

# Mid and West Wales Regional Partnership



BUILDING HAPPIER, SAFER & STRONGER LIVES

# Older people engagement and communication

- 👤 How do we reach people in rural communities
- 👤 What are the best ways to engage with them
- 👤 How do we communicate with them
- 👤 Where are they likely to see those messages
- 👤 Feedback around existing materials
- 👤 Engage older people for the victim participation group
- 👤 What are the barriers to seeking support



# Engagement

- 👤 A number of awareness sessions were conducted. With older people's social and support groups
- 👤 Participants were asked to give feedback around current promotional material
- 👤 Participants were asked to complete questionnaires giving feedback for our comms evaluation
- 👤 2 rising awareness stand were also held in Prince of Wales hospital and a community event in West wales where feed back was welcomed from the community.



# Evaluations

- Some participants volunteered to participate in a telephone interview
- The information from our evaluation forms, verbal feedback and interviews were used to develop an independent in depth evaluation



# Conclusions in Brief

- 👤 More public campaigns both through media and in public events
- 👤 Domestic abuse agencies to be more visible at community or public events
- 👤 More aesthetically pleasing booklets, promotional material
- 👤 More information about how to help and support others
- 👤 Most of the older people said they would not come forward if they thought a loved one would get into trouble with the police or with the benefits agency if they were claiming carers support allowance



Live Fear Free Helpline: 0808 8010 800

# Age Safely

Are you feeling afraid  
in your own home and  
scared of someone you  
care about?

Are you concerned  
about an older person  
you know?

You are not  
alone. Advice  
and support  
is available  
for you.



Email: [info@livefearfreehelpline.wales](mailto:info@livefearfreehelpline.wales)

# Poster Campaign and Booklet

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# Youth Projects

- Initially began as a project aimed at sports facilities
- Piece of training to be delivered as a train the trainer to coaches, youth workers
- Engagement with the WRU was initially positive
- Most staff felt they would not be confident enough to deliver the training
- However, they did feel more able to challenge unhealthy attitudes and beliefs



# Training content

- 👤 Only suitable for age 14+
- 👤 Domestic abuse
- 👤 Challenges to keeping healthy relationships
- 👤 Consent and relationships
- 👤 Obstacles to seeking support
- 👤 Misogyny and objectification
- 👤 Sexual Harassment
- 👤 Gender stereotypes





# Youth engagement

- 👤 Comms campaign around consent and relationships
- 👤 Youth council engagement
- 👤 Individual engagement
- 👤 Keep it simple
- 👤 Inclusive
- 👤 Not enough education in schools. Some only focus on casual relationships not romantic relationships.
- 👤 Where would they go for help and support!!!!



# Youth Comms Campaign



**ChildLine**  
0800 1111  
Childline.org.uk

brook.org.uk

**RELATIONSHIPS CAN  
BE DIFFICULT TO  
NAVIGATE. ALWAYS  
MAKE SURE  
CONSENT HAS  
BEEN FREELY  
GIVEN AND  
KNOW IT'S  
REVERSIBLE.**

**IS IT OK IF I KISS YOU?**

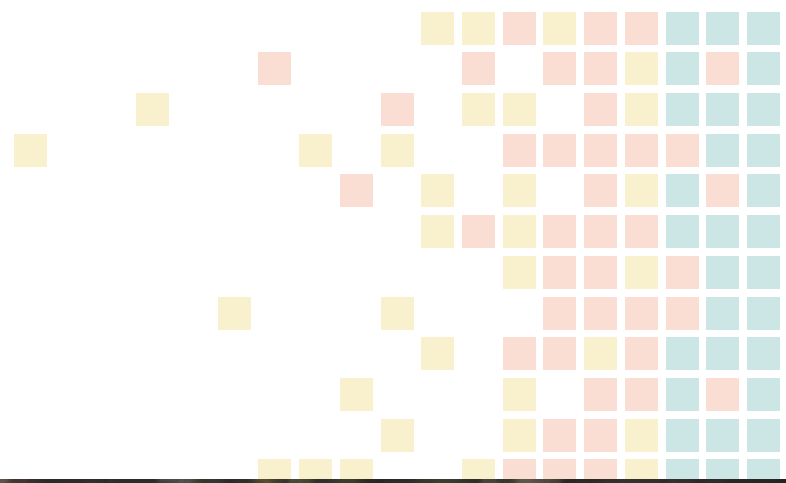
**MID & WEST WALES REGIONAL VAWDASHI PARTNERSHIP**  
BUILDING HAPPIER, SAFER & STRONGER LIVES



**RESPECT EACH OTHERS  
BOUNDARIES.  
DON'T GO INTO  
SOMEONE'S  
PERSONAL SPACE  
UNLESS YOU  
ARE INVITED.**



**IS IT OK IF I KISS YOU?**



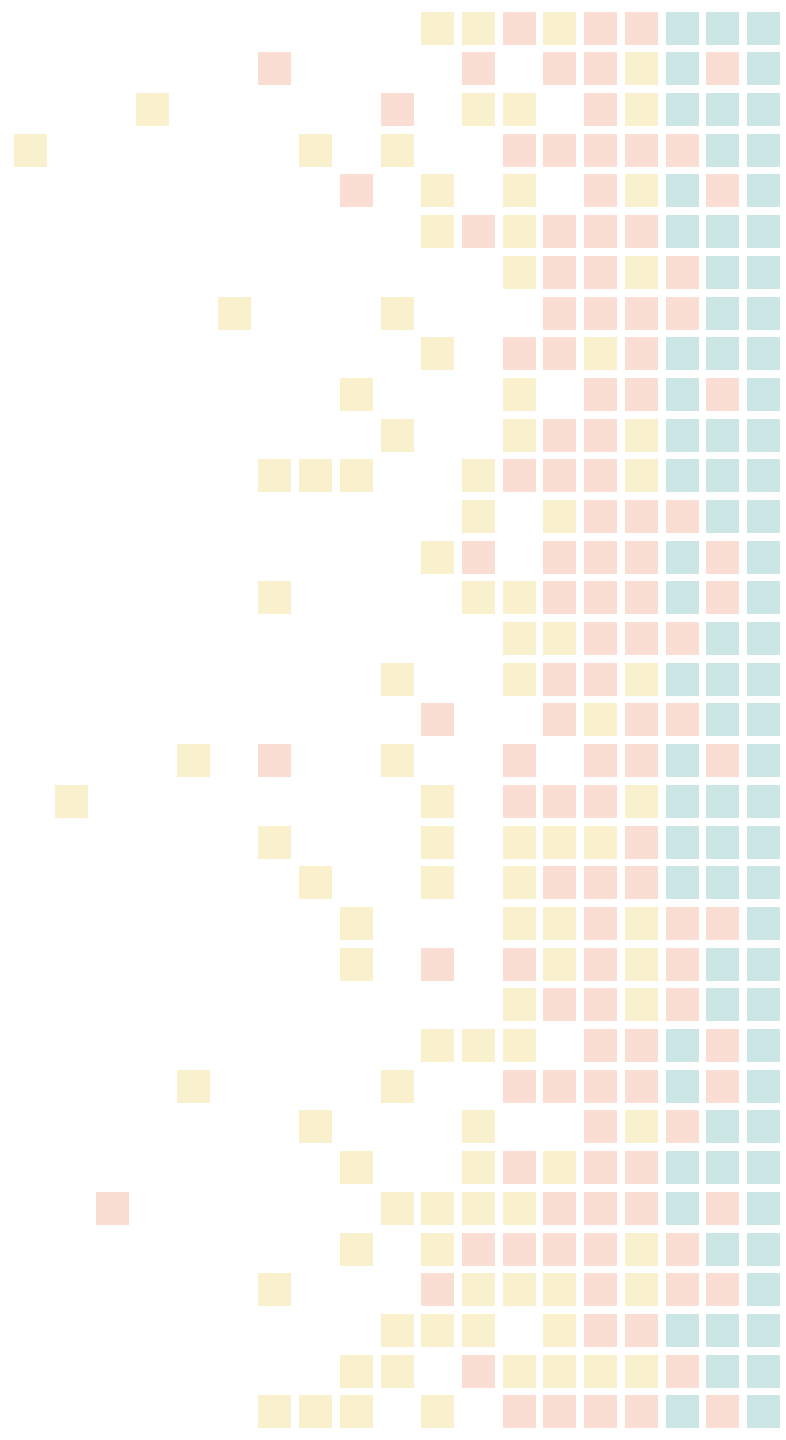
**ALWAYS MAKE  
SURE YOU HAVE  
CONSENT.  
CONSENT CAN  
BE GIVEN OR  
WITHDRAWN  
USING WORDS  
OR BODY  
LANGUAGE**



**IS IT OK IF I KISS YOU?**

# Feedback

- Let's normalise asking
- Innocent
- Appropriate for all ages
- Parent friendly



# Moving forward

- 🌈 Training to be delivered to youth workers, both community and school based.
- 🌈 Training delivered to sport professionals/clubs
- 🌈 Sessions delivered in schools/youth clubs

