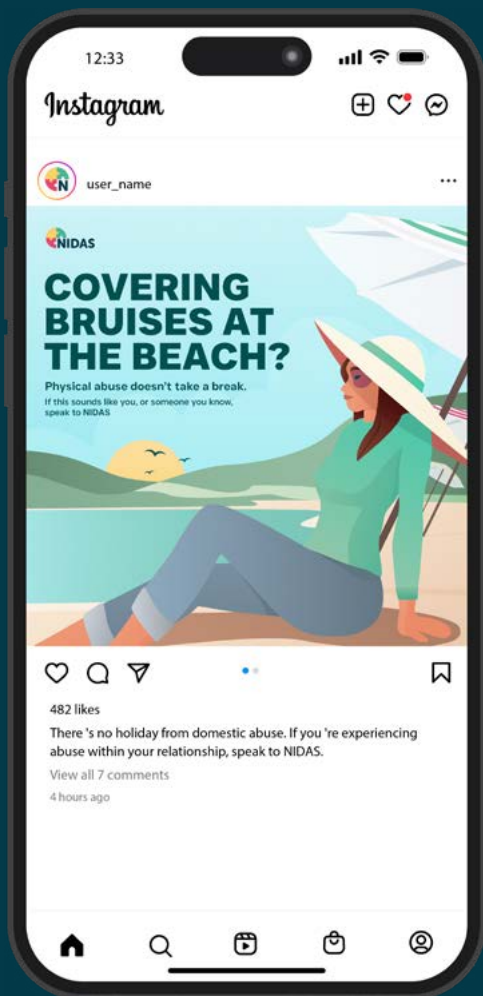




Joined-up domestic abuse support
in Norfolk.

There's no holiday from domestic abuse

Summer marketing campaign -
stakeholder pack





About NIDAS

Norfolk Integrated Domestic Abuse Service (NIDAS) is a Norfolk-wide domestic abuse support service for high or medium risk victims of domestic abuse.

Delivered by specialist service providers – Leeway, Daisy Programme and Safe Partnership, the service has been commissioned and shaped by OPCCN (Office of the Police & Crime Commissioner for Norfolk), Norfolk County Council, Norwich City Council, South Norfolk and Broadland District Councils.

The support service is the first system of its kind in Norfolk, offering a fully integrated service making one-to-one support, multi-agency response and help towards practical solutions available.

Every person that NIDAS support is allocated a Domestic Violence Advisor (IDVA) who works to understand their needs, and helps to remove any barriers there may be to meet these. NIDAS is also able to refer standard risk victims in to [Norfolk & Suffolk Victim Care](#), to ensure all victims of domestic abuse are supported.

NIDAS also offers dedicated support for Children and Young People who are affected by domestic abuse (when parent/care giver is/has been in service).

Contact NIDAS

Call: 0300 561 0555

Text: 07860 063464

Email: referrals@nidasnorfolk.co.uk

Web: www.nidasnorfolk.co.uk

Opening hours:

Weekdays: 9am – 6:30pm

Weekends: 9am – 3pm

Campaign overview

'There's no holiday from Domestic Abuse. If you or someone you know is experiencing domestic abuse, speak to NIDAS.'

Aim: Raise awareness of NIDAS within the target audience group

Audience: Broad, all genders, people living in Norfolk. Not specific to people suffering from domestic abuse, friends and family also.

Platforms: Social media first, primarily Instagram and Facebook.

Dates/duration: Launch date: 29th July 2024, running through to 6th September

Assets available: Social media posts with accompanying graphics, social media headers, screensavers, posters



The campaign is being managed by the OPCCN as lead commissioner.

As such, any media enquiries should be directed to Susan Starling, Communications and Engagement Manager at the OPCCN: susan.starling@norfolk.police.uk

Campaign overview (cont)

About

The 'There's no holiday from domestic abuse' campaign aims to raise awareness of NIDAS and its services at a time of year that sees reporting of domestic abuse reduce, despite there being no evidence to suggest that incidents also lessen.

Pressures such as balancing looking after the children, managing the perpetrator, lack of availability and time to contemplate reporting/help seeking may be the cause of this reporting reduction, however, as the campaign details, there is no break from domestic abuse.

The campaign therefore aims to show how domestic abuse manifests within traditional summer holiday settings, helping people to identify that what they are experiencing may be abusive, and encouraging people to self-reflect on the behaviours they experience.

Ultimately, the campaign seeks to encourage people to speak to NIDAS, if they are experiencing domestic abuse.

Graphics and messaging have also been created to speak to people who may not know they are a victim, to friends and families of victims, and people who may experience domestic abuse in the future.

The creative assets have been designed to stand out on social media from other campaigns of a similar nature, to capitalise on the topical interest in summer holidays, and to stop people from scrolling past, ultimately encouraging them to self reflect.

This is the first marketing campaign NIDAS has undertaken, and as such is a broad awareness campaign aimed at raising awareness of the service.

Getting involved

We want our campaign to reach as many people across Norfolk as possible.

With that in mind, we'd welcome any sharing of our posts, posting yourself, or directing people to our campaign that you can do.

So with your teams, please:

- Post any of our suggested graphics and messages
- Re-post any of NIDAS' posts on your channels
- Use our graphics on your social headers or internal communications

We'd kindly ask that you don't mix and match our graphics with your own posts.

The campaign will be running from 29th July to 6th September, so please feel free to share as many posts as frequently as you would like during this time.

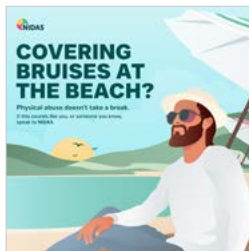
Asset links

You can find the campaign graphics at the following links below:

- [Social posts](#) (sized at 3000px x 3000px square, optimised for Instagram)
- [Social headers](#) (Facebook, Twitter & LinkedIn)
- [Posters](#) (A4)
- [Screensavers](#) (1920 x 1080px)

Social posts

Covering bruises at the beach?



There's no summer holiday from physical abuse - but there is help and support for those suffering.

If you live in Norfolk, and are experiencing domestic abuse, speak to NIDAS on 0300 561 0555, or visit NIDASnorfolk.co.uk.

No say about your holiday?



Coercive control leaves people silent and powerless.

It is illegal, and a form of domestic abuse.

If you live in Norfolk, and are experiencing domestic abuse, speak to NIDAS on 0300 561 0555, or visit NIDASnorfolk.co.uk.

Scared to have a week on silent?



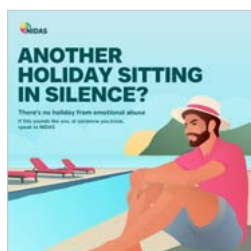
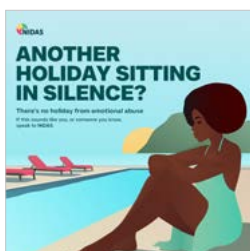
Stalking and Harassment can take many forms but can be identified as fixated, obsessed, unwanted and repeated behaviour.

Stalking and Harassment is illegal, and a form of domestic abuse.

If you live in Norfolk, and are experiencing domestic abuse, speak to NIDAS on 0300 561 0555, or visit NIDASnorfolk.co.uk.

Social posts

Another holiday sitting in silence?

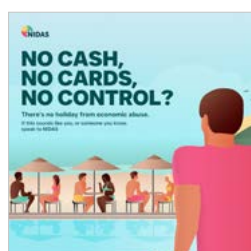
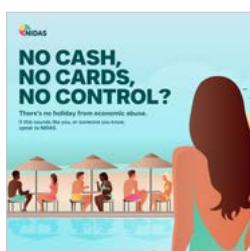


Emotional abuse can make you feel isolated and alone - but help and support is available.

Emotional abuse can be used as part of coercive control which is illegal.

If you live or work in Norfolk, and are experiencing domestic abuse, speak to NIDAS on 0300 561 0555, or visit [NIDASnorfolk.co.uk](https://www.nidasnorfolk.co.uk).

No cash, no cards, no control?

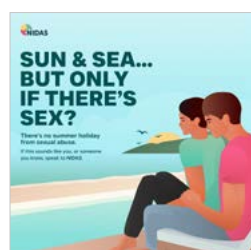
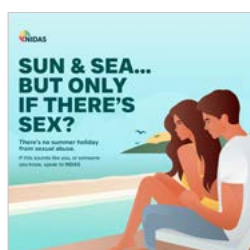


Economic abuse costs more than just money - it can cost you your freedom and independence, too.

Economic abuse is illegal, and a form of domestic abuse.

If you live or work in Norfolk, and are experiencing domestic abuse, speak to NIDAS on 0300 561 0555, or visit [NIDASnorfolk.co.uk](https://www.nidasnorfolk.co.uk).

Sun & sea... but only if there's sex?



No one has the right to demand you do anything within a relationship, including sexual activity that you don't want to do.

Sexual abuse within relationships is illegal, and is a form of domestic abuse.

If you live or work in Norfolk, and are experiencing domestic abuse, speak to NIDAS on 0300 561 0555, or visit [NIDASnorfolk.co.uk](https://www.nidasnorfolk.co.uk).



Questions

For questions or assistance relating to the campaign, please contact:

- **Questions and information about NIDAS:**
Tabatha Breame, Domestic Abuse Scoping and Delivery Officer, OPCCN:
Tabatha.Breame@norfolk.police.uk / 07977 323 252
- **Questions and information about media enquiries:**
Susan Starling, Communications and Engagement Manager at the OPCCN:
susan.starling@norfolk.police.uk
- **Questions and information about campaign assets and wording:**
Steve Walsh, Jump (NIDAS marketing partner):
steve.walsh@wejumphigher.co.uk / 07944 558 654