delivered through four regional contracts
- Training for professionals to increase supply of proven help
- Undertaking an agile discovery process to explore the possibility of offering digitally delivered support, particularly at key life events known to increase conflict

Objective 2

Supporting local areas to embed parental conflict support in wider services for children

- Training & guidance for Front-line workforce to improve identification and effective referral to appropriate support
- Support to embed addressing parental conflict from needs assessment to delivery
- What Works' function (evidence, dissemination and commissioning toolkit) to ensure that local commissioners understand why addressing parental conflict is important and how to do it

Face to Face Support

The Contract Package Areas:

Lead Authority	Geographical Coverage	
Westminster	Westminster Brent Croydon Lambeth	Kensington & Chelsea Camden Hammersmith & Fulham
Gateshead	Gateshead Sunderland South Tyneside Middlesbrough Redcar & Cleveland	Newcastle Northumberland Hartlepool Durham
Hertfordshire	Hertfordshire Cambridgeshire Southend	Essex Buckinghamshire Peterborough
Dorset	Dorset Somerset Bournemouth Plymouth	Devon Wiltshire Poole Torbay

Face to Face Support- the plan

Evidence based interventions, targeted at families with workless parents - with the aim to reduce parental conflict - leading to better outcomes for children

Proposed interventions based on internationally recognised evidence, offering appropriate support for intact and separated parents

Delivered through contracts covering four areas

Tailored to the target group and individual needs of participants e.g. location, timing etc.

Supported by a screening tool.

Face to Face Interventions in all CPAs

Intervention Type	Moderate or High Support	CPA(s) it will be delivered in	Maximum Implementation Period (3/9 months)	For intact couples Only	For separated Couples Only	For both intact and Sep couples
Couple Coping Enhancement Training	High	Gateshead	9 Months	√		
Enhanced Triple P	High	Westminster	9 Months			√
Family Check Up Intervention	Moderate	Dorset/ Westminster	9 Months			√
Family Transitions Triple P	High	Dorset/ Westminster	3 Months		√	
Focus on Kids	Moderate	Gateshead/ Hertfordshire	9 Months		√	
Incredible Years (Advanced)	High	Dorset		√		
Mentalisation	High	Gateshead/ Hertfordshire	3 Months			√
Parents Plus	Moderate	Gateshead/ Hertfordshire	3 Months			√
Within my Reach	Moderate	Dorset/ Westminster	3 Months		√	
“4Rs 2Ss” Family Strengthening Programme	High	Hertfordshire	9 Months			√

Training Opportunities

Strategic Leadership Support

Support local leaders and senior managers to:

- Understand the implications of the evidence on their local area and communities
- Make effective evidence based strategic plans to reduce parental conflict

Frontline Practitioner Training

Support people delivering services to families (front-line practitioners) from the LA and their partners (health, education, police, housing etc.) to:

- Raise awareness of the evidence
- How this impacts on families and children
- How to raise the issue with parents
- Advise and refer appropriately
- Train the trainer approach

Parental Conflict Intervention Training

Training professionals working with families to deliver evidence based interventions

Reducing Parental Conflict Evaluation

STRAND	EVALUATION AIMS	EVALUATION APPROACH
Face to face services	The evaluation will provide evidence on the implementation, delivery and perceived impact of the F2F provision.	The evaluation will include both quantitative and qualitative elements as appropriate for each aim. We will consider experience of participants, providers and Local Authority staff.
Training	Examining whether training has changed practice on the ground, in terms of the identification, support available and the extent to which practitioners' feel skilled to deliver support/ the interventions.	
Local Integration	Examining whether and how local authorities have integrated elements of parental conflict support into mainstream services for families.	
Digital support	The scope of the evaluation of this strand will be confirmed following user research to determine digital needs.	

The Reducing Parental Conflict Programme

Evidence



Exposure to frequent, intense and poorly resolved parental conflict can affect children's:

- early emotional and social development
- educational attainment
- later employability



Budget



Up to
£39
million

Key Statistics



11% of children (more than one in ten) who live with both parents in the same household will have at least one parent who reports relationship distress

Children living in workless families are three times more likely to experience parental conflict than in families where both parents are in work



Cross-Government

DfE DHSC MoJ Cafcass
PHE MHCLG Home Office
Local Government Association
Early Intervention Foundation

Reducing Parental Conflict Programme

- Support local areas to integrate services aimed at reducing parental conflict
- Contributing to a £6M package of joint funding with DHSC to improve the outcomes of children with alcohol-dependent parents
- Building and sharing evidence based best practice
- Providing local training for frontline practitioners
- Testing face-to-face interventions in four groups of Local Authorities, led by Westminster, Hertfordshire, Gateshead and Dorset (30 LAs in total)
- Support available to eligible parents, whether they are together or separated

For more info

Contact RPC.PROGRAMME@DWP.GSI.GOV.UK

Online resources available from the Early Intervention Foundation at:
<http://reducingparentalconflict.eif.org.uk/>



Local Family Offer

Background

12 LFO areas

Autonomy

Experimentation

Dorset- EIF Pioneer Place

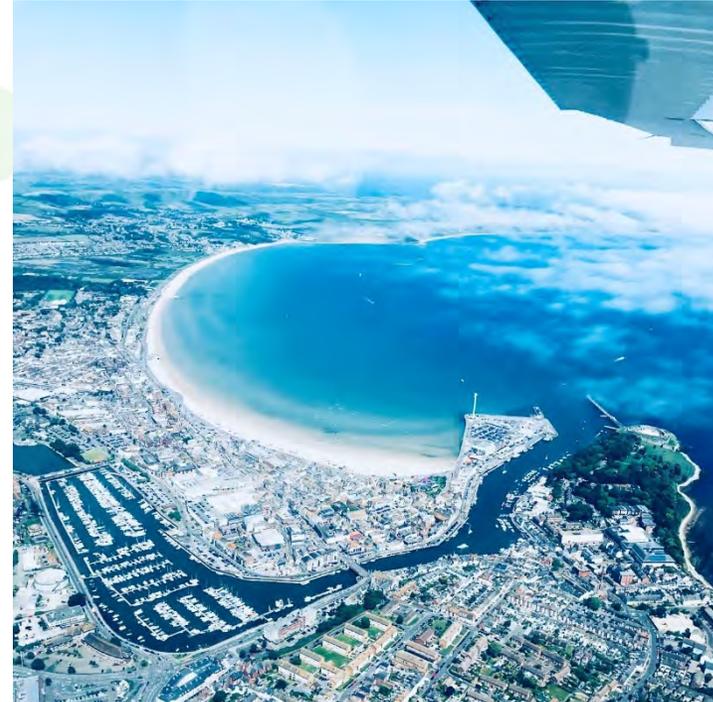
Opportunity Assessment

Weymouth and Portland

Partnership

Steering Group

Coalition of the willing



Weymouth and Portland

- Higher levels of children living in poverty
- Higher levels of homeless families
- Higher levels of sole registrations
- Higher levels of health problems
- Higher levels of Persistent Absenteeism
- High levels of relationship break down - 4th Highest in Country.

2015 Research

The top 10 divorce hotspots based on local authority area:

Local Authority	Divorce %
Blackpool	13.13
Hastings	12.83
Torbay	12.19
Weymouth and Portland	12.05
Thanet	11.86
Isle of Wight	11.56
Gosport	11.48
Eastbourne	11.47
Great Yarmouth	11.37
Worthing	11.23

Talk to Action

Issues

My development tool – low levels confidence in workforce

Private matters – until bad enough

Paucity of intervention evidence

Coalition of the willing – steering group

Inputs

Relationship Navigator

Workforce development- whole family

Development of pathway of support

Family Partnership Zones Dashboard

[Click a visual to filter report](#)



Children by zone (select a zone to filter)

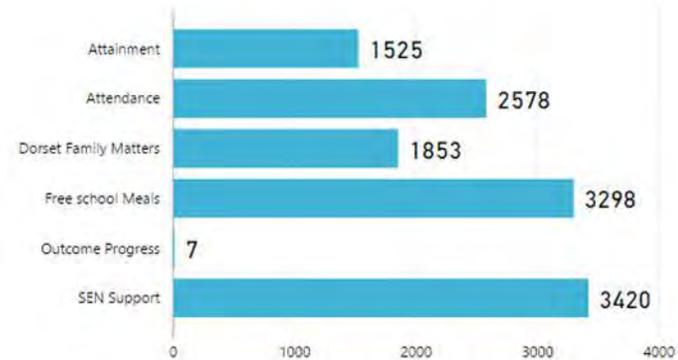


56858
Total Children

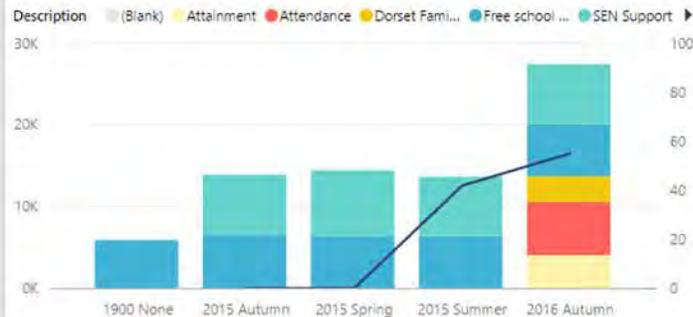
5442
Children Monitored

9.57
Monitored %

Children by indicator type



Indicators by school term - for children with assessments



No. of indicators per child



Response type by status



Business Intelligence

Identifying Families Early

Conversation

Invitation

Collaboration

Break the culture or referral

So far so good

Training delivered - Brief encounters

Train the Trainer

Development of own training – Blended Families and

Relationship Navigator

Wider determinants

Stressors

Culture

Artefacts

So far so good

- Additional support to families
- Promotion across workforce
- Every body asking- 'how are things at home'
- A curious workforce- conversation, invitation and collaboration

Matt Ashton

Director of Public Health,
Knowsley Metropolitan Borough Council and
Sefton Metropolitan Borough Council



'Be a Lover not a Fighter'
Campaign 2016

The North West picture

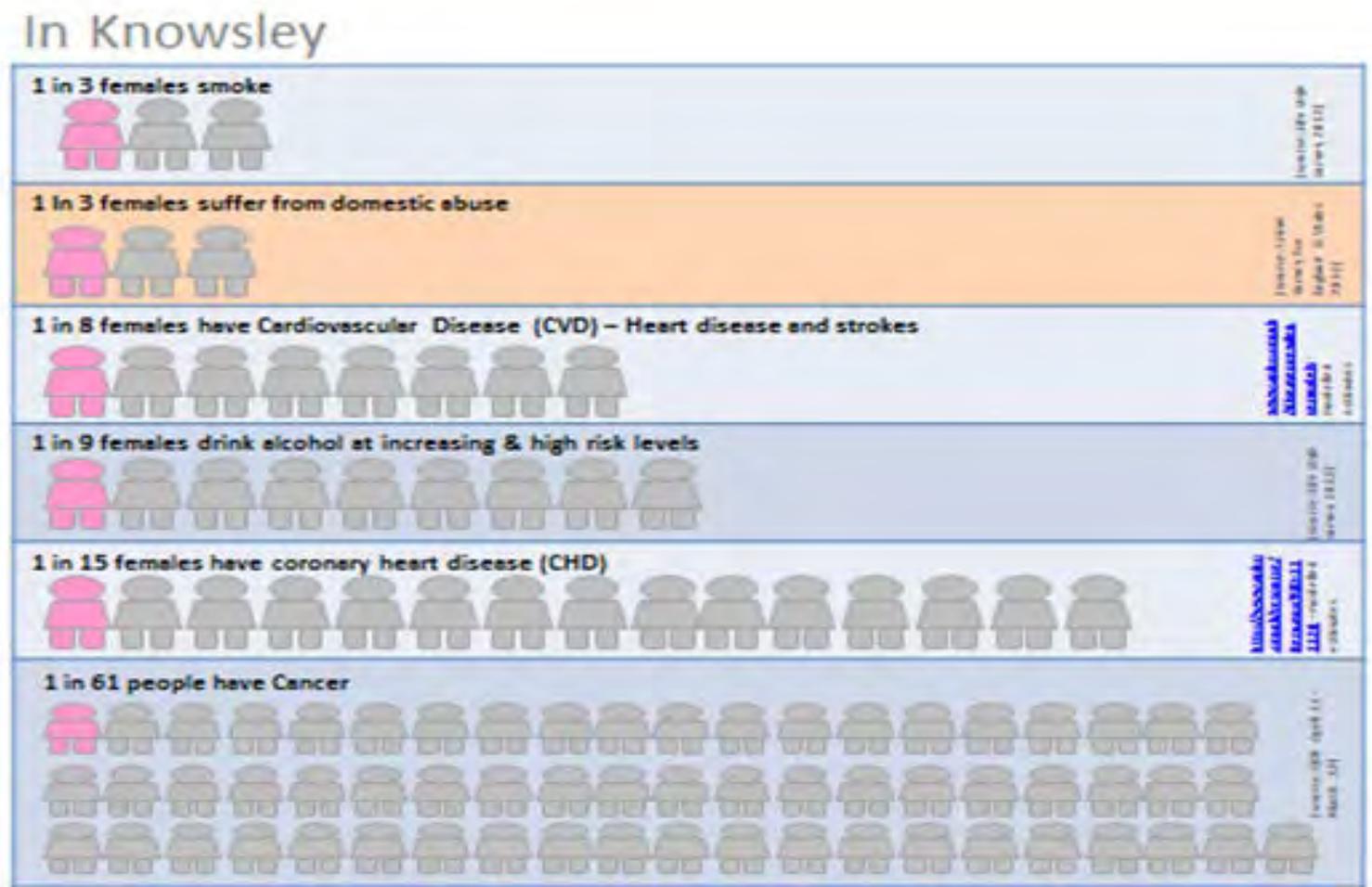
Number of domestic abuse incidents recorded by the police, by police force area, English regions and Wales, 2007/08 to 2013/14

	2007/08	2008/09	2009/10	2010/11	2011/12	2012/13	2013/14
Cheshire	4,872	5,606	5,648	5,887	4,186	4,537	4,112
Cumbria	4,998	4,718	5,279	6,455	6,422	6,547	6,932
Greater Manchester	49,665	53,363	54,311	54,626	47,514	47,636	50,881
Lancashire	22,953	25,413	27,604	27,615	29,465	30,505	28,903
Merseyside	29,033	30,169	27,319	31,069	32,511	33,261	32,330
North West Region	111,521	119,269	120,161	125,652	120,098	122,486	123,158

Source: 02. Appendix Tables - Focus on Violent Crime and Sexual Offences, 2013/14 Appendix table 4.08: Number of domestic abuse^{1,2,3,4} incidents recorded by the police, by police force area, English regions and Wales, 2007/08 to 2013/14.

<http://www.ons.gov.uk/ons/search/index.html?newquery=Crime+Statistics%2C+Focus+on+Violent+Crime+and+Sexual+Offences%2C+2013%2F14>

A local picture e.g Knowsley



Why this type of campaign?

- Domestic abuse has significant PH impact, especially on children – confirmed by the Adverse Childhood Experiences (ACE) work led by PHE at NW level
- Existing campaigns - victim support service offer/perpetrator criminal justice penalty. Plus Primary prevention evidence poor (adults)
- Opportunity to work in partnership, avoid duplication, enhance, add value to overall campaign.
- Raising awareness in an innovative way is welcomed

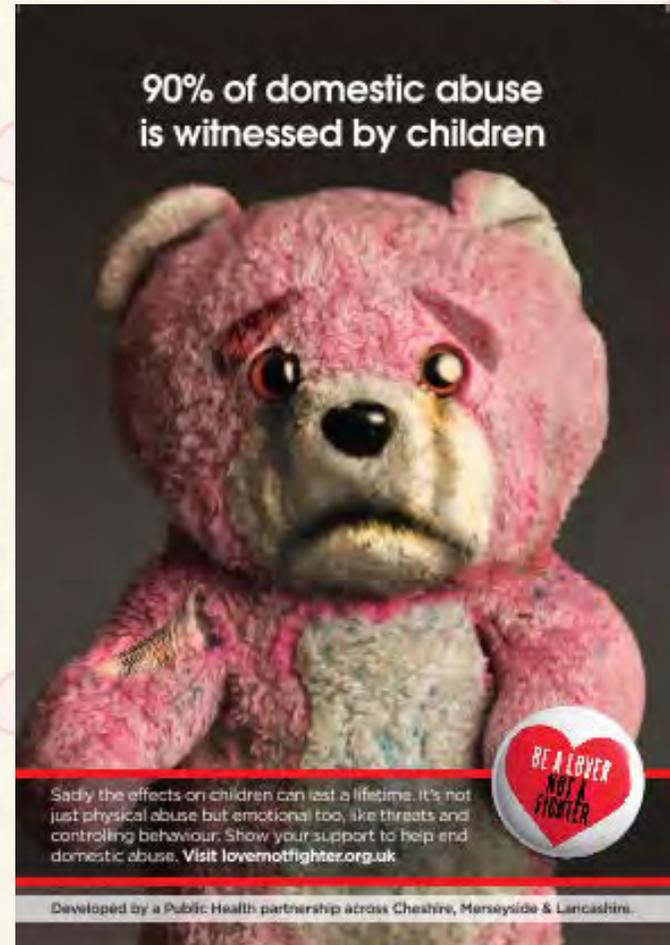
Aims and Objectives

The campaign aimed to raise awareness around the issue of domestic abuse and gain public support to help end it.

- Improve public understanding of the new definition of domestic abuse;
- Highlight the impact on children;
- Increase understanding of the prevalence, nature and effects of domestic abuse;
- Contribute to 'denormalising' domestic abuse and its acceptance;
- Facilitate conversations about domestic abuse and gain public support for ending domestic abuse.

The Campaign Creative

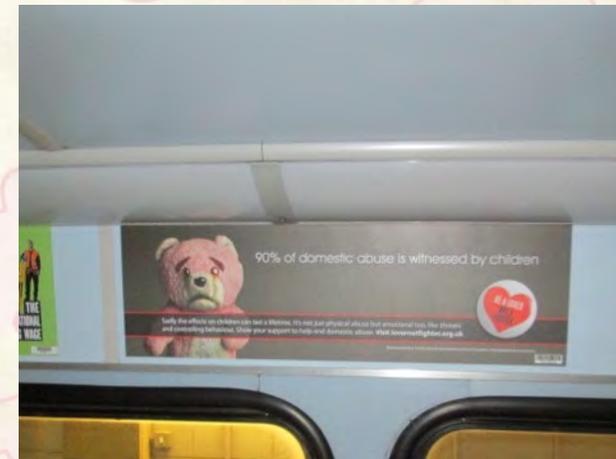
Launched on 8th February 2016, the campaign ran for 4 weeks across the Cheshire, Merseyside and Lancashire Local Authority areas.



Integrated mixed methods

- Public Engagement Events: across 12 LA areas
- Advertising: Bus, Radio, Taxi Fire Engine
- Collateral:
 - Posters – across a range of settings,
 - Flyers – holding helpline numbers,
 - Badge packs – in pairs; one for a friend
- PR: Pre and post campaign, celebrity endorsement strong
- Social: key element of the campaign, '*heart hands*'
- Online: Website www.lovernotfighter.org.uk

Advertising



PR

JOB'S MOTORS PROPERTY DIRECTORY FAMILY NOTICES BUYSELL FLIGHTS MERSEYSHOP BOOK AN AD 24°C Login Register

Win Your Wedding! **ECHO** Click here to discover more

Most read Live feeds What's on News - Liverpool FC Everton FC Celebs Quizzes In Your Area -

TRENDING LIGHTNIGHT LIVERPOOL 2016 EVERTON FC HILLSBOROUGH Sport - Crime Business Arts & Culture Wirral

News Local News Knowsley

Knowsley council backs campaign to highlight the impact of domestic abuse

15.08. 2 MAR 2016 UPDATED 15.08. 2 MAR 2016 BY COMMUNITY CONTRIBUTOR

The initiative is focusing on children as a staggering 90% of domestic abuse is witnessed by children

6 SHARES COMMENTS

Enter your e-mail for our daily newsletter



Manager and Community Risk Manager, Merseyside Fire & Rescue Service), Cllr Sue...
& Crime Commissioner for Merseyside and Cllr O'Connor (Cabinet Member for...

AINTREE RACECOURSE 19.06.16 SEFTON PARK 02 & 03.07.16



Race for Life Sign up now

Recommended in Local News

FACEBOOK
Live: Breaking news from Liverpool and Merseyside for Wednesday February 4

ST HELENS
What's next for St Helens courthouse?

WOMEN
Drug dealers caged

WirralGlobe

Wirral 22.4°C

MASSIVE STOCK CLEARANCE SALE WE'VE GOT CORNER GROUPS COMING OUT OF OUR EARS! **Harvey's Holden corner group** OUR PRICE £699



NEWS SPORT ROVERS EVENTS WHAT'S ON JOBS PROPERTY ANNOUNCEMENTS CARS

News Education Zone Hillsborough Granty's Inferno National News Wirral Globe School Awards 2016 Contact Us Pet Of The Week

UPDATED: Birkenhead Market event highlighted campaign against domestic abuse



Most popular

- 1 Suspended sentence for Birkenhead benefit cheat
- 2 'Dishonest' former head teacher banned from teaching
- 3 Remembrance service for bereaved

Celebrity Endorsement

- Celebrities - especially those locally relevant - endorsed the campaign and included: actors, actresses, sportspeople, singers.
- Involvement varied according to the celebrity preference and how best to support the campaign strategy - from messages of support, interviews, quotes, social media engagement and photo opportunities.



Hannah Hobley,
Benidorm Actress



Jamie Carragher, LFC



Dan Whiston,
ITV Dancing on Ice

Celebrity Endorsement

- Holly Willoughby and Phil Schofield
- Nick Knowles, DIY SOS & National Lottery
- Carl 'Foggy' Fogarty, Superbike Champion & I'm a Celeb
- Dan Whiston, Dancing on Ice
- Crissy Rock, Actress Benidorm & I'm a Celebrity
- Pete Price, Radio DJ & Media Personality
- Dan Forshaw, award winning musician
- Hannah Hobley, Benidorm
- Claire Sweeney, Actress
- Karen Bryson, Actress Shameless
- Ann-Marie Davies, Actress Brookside
- MGP MADD Team UK
- Everton Football Club



Celebrity endorsement

MGP MADD team - We're Lovers not Fighters!



<https://www.youtube.com/watch?v=xv3oav8BfWE>

Social Media

You Retweeted

 **Author Karen Johnson** @karenjohnson309 · Mar 5
@ilovernofighter I support you .
Karen Johnson Author of Out of the Corner



You Retweeted

 **Tomorrow's Women** @TomorrowsWomen · Mar 4
@TomorrowsWomen hugely supporting the #bealovernofighter Campaign @WirralCouncil @ilovernofighter



6 3



Photos from Social Media

Web

- Campaign website www.lovernotfighter.org.uk
- A point of contact for the campaign – to engage and highlight how the public can get involved – pledge, link to social, talk about it.
- Information about how children are affected by domestic abuse.
- Provided positive messaging, highlighting that people can move on from abusive situations and go on to form healthy relationships.
- Signposting to other websites for detailed information and to domestic abuse services info and where to get help locally.
- Included a private stakeholder area as a repository for campaign materials, Briefings etc. for local use.

Engagement Events

- 12 events across the 12 LA areas took place.
- Held in high footfall locations such as Shopping Centres.
- Engaged with a mix of people; age, gender, socio-economic groups, relationship status and backgrounds.
- Aimed to raise awareness of the campaign and problem; and approach, invite and consult people about the campaign, agree participation and pledge support.
- Provided opportunity for all stakeholders to get involved.



Partners and local enhancement

- Partner engagement key to the campaign's success – reflecting NICE Guidelines which promote a wide range of stakeholders.
- Partners included Local Authorities, NHS, housing associations, Fire & Rescue, children's centres, colleges, PHE North West office, and more...
- The campaign complimented other local activity, allowing local flexibility yet engaging a new audience in the debate.



Local Authority Additional Activity

CASE STUDY: KNOWSLEY COUNCIL & WIRRAL COUNCIL FIRE ENGINE ADVERTISING

Both Knowsley & Wirral Council's worked with Merseyside Fire & Rescue Service to rebrand two of the fire engine's with the campaign creative. This provided an excellent medium to promote the campaign and demonstrated how services are working together to tackle the issue.

CASE STUDY: ST HELENS COUNCIL ROAD SIGNS

St Helens Council worked alongside their Highways department to promote the campaign via the roadside traffic alert sign system. The signs carried two key messages and was a highly effective medium to promote the campaign to the general public.



Results - 2016

Reach – Numbers reached within Cheshire, Merseyside, and Lancashire (based on metrics)	1,474,200
Engagement – No. of adults engaging with the campaign via events, social media and website	59,904
Pledges of support – No. of adults pledging their support	2,450
Number of badges distributed	50,000
Celebrity Engagement – No. of celebrities supporting the campaign	18
Media – No. of pieces generated	65+
Media – Value of PR generated	£86,789.23
Website Visitors – Unique	3,750
Social media reach - Unique	300,000

Results -2016

- Overall, the combined marketing activity reached an estimated 1.5 million people across Cheshire, Merseyside and Lancashire; and engaged with nearly 60,000 people:
 - high level of engagement for the budget and
 - significantly higher than in 2015
- Though not a key campaign measure, during the campaign period calls to both helplines featured in the marketing materials – The National Domestic Abuse helpline and the Mankind Initiative helpline - increased from the same period the year previous.
- The term '*Be a Lover not a Fighter Campaign*' has increased in popularity and is now a google search term. Similarly, on Facebook, over 36,00 people were talking about it at the end of the campaign

Public feedback

- Throughout the campaign, comments were recorded from the public.
- Comments ranged from general support for the campaign, to sharing experiences and shock at the statistics.

“A fantastic campaign with a brilliant cause. How do I support the campaign?”

“I’ve liked your Facebook page already, great campaign. I will wear my badge with pride.”

Challenges & Learnings

A series of learnings from the campaign have been summarised. These have been included in the NICE best practice submission.

1. Local leadership is key to success
2. Build a model that allows local choice
3. Get partners engaged early
4. Relate plans to recognised theory and models – and talk about it
5. Accept that innovation takes time to be accepted
6. Collaboration brings benefits

See link for more detail <https://www.nice.org.uk/sharedlearning/a-public-health-prevention-approach-to-domestic-abuse-the-be-a-lover-not-a-fighter-campaign-in-cheshire-merseyside>

Did we achieve our Aims?

The campaign aimed to raise awareness around the issue of domestic abuse and gain public support to help end it - **YES**

- Improve public understanding of the new definition of domestic abuse - **YES**
- Highlight the impact on children - **YES**
- Increase understanding of the prevalence, nature and effects of domestic abuse – **YES, BUT MORE TO DO**
- Contribute to ‘denormalising’ domestic abuse and its acceptance – **INDICATIONS POSITIVE, TIME WILL TELL**
- Facilitate conversations about domestic abuse and gain public support for ending domestic abuse – **YES; NEED THIS TO CONTINUE AND BUILD**

...and finally

- The 'Be a Lover not a Fighter' campaign (2015) received a runner up in the Northern Marketing Awards best not for profit campaign in January 2015.

<http://www.champspublichealth.com/news/lover-not-fighter-domestic-abuse-campaign-shortlisted-northern-marketing-award>

- The campaign was in the Top 3 (out of 56 put forward) for a National NICE shared learning award.

<https://www.nice.org.uk/sharedlearning/a-public-health-prevention-approach-to-domestic-abuse-the-be-a-lover-not-a-fighter-campaign-in-cheshire-merseyside>

The Campaign was led by Director of Public Health Matthew Ashton and co-ordinated at Champs by Pippa Sargent and Anne Pennington. Creative and delivery of the campaign was by Mint Umbrella.

Thank you

matthew.ashton@knowsley.gov.uk
pippasargent@gmail.com

champscommunications@wirral.gov.uk

Champs

**Matthew Ashton - Director of Public Health lead Matthew Ashton, and
Pippa Sargent - Campaign lead/Social Marketing Consultant**



Questions?

Have you considered joining the Families, Communities & Young People Policy Committee?

Visit www.adcs.org.uk/committees/fcyppc
for further information