



DOMESTIC ABUSE

SPOT THE SIGNS

ESCAPE THE CONTROL

'ESCAPE THE CONTROL'
DOMESTIC ABUSE
CAMPAIGN

CAMPAIGN REPORT

NOVEMBER 2018

CONTENTS

FOREWORD	3
1. BACKGROUND	4
2. AIMS AND OBJECTIVES	5
3. STAKEHOLDERS	6
4. THE CAMPAIGN	7
5. CAMPAIGN PERFORMANCE	11
6. EVALUATION	18
7. KEY CONCLUSIONS	23
8. ACKNOWLEDGEMENTS	25

FOREWORD

Domestic abuse affects 1 in 4 women and 1 in 6 men, though the true number of abused people is likely to be far higher than the statistics suggest as so much remains unreported. Increasing understanding of how controlling behaviour can also be domestic abuse is a key area of importance in Knowsley and Sefton, so that the focus is not just on the physical violence involved.

In 2015, 'coercive control' became a crime in England and Wales, punishable by up to 5 years in prison and/or a fine. Controlling money, always criticising and being purposely isolated from friends and family are just some of the ways in which one person can control another, but extreme controlling behaviour often begins very slowly and can be hard to recognise or understand.

The Escape the Control campaign has highlighted the signs of controlling behaviour in Knowsley and Sefton. The campaign has helped people become more aware of and able to spot the signs, both for themselves and for friends and family, and to know more about what to do and who to turn to.

Clients accessing support continue to focus on the physical and ignore or do not understand the other negative aspects of a controlling relationship and many do not comprehend issues such as isolation, effects on children or sexual control. There is a need to educate and support our populations in both recognising and acting on the fact that controlling behaviour, or 'coercive control', is domestic abuse, which is a crime. The Escape the Control campaign makes an important contribution to our local actions to tackle domestic abuse in Knowsley and Sefton. The success of the campaign demonstrated in this report, has undoubtedly supported our local work and will be a useful tool in the delivery of local plans into the future.

Cllr Shelley Powell
Cabinet Member for
Communities and Neighbourhoods,
Knowsley Borough Council

Cllr Trish Hardy
Cabinet Member for
Communities and Housing,
Sefton Council

1. BACKGROUND

The Escape the Control campaign was launched on 23rd July 2018 across Knowsley and Sefton council areas, promoted through a period of strong advertising for four weeks, alongside the distribution of materials which continue to be used in both areas.

The campaign aimed to raise awareness of and understanding about ‘coercive control’ amongst the public. To do this, the campaign educated on what constitutes coercive control - or ‘controlling behaviour’ - using bold and engaging imagery, to start the discussion with the public and encourage action. It provided the opportunity to frame such controlling behaviour as part of domestic abuse (DA), which is a crime.

The target audience for this campaign was defined as all adults aged 16+ in Knowsley and Sefton, with a particular focus on under 35s (without excluding older populations). The campaign was not specifically targeted at or speaking to victims of coercive control, although they made up part of the audience. The campaign aimed to target both women and men.

The campaign used advertising on buses, taxis and fire engines alongside large-scale distribution across the two boroughs, as well as media/social media engagement across 4 weeks. It offered a visual tool to compliment and support wider local and ongoing engagement, including with front line services, alongside other elements of the local Domestic Abuse strategies.

The campaign is part of the range of wider local activities and initiatives which aim to achieve longer term sustained change, because tackling domestic abuse is a key priority for agencies and partners across Knowsley and Sefton.

2. AIMS & OBJECTIVES

The campaign aimed to raise awareness of and educate about the issue of coercive control as part of domestic abuse. The campaign aims were to:

1. Increase awareness of what coercive control is to the general public / family / friends and victims themselves and that coercive control constitutes domestic abuse;
2. Provide information about accessing help and support services available to victims;
3. Offer encouragement to take action by public / family / friends through raising concerns and supporting victims to access support;
4. Engage front line staff and support local measures to increase referrals;
5. Contribute to making coercive control socially unacceptable.

The campaign activity also contributed to longer term outcomes for the local domestic abuse strategies by helping to:

6. Increase the number of victims being protected and accessing support;
7. Increase the number of public/family/friends raising concerns and supporting victims to access support;
8. Reduce the stigma around domestic abuse.

3. STAKEHOLDERS

The campaign was developed through a co-creation process with stakeholders from Knowsley and Sefton and strategic Merseyside partner organisations. Concept testing was undertaken with members of the public, as well as key stakeholders, in the primary target audience to examine how the campaign creative, headline and copy would be perceived. Based on testing results, a number of creative options were developed and refined to produce the final creative approach.

In summary, three creative elements combined to form this campaign:

The campaign name: 'Escape the Control';

- The main campaign headline: Spot the Signs, Escape the Control;
- This was balanced with a striking campaign motif of 'hands' signalling entrapment.

In addition, the campaign:

- Highlighted the signs of controlling behaviour;
- Included the Call to Action (CTA) - Controlling behaviour is domestic abuse. If you recognise the signs and want help, visit www.escapethecontrol.co.uk.

Stakeholders were engaged throughout the campaign development period and were asked to support the distribution and promotion of the campaign locally. The original co-creation group members were invited back to give their reflections at the end of the campaign period.



4. THE CAMPAIGN

The campaign was an integrated, multi-channel campaign that aimed to educate all adults (aged 16+) about Coercive Control and the signs across Knowsley and Sefton. Utilising a mix of tactics, the campaign consists of advertising, distribution of posters and leaflets, locally led engagement, a website, PR and media engagement and social media activity.

4.1 ADVERTISING

Bus advertising, using the poster artwork, ran across main routes Knowsley and Sefton from 23rd July 2018 for a four-week period.



In addition to Buses, advertising was also placed on Taxi's and Fire Engines (part-funded by Merseyside Fire & Rescue) in Knowsley and Sefton from this date. Based on previous campaigns, advertising on Fire Engines will remain well beyond the initial promotional period - and up to several years is likely.



Additional digital advertising appeared on TV screens in One Stop Shops, Libraries, Leisure Centres, NHS Walk-in Centres, GPs and Schools.

4.2 A4 POSTERS AND LEAFLETS

Posters and leaflets were provided for partners and/or distributed to a range of settings including:

- GP and Health Centres
- Leisure Centres
- Hospitals
- Supermarkets
- Dentists
- Hairdressers
- Police / Fire & Rescue Services
- Women's organisations
- Community Safety
- Housing Associations
- DA Services
- Schools / Colleges
- Libraries

4.3 LOCALLY LED ENGAGEMENT

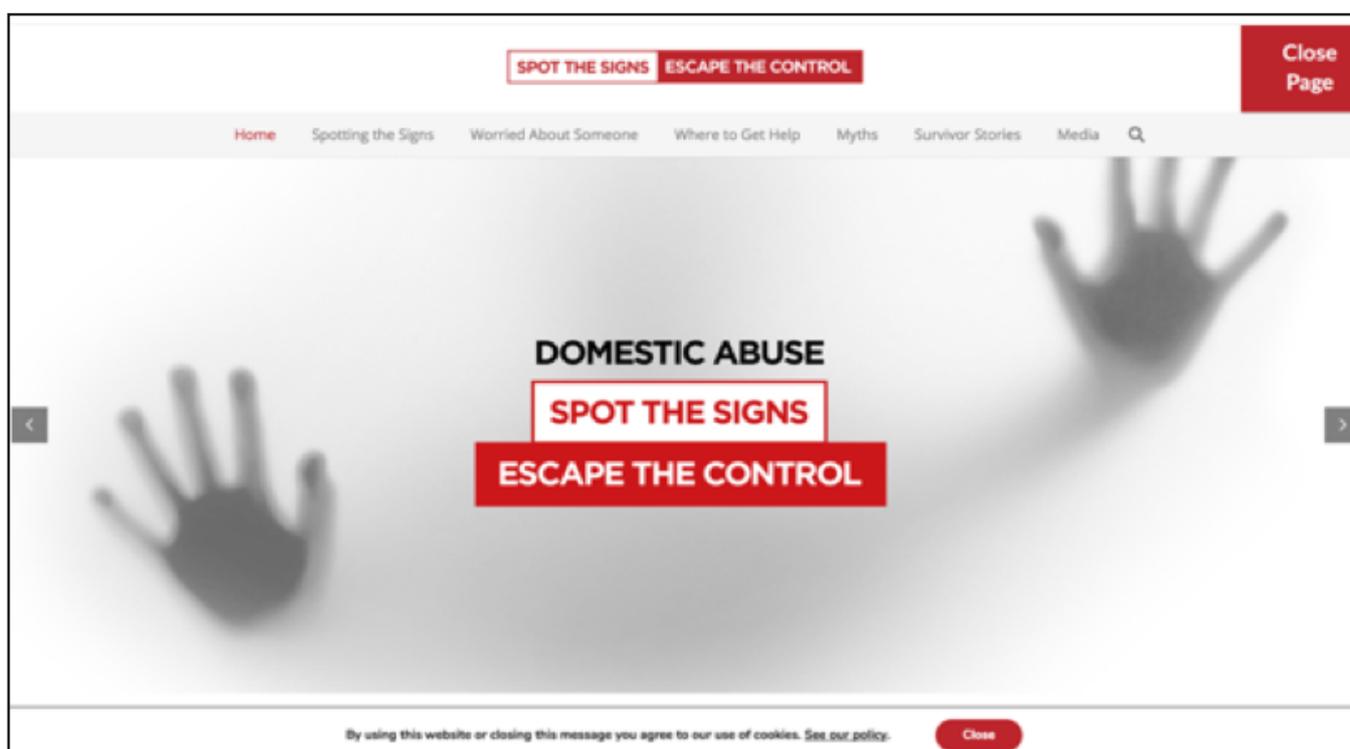
The campaign was included in existing engagement days across Knowsley and Sefton during the 4-week period, according to local preference. Campaign branded T-shirts and pull-ups were provided for use in these settings.

4.4 WEBSITE

A campaign website was developed for the campaign period but will continue to be used long term. The campaign website can be found at www.escapethecontrol.co.uk

The website included information such as:

- Coercive Control signs - reflecting the creative approach
- What to do if you experience or recognise the signs in others
- Local / national helplines for further support, including NDV Helpline, The First Step in Knowsley and SWACA in Sefton.



4.5 PR AND MEDIA

PR was targeted at all media (print, online and broadcast) across Knowsley, Sefton and beyond and began with a pre-arranged photo call during w/c 16th July. The joint photo call included Cabinet/Elected Member representatives from the two councils, Merseyside Fire & Rescue and the Deputy Police and Crime Commissioner (PCC) as well as the joint Director of Public Health across the two council areas.

It was held at Merseyside Fire & Rescue Premises in Prescot, using the branded Fire Engine as a backdrop.

A single media release was used to jointly approach the media. Local media engagement via locally adapted template press releases was then possible for local press and other outlets.



4.6 SOCIAL MEDIA

Social Media played a key role in the campaign and aimed to raise general awareness of coercive control and educate about the signs and impact, backed up with paid-for online advertising. The campaign appeared on Facebook, Twitter and Instagram.

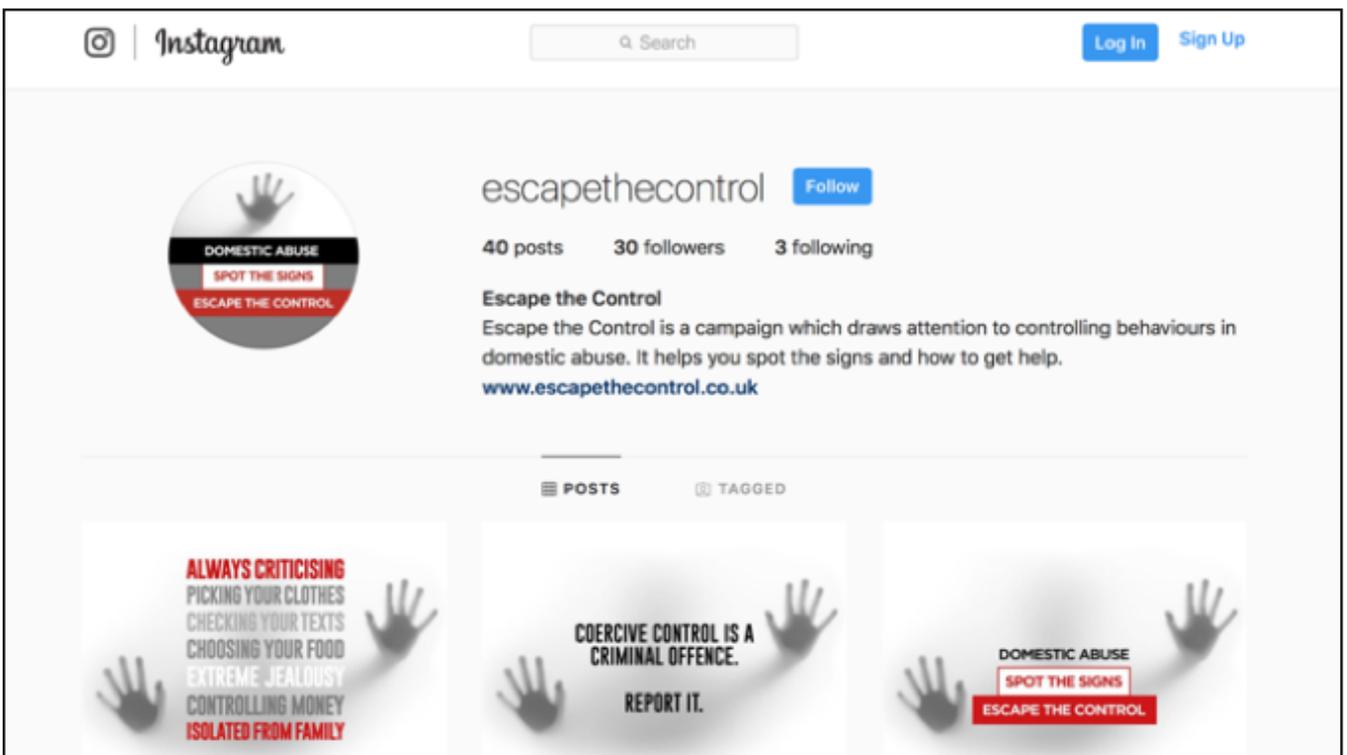
FACEBOOK PAGE



TWITTER PAGE



INSTAGRAM PAGE



The campaign social media pages can be found at:

- facebook.com/escapethecontrol
- twitter.com/escape_control
- Instagram.com/escapethecontrol

The Campaign hashtag used was **#escapethecontrol**

5. CAMPAIGN PERFORMANCE

5. CAMPAIGN PERFORMANCE

Campaign advertising and PR took place across 4 weeks following the photo opportunity on 19th July 2018 and the official launch on 23rd July 2018. Social media promotion continued to run for a further 2 weeks up to the beginning of September 2018.

The campaign was monitored using a number of analytical tools including:

- Advertising reach - Opportunities to See (OTS)
- Web analytics
- Social media analytics
- Media coverage
- Engagement contacts
- Interviews/Survey Monkey

KEY ACHIEVEMENTS

WEBSITE

Nearly **2000** (1969) 'unique users' (different people) have visited the website since the campaign launched in July 2018. During the campaign evaluation period, top referral sites were social media channels such as Facebook, Twitter and Instagram. Followed by Knowsley News and Survey Monkey.

Top visited pages were:

1. Spotting the Signs

2. SURVIVOR STORIES

SPOT THE SIGNS **ESCAPE THE CONTROL** Close Page

Home Spotting the Signs Worried About Someone Where to Get Help Myths **Survivor Stories** Media 

Survivor Stories

Helen, 20, Sefton

I just listened to the Escape the Control radio interview and some parts really hit home to me. My relationship with my partner ended when he pushed me twice in a drunken rage after drinking all day at my friend's birthday party. He has some form of alcohol dependency and is in denial about that triggering his anger issues. There...

[Keep Reading](#)

Julie, 27, Knowsley

Our relationship ended this year, when I think back I've realised that he was always very controlling and manipulative from the start. He used to purposely make

3. WHERE TO GET HELP?

SPOT THE SIGNS **ESCAPE THE CONTROL** Close Page

Home Spotting the Signs Worried About Someone **Where to Get Help** Myths Survivor Stories Media 



Nothing is right. Ever. This is domestic abuse.

If you're worried that someone might be in immediate danger, always call 999.

Call the National Domestic Violence Helpline, which takes calls anonymously and is open 24 hours, on 0808 2000 247.

4. WORRIED ABOUT SOMEONE

SPOT THE SIGNS **ESCAPE THE CONTROL** Close Page

Home Spotting the Signs **Worried About Someone** Where to Get Help Myths Survivor Stories Media 



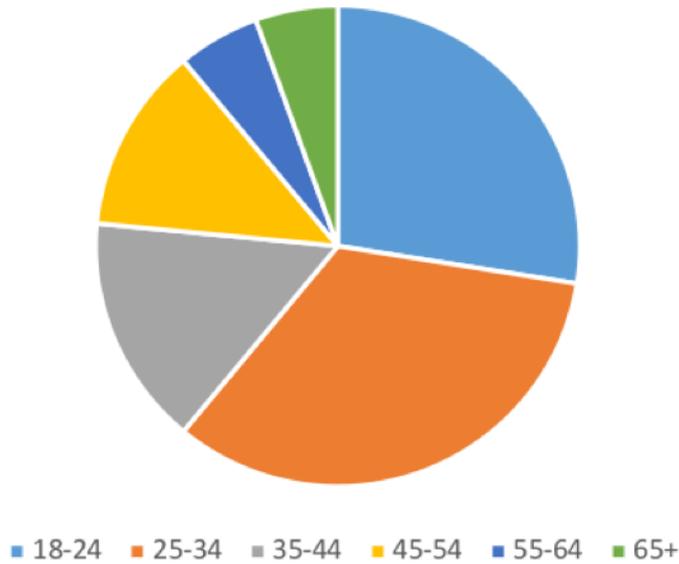
Controlling what you do. This is domestic abuse.

If you're worried that someone might be in immediate danger, always call 999.

Call the National Domestic Violence Helpline, which takes calls anonymously and is open 24 hours, on 0808 2000 247.

From the age breakdown of visitors it can be seen that over three quarters were aged under 44, demonstrating that the campaign met the stated need to target this younger cohort as a priority.

Breakdown of Website Visitors by Age



The number of visitors to the website each week reflects the campaign’s activity, covering the main campaign period and the post-campaign Survey Monkey promotion.



SOCIAL MEDIA

The campaign was active over the 3 main social media channels: Facebook, Twitter and Instagram. The most effective channel was Facebook & Instagram.

	Total Reach	Likes/Followers
Facebook	120,000	191
Instagram	n/a	40
Twitter	23,500	48

FACEBOOK QUIZ

The most popular posts were those that allowed users to interact. A Facebook quiz was produced that asked 'Are you in a controlling relationship?'. The post was by far the most engaging, with a reach of over **20,000** people and **627** quiz entrants.

The image shows a Facebook post from the page 'Escape the Control', published by Nicola Rigby on 10 August. The post text asks 'Are you in a controlling relationship? Take our quiz #escapethecontrol'. The main graphic features the text 'ARE YOU OR SOMEONE YOU KNOW EXPERIENCING CONTROLLING BEHAVIOUR?' with two handprints on either side. Below this, it says 'DOMESTIC ABUSE SPOT THE SIGNS ESCAPE THE CONTROL' and provides the website 'www.escapethecontrol.co.uk'. At the bottom of the post, it shows '20,054 People reached', '36 Engagements', and '1,029 Clicks', along with a 'Boost Again' button.

All of the questions in the quiz were signs of controlling behaviour. Over 50% of entrants answered sometimes or often to the following questions:

- Does your partner try to control your personal activities?
- Does your partner try to keep you away from other people?
- Does your partner try to control our education, work or money?
- Does your partner try to control sex and/or sexual activities?
- Does your partner try to find out what you have done and where you have been?

As an added referral method, all the final pages of the quiz directed participants to the website for more information and to find out where to get help. The quiz findings are useful in demonstrating the wide scale issue of coercive control and can be used to form messaging as part of future campaigns.

PR

Media played a key part, with the campaign picked up by the main local newspapers such as the Liverpool Echo. Interviews took place on Radio City Talk and Radio Merseyside – each running a 30-minute long piece. Regional TV interest was generated but unsuitable, as the request for a survivor not possible at services within the short time frame requested.



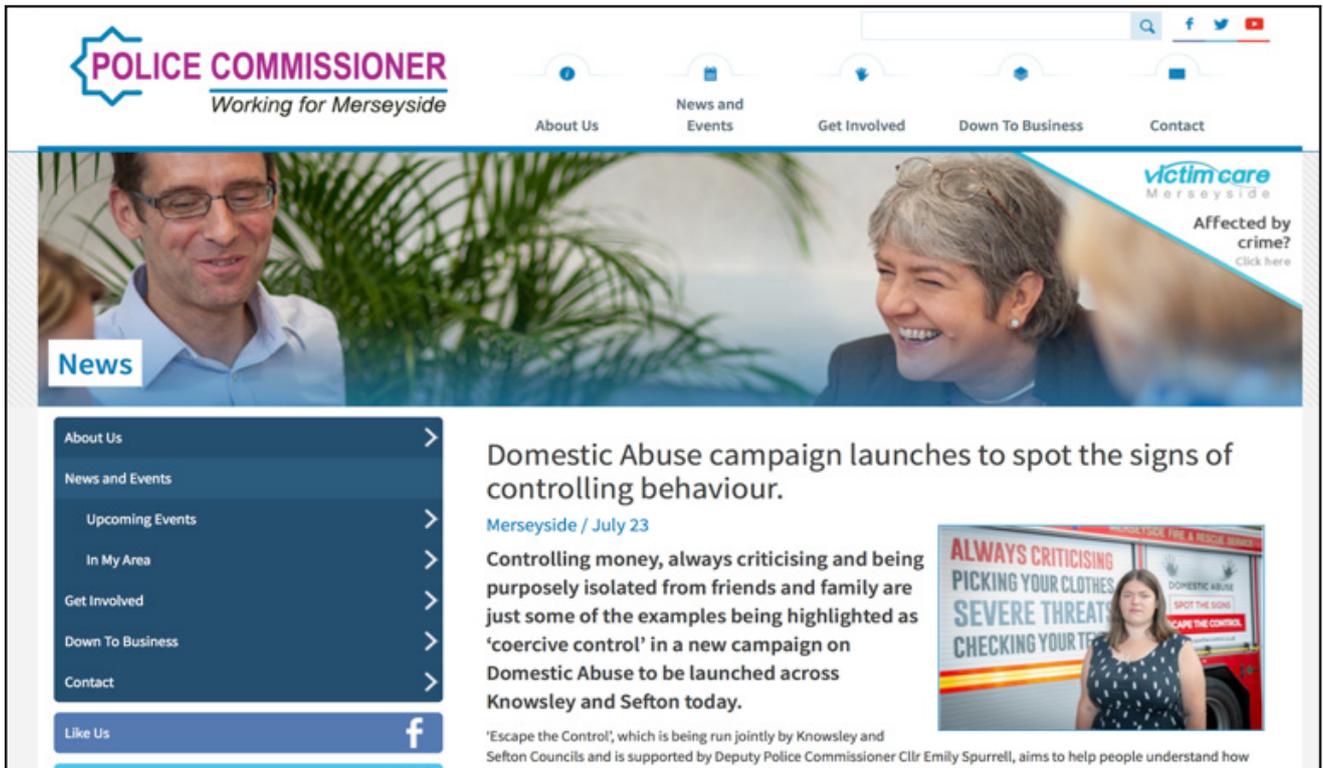
MEDIA COVERAGE:

- BBC Radio Merseyside, Mick Coyle Show (also promoted via the stations social media)
- Radio City Talk
- Liverpool Echo
- Knowsley News - <http://knowsleynews.co.uk/can-you-spot-the-signs-of-controlling-behaviour/>
- My Sefton - <http://mysefton.co.uk/2018/07/20/sefton-joins-campaign-to-escape-the-control-of-domestic-abuse/>
- Knowsley News - <http://knowsleynews.co.uk/be-like-becky-and-spot-the-signs-of-domestic-abuse/>
- Midweek Visitor

MEDIA CUTTINGS

A sample of campaign media cuttings include:

MERSEYSIDE PCC, 23RD JULY 2018



The screenshot shows the website for the Merseyside Police Commissioner. The header includes the logo "POLICE COMMISSIONER Working for Merseyside" and navigation links: "About Us", "News and Events", "Get Involved", "Down To Business", and "Contact". A search bar and social media icons for Facebook, Twitter, and YouTube are also present. Below the header is a large banner image featuring a man and a woman. A "News" button is visible on the left. A sidebar menu on the left lists: "About Us", "News and Events", "Upcoming Events", "In My Area", "Get Involved", "Down To Business", "Contact", and "Like Us" with a Facebook icon. The main content area features a news article titled "Domestic Abuse campaign launches to spot the signs of controlling behaviour." dated "Merseyside / July 23". The article text states: "Controlling money, always criticising and being purposely isolated from friends and family are just some of the examples being highlighted as 'coercive control' in a new campaign on Domestic Abuse to be launched across Knowsley and Sefton today." Below the text is a small image of a woman standing in front of a fire and rescue vehicle with campaign messages: "ALWAYS CRITICISING PICKING YOUR CLOTHES SEVERE THREATS CHECKING YOUR TEXTS". A quote at the bottom reads: "'Escape the Control', which is being run jointly by Knowsley and Sefton Councils and is supported by Deputy Police Commissioner Cllr Emily Spurrell, aims to help people understand how

KNOWSLEY NEWS, 19TH JULY 2018



The screenshot shows the "KNOWSLEY news" website. The header includes "MOST RECENT" and "KEY INVESTORS VISIT KIRKBY TOWN CENTRE REDEVELOPMENT" with social media icons for Facebook, Twitter, Google+, LinkedIn, and YouTube. The main logo "KNOWSLEY news" is displayed with autumn leaves. A navigation bar includes: "HOME", "LATEST", "IN FOCUS", "SOCIAL", "FOR THE RECORD", "NEWSLETTER", "MEDIA CENTRE", and "ABOUT". Below the navigation bar, the breadcrumb trail reads: "Home > In focus > Can you spot the signs of controlling behaviour?". The main content area features a large photograph of five people standing in front of a fire and rescue vehicle, each holding a sign with a sign of controlling behavior: "CONTROLLING MONEY", "ALWAYS CRITICISING", "ISOLATED FROM FAMILY & FRIENDS", "EXTREME JEALOUSY", and "CHECKING YOUR TEXTS". To the right of the main image is an "INSTAGRAM" section with a grid of six images. Below the Instagram section is a "FOLLOW KNOWSLEY COUNCIL" button.

She said if I told anyone about the abuse, I'd never see my kids again

MALE SURVIVOR OF DOMESTIC VIOLENCE TELLS HIS STORY

By EMMA WALKER
ECHO Correspondent
emma.walker@liverpoolecho.com
@emma_walker

AT his work, Dave* wondered if today could be the day his partner would finally let him sacked.

While he appeared happy and carefree to the outside world, the young dad was usually living in constant fear of his wife. "You become really good at hiding it if you are physically, sexually and emotionally abused by my partner for 14 years," said.

The stress was unbearable, as not only I have to minimise what was going on to the outside world, I had to hide it from kids."

Dave and his partner were childhood sweethearts, who met at high school and set up a home on Merseyside. But the 30-year-old young love began to take a sinister turn, especially after the birth of their first child.

Dave explained: "She didn't really want to be pregnant and didn't really want the baby. The control was very subtle. At first, she would say things she did felt like she was just

After the birth of their second child, Dave's wife began drinking.

He said: "She would taunt me in front of people, saying I was stronger than her and I could hurt her if I wanted."

"In private, she would tell me that, if I ever told anyone about the abuse, she would turn it around and say it was me who had been violent. She threatened that I would never see my children again."

"I felt unable to speak out or leave my relationship and I was worried about my two children. I was terrified they would see this sort of behaviour as a normal relationship."

His hopelessness and lack of control in his life left him frustrated and helpless.

"It was even more difficult that I was a man," he said. "This shouldn't be happening to me. I had to keep my job, I was the only one working and felt I needed to provide for my family."

"If I didn't work, what would happen to our house and everything the kids knew?"

"We were homeowners, we had two holidays a year, we had social circles and I thought all that would collapse if I said anything. Who was going to believe me?"

He eventually summoned the courage to confide in a friend, who had noticed various injuries and how withdrawn Dave was becoming.

"I think friends knew what was going on, but it was such a stigma for a man to speak about their emotions," Dave said.

"I found it so hard. My mate found out about domestic abuse services for men and that helped me break free."

The survivor is still dealing with the aftermath but is working hard on rebuilding his life, and caring for his children.

He said: "I know it will take time but the main thing for me is that me and my kids are now safe."

"She is getting the help she needs. I'm getting the support I need."

"I still have to deal with certain situations involving her, but I have moved on and have a better life."

"There are more men out there who are in silence like I was, afraid they won't be believed."

"There are people and services out there to help you."

"I'm glad that me and my children are able to get help."

“I think friends knew what was going on, but it was such a stigma for a man to speak about their emotions.”
Dave* describes finding the strength to speak out

MY SEFTON, 29TH JULY 2018



News and stories from around our borough





PLEASE FOLLOW & LIKE US



SEARCH BOX

Sefton joins campaign to Escape The Control of Domestic Abuse

RELATED STORIES



6. EVALUATION

The campaign evaluation was carried out during late September and October 2018 using several methods:

1. Survey Monkey online survey for the public and staff, promoted via social media within Knowsley and Sefton,
2. In-depth telephone interviews with hairdressers/barbers, as a new partner in campaigning activity for the councils, as well as key stakeholders,
3. Campaign metrics, which include reach and engagement across media, advertising, distribution and online channels.

Options for evaluation were considered. Methods chosen reflect the best use of available budget*. Both those already engaged with the campaign and those who had not seen/heard of it were reached, providing a good mix of responses for analysis.

**Usual budgets for evaluation are approx. 10% of total campaign budget.*

6.1 ONLINE SURVEY RESULTS

The primary evaluation method consisted of a SurveyMonkey online survey, for residents of and staff working in Knowsley and Sefton. The survey was promoted to those already aware of the campaign through the campaign social media pages, but those who were not already aware of the campaign were also engaged through paid-for advertising promotion on Facebook across 3 weeks. Council communications teams also promoted the survey through both internal and external channels including via their social media pages, newsletters and public messaging services.

In total, **249** individuals responded to the online survey. Individuals who only responded to the first four mandatory questions of the survey - about where they lived and worked - were excluded, leaving 232 for analysis.

Two thirds of these lived or worked in Knowsley or Sefton. Approximately a third of respondents had seen or heard something about the Escape the Control campaign before completing the survey. Analysis was carried out for the both those who has heard about the campaign and those who had not, although here was very little difference between these one participants had been shown the poster artwork and website pages.

KEY RESULTS OVERALL:

There was good awareness that domestic abuse also means aspects of controlling behaviour as well as physical violence, such as isolating someone, threatening, criticising or taking control, though 'extreme jealousy' was considered less so.

- **80%** of the sample had heard of the term 'coercive control', 58% had heard something about 'coercive control' recently
- **Over a third (39%)** had heard of the Escape the Control campaign by name alone (slightly more in Knowsley than Sefton). Though a self-selecting sample, this is well above average recall.
- **95%** agreed that the campaign materials told them about the signs of controlling behaviour and that when they saw the campaign, they knew what it was about.
- **82%** felt the campaign educates people about controlling behaviour or 'coercive control' a great deal or a lot.
- **70%** of those who responded said they have/would talk to someone about the issue after seeing the campaign.
- Social media, bus adverts and in local council/GP settings were the places where most saw the campaign.

*A full Evaluation Findings Report is available from
Knowsley and Sefton Public Health teams.*

6.2 TELEPHONE INTERVIEW FEEDBACK

A sample of the hairdressers and barbers mailed with Escape the Control information were re-contacted and invited to take part in a telephone interview. Short telephone interviews with the key stakeholders originally involved in the co-creation workshop were also carried out where possible.

Key questions included asking *'Can you tell me what you think the Escape the Control campaign is about?'* and *'What do you think domestic abuse is? (prompt: who experiences it?)'*.

Participants were also asked if they would be willing to support future work of this kind and their openness to being approached by the council to be involved in future activity.

Key feedback from hairdressers led to the following summarised points:

- Salons are social hubs where clients that have formed long relationships with their hairdressers will talk to them in confidence about issues.
- Many of the interviewees were surprised by the campaign as they had not seen anything like this targeted at salons before. They seemed open and 'relieved' that the issue was being addressed in the local area.

"Yours is the first kind of thing like this we have had for a long time and we would welcome anything like this."

- The campaign materials sparked discussion or were used when the issue was raised. They were appreciated by businesses.

"Yes, I did speak to a few of them about it - it was like a talking point even if they were not affected, it did spark some discussion."

- Interviewees were open to discuss at length with little prompting - some referred to their friends / family who had experienced emotional abuse.
- All interviewees immediately knew what domestic abuse was, many citing 'emotional' in responses.
- Those spoken to understood the campaign and what it was trying to get across, picking up the intended key messages and being supportive of it. They had read the materials and had a view on the issue.

"Lots of people who are in domestic violence are scared to speak up - so (the campaign) is there so they might think that they can probably speak to someone, through it."

"The campaign is about women who suffer domestic abuse. I say women because we are a women-only salon, but it can be men as well"

"Even if this only helps one person then at least it helps them."

- Most of the businesses who took part were very open about being approached about other community issues in the future; there was a clear sense that they have a strong tie with communities and want to help to support customers as much as they could.

"I would support anything that helps the community - yes community issues, knife crime or suicide, I would support those."

- Barbers appeared to be less responsive to engagement with the issue. It would be interesting to explore the reasons for this and engage these male-focused businesses more thoroughly.
- Leaflets were more widely used than posters, as there is not always enough room in a salon to display. The small leaflets were viewed positively as they were discrete.

“I found that putting the leaflets in the toilets meant that people could take them discreetly and they all seemed to go - I don't have any left!”

Key feedback from stakeholders is summarised:

- There was overwhelming positive support for the campaign.

“It was really simple and clear - there was nothing I didn't like.”

“I liked the bold design and the universal language. It doesn't say if male or female or what age either, so could be for anyone. Red was good too - an alert colour.”

“The campaign gave advice if you know someone - so friends and family - to listen, don't; judge, help someone with their options.”

“I liked the style of it. The hands... they pull you in.”

“I liked the design - really good, simple and effective.”

“Do I like the image? I've got used to it! And it does look good and stand out on taxi's.”

“It does what it says on the tin.”

- In particular, there was positive support from those working in domestic abuse settings and services - and they reported using the campaign to talk about controlling behaviour with their clients.

“I've used the leaflet as a prompt, for discussion and support.”

- The campaign had been supported and promoted to other teams and in other settings, e.g. local college settings, neighbourhood organisations and through personal contacts with friends/family.
- There was particular support for the ability of the campaign to provide simple, clear messages and the right list of 'signs'.

“The leaflets read easy - appeal to anyone who picked them up. And people can really relate to all the things in the signs. It's been great in that sense”

“The term 'exaggerated love' - I've not heard that used before, but since the campaign I've been using that term and have included it in training - it's been really useful.”

- Most had seen the campaign and some had also received positive feedback from family and friends about seeing the campaign locally - for example, feedback had been received that the campaign materials had been seen in local supermarkets and hairdressers.

“More people have said “Wow! - I didn't realise about this.”

“I was in a taxi with the campaign branding and I said that I had helped develop the campaign - the driver said 'I like the campaign - It's really important. You just don't know do you?' [who it can happen to].“

6.3 CAMPAIGN METRICS

The Key Achievements section above covers in detail the campaign activities and their performance; these are the metrics gathered on the campaign.

The estimated number of people reached and engaged can be estimated using data from the campaign alongside estimates from media outlets. Using these estimates, the total reach of all communication channels could be over 1 million.

	Estimated Reach
Advertising OTS (Buses, Taxis, Screens)	475,000
Social Media (for Escape the Control only, not including via local partners)	143,500
Echo (daily circulation)	35,038
Radio City Talk (weekly listeners)	27,000
Radio Merseyside (weekly listeners)	276,000
Printed Materials (total number provided for use locally)	45,000
Website (unique users on Escape the Control only, not including via local partners)	2,000
TOTAL	1,003,538

NB: The figures represent best estimates of reach/circulation/listenership available, including those provided by the media outlets, however these are estimates and are not necessarily unique users as one person may have seen the campaign in more than one location. Additional reach – such as that from partner websites, council social media and in-kind support from e.g. Radio City social media - are not available; therefore these estimates could be higher.

7. KEY CONCLUSIONS AND LEARNINGS

Over a third (39%) had heard of the Escape the Control campaign by name alone in the absence of being shown materials - which is impressive for a young campaign. Once seen, the vast majority - 95% - understood the campaign messages and thought that the campaign was good at educating about coercive control (82%). In addition, although not a direct aim, most people (70%) were motivated to speak to others about the issue after seeing the campaign.

There are a number of learnings which can support local work:

- Though the campaign was not exclusive to women, and this was positively commented on, it was suggested from the public, staff and the hairdressers spoken to that more of a focus on men was needed
- Comments on the need to include marginalised or vulnerable groups - e.g. LGBT, and to cover lesser discussed controlling behaviour signs e.g. sexual control
- A phone number to offer as well as website signposting would have been welcomed
- Social media, bus adverts and in local council/GP settings were the places where most saw the campaign.
- The quiz was a well-received engagement tool - include this in future campaigns
- Hairdressers are a useful community resource for future campaigns around public health/ community safety and would warrant more exploration as a partner
- Involvement in the planning and delivery was valued by stakeholders, who generally can see a role for the campaign in ongoing work

The campaign evaluation suggests that the Escape the Control campaign performed well against the set aims and objectives; increasing awareness, providing information and offering encouragement. There is some evidence of the campaign being used by front line staff - though more development of this is needed, and the feedback suggests that the campaign was helpful in making the issue socially unacceptable.

The website, creatives and materials continue to be used in a range of settings across Knowsley and Sefton - the campaign lives beyond the initial promotional period and can be integrated into ongoing local work. There is clearly much scope for this, linking to and supporting the local strategies to tackle domestic abuse.

Direct contact via social media was made by a member of the public during the campaign. This now appears on the campaign website as a Survivor Story at <https://www.escapethecontrol.co.uk/survivor-stories/>

I just listened to the Escape the Control radio interview and some parts really hit home to me. My relationship with my partner ended when he pushed me twice in a drunken rage after drinking all day at my friend's birthday party. He has some form of alcohol dependency and is in denial about that triggering his anger issues. There is alcoholism in his family so heavy drinking and kicking off is rather normalised by them. He has also been through a lot that he has not dealt with hence the anger, but this is still absolutely no excuse for his behaviour.

He had never put his hands on me before then but that was a line crossed for me - I could never get past it, even it had been an isolated incident. I was not willing to take the risk of staying with him. I knew I could never save him but loved him so deeply I thought with my support we could get through anything together till that point.

I can see why people stay though. In the moment you are dealing with the here and now so you do keep faith. I did for nearly 4 years as I held on to the lovely, kind and supportive man I loved so much. He has taken no responsibility for his behaviour or actions since we split up so he isn't who I loved anymore at all and clearly in denial about getting help. So sad really, but not my worry anymore.

Now I look back I can see how much the angry-drunk him would put me down. I was always on edge at events if he had a drink. Sober, angry or happy he would always say he was lost without me, I was his everything, the best thing he had and that he'd give up completely on love if we ever split. So hearing about the 'exaggerated love' in the campaign... It never entered my head that maybe that was a form of control from him... it's made me think about just how toxic and abusive our relationship could have spiralled if he hadn't physically touched me until further down the line.

Seeing the campaign has just reconfirmed that I made the right decision walking away, so thank you for sharing this and raising awareness. I think it's brilliant there is a local service out there for people who will really need it.

Helen, 20, Sefton

8. ACKNOWLEDGEMENTS

MEMBERS OF THE INITIAL CO-CREATION GROUP FOR THIS CAMPAIGN:

KNOWSLEY

Jemma Jones	Knowsley MBC, Head of Safer Communities
Richard Holford	Knowsley MBC, Public Health Specialist
Julie Johnston	Knowsley MBC, Safer Communities Team Manager
Joanne Parry	Knowsley MBC, Head of Family First
Emma Kay	First Step, Senior IDVA

SEFTON

Janette Maxwell	Sefton MBC, Localities Team Manager
Collette Rice	Sefton MBC, Senior IDVA

MERSEYSIDE-WIDE

Denise Malcolm	Merseyside Police, Detective Constable Public Protection Unit
Nick Mills	Office of Police and Crime Commissioner, Director of Commissioning Research & Policy
Mike Berry	Office of Police and Crime Commissioner, Community Engagement Officer
Dr Emma Katz	Hope University, Academic Researcher

SOCIAL MARKETING PARTNERS (AGENCY)

Pippa Sargent	Director
Nicky Smith	Marketing and Project Manager
Si Hall	Creative Director

Special thanks to **Merseyside Fire and Rescue** as well as all organisations and businesses who took part and supported the campaign, including those from the participating councils, domestic abuse services - **SWACA**, **The First Step** and the **IDVA teams**, hairdressers, dentists and supermarkets in Knowsley and Sefton.

For further information and a copy of this report, visit <https://www.knowsley.gov.uk/residents/crime-and-safety/support-with-domestic-violence> or www.sefton.gov.uk/behindcloseddoors

*This report was compiled by Social Marketing Partners, November 2018
Contact: hello@socialmarketingpartners.co.uk*