



# Digital prevention platform Against Violence & Abuse



## Introduction

Winner of the European MEDEA Professional Production Award 2014 and External Learning Solution of the Year at the 2015 Learning Awards, the 'Digital Prevention Platform' was developed for AVA (Against Violence & Abuse) by Saffron Interactive. This knowledge platform enables practitioners working with children and young people to identify, challenge and respond to violence against women and girls.

A high-impact elearning experience was developed as an engagement-catalyst: enabling less experienced educational practitioners to identify and respond to disclosures of abuse and motivating them to join the prevention community. The platform then makes it easy to discover and navigate approved toolkits and specialist resources, putting performance aids at the point-of-need.

## The challenge

In 2014, 1.2 million women were victims of domestic abuse, over 400,000 were sexually assaulted, and 60,000 were raped. AVA is a national second tier service working with schools and youth services to change this.

After a project involving AVA-led research projects at six participating schools, an unprecedented wealth of insight was generated for the first time. Funded by Comic Relief, the Digital Prevention project aims to spread this insight, influencing policy and changing the facts on the ground with a digitally-enabled blended approach. The aim: to equip practitioners to deliver a whole-school approach to prevent violence against women and girls.

## Why Saffron?

Saffron won a tender process for this project by demonstrating our passion, ingenuity and appetite for innovation through previous work on mental health with TfL and Amnesty International, alongside our knowledge management credentials. A sleek, mobile-ready user experience which could be customised from scratch (not just branded) was a key issue that Saffron understood.



The family comes from a community that is known to practice FGM, for example Somalia, Sudan and other African countries.



Parents state that they or a relative will take the child out of the country for a prolonged period or a child may talk about a long holiday to her country of origin or another country where the practice is prevalent, including African countries and the Middle East.





## Our approach

We thought hard about designing for the difficult messages, and finding the right shades and textures to make the platform serious, without being upsetting. Universal line-drawn graphics are used to capture the attention of a practitioner who, perhaps just a few days before, noticed something yet felt unable to take action.

The programme is also action-orientated: storytelling screens and conversation interactions with vivid tips boxes and warnings deliver difficult content about holding disclosure conversations in an experiential but sensitive way.

A key challenge for all the learning was to take on a dual function: both as a 'catalyst' experience and as a toolkit for facilitators to use in the field. Detachable assets like images, infographics and animations make this possible. These bite-size learning experiences are as effective in the classroom or online or in a live event as they are in the context of the whole module. Saffron trained AVA on how to re-use any asset from the module.

The website is a mobile-optimized gateway to constantly updated resources and a community of practice:

- The Toolkit structures diverse materials into a clear action framework following the 'Understand, Prevent, Educate' model
- The Network maps current projects to allow practitioners to register and connect with the nearest group, and connects to the e-forum

- The Database is searchable, filterable and includes 50+ pages and 90+ multimedia resources, all curated or contributed by the AVA network
- Safe space provides immediate links to support those directly affected
- The Suggestion Box allows the user to contribute new resources to the database



## Results

We used Survey Monkey to create a diagnostic to capture key data points about users at the beginning and end of the programme. This is the remarkable change that our survey data showed among pilot participants:

- The number of learners who felt 'very confident' they knew what abuse was more than doubled, from 19% to 47%
- The number of people who felt confident they could make a difference in stopping violence against women and girls doubled from 30% to 60%
- Those who were aware of the legislation surrounding forced marriage jumped from 36% to 67%

Disclosures at a school where the blended programme has been implemented have already increased by 300%.

Amidst widespread media coverage, the platform has now entered official government guidelines from the Home Office, Department of Health and the Department for Education and been rolled out by several local authorities.

It has also gained the support of the Times Education Supplement and the NSPCC.

Here is what the judges at the 2015 Learning Awards had to say:

*"By adopting a digitally enabled blended approach, and creating a Digital Prevention Platform with a rich domain of content, Saffron Interactive developed a synergistic partnership with AVA to make 'safeguarding go viral'. By creating a toolkit, rather than a course, Saffron has ensured this Comic Relief supported programme will save both distress and lives."*