

Objective 1 Challenge the public attitude to violence against women, domestic abuse, and sexual violence across the Welsh population through awareness raising and space for public discussion with the aim to decrease its occurrence.

Regional action	Local Delivery	Lead	Time scales	Outputs /outcomes	Q1 Update	Q2 Update	Q3 Update	Q4 Update
Participate in the development and dissemination of national VAWDASV campaigns for victims and perpetrators	VAWDASV and CSP Manager to be involved in relevant development work: blueprint workstream for 'Gender based harassment in public spaces'	KW, WB	Quarterly updates via Regional VAWDASV steering group	Breakdown of blueprints outputs and local implementation				
	VAWDASV and CSP Manager to be involved in relevant development work: blueprint workstream for 'Workplace harassment'			Breakdown of blueprints outputs and local implementation				
	VAWDASV and CSP Manager to be involved in relevant development work: blueprint workstream for 'Tackling perpetration'			Breakdown of blueprints outputs and local implementation				
	VAWDASV and CSP Manager to be involved in relevant development work: blueprint workstream for 'Sustainable whole system approach'			Breakdown of blueprints outputs and local implementation				
	VAWDASV and CSP Manager to be involved in relevant development work: blueprint workstream for 'Older people's needs'			Breakdown of blueprints outputs and local implementation				
	VAWDASV and CSP Manager to be involved in relevant development work: blueprint workstream for 'Children and young people's needs'			Breakdown of blueprints outputs and local implementation				
	Inform BCBC Corporate Communications teams of national campaigns and share promotional material.	WB, Team leaders	As scheduled	Participation in VAWDASV comms networks				
Identify plan and deliver local campaigns and awareness raising activity, using promotional mechanisms appropriate to the target audience.	Map campaigns across the year for targeted working, including planned awareness raising, major sporting / social fixtures	WB, Team leaders	Initial mapping by end Q1	Calendar created with Comms and schedule of posts agreed				
	Promotion of 'Hope to recovery' for male victims to get increased buy in.	Male IDVA	Quarterly review of impact	Utilisation of internal comms, social media and partnership links				
	Delivery of 'Hope to recovery' for male victims	Male IDVA	Quarterly review of impact	Development of indicators to demonstrate success.				
	Male IDVA to promote service with relevant channels	Male victim IDVA	Quarterly reviews of work.					
	Older persons IDVA to promote service with relevant channels (BAVO, Adult Services)	OP IDVA	Quarterly reviews of work					
	Deliver the Freedom Programme			3 blocks of 12 week sessions following term pattern				
	Develop and deliver a work programme for Safeguarding week (led by Safeguarding Board) 19 - 25 May							
	Develop and deliver a work programme for White Ribbon (25 November) and days of action			Gala event January 2026. Fun Run				
Use generic awareness days to raise awareness of VAWDASV in that specific section of the community	Develop and deliver a work programme for Sexual Violence Awareness Week (2 - 8 February 2026)							
	Older persons to explore opportunities tied to related awareness raising campaigns, e.g. Dementia Awareness 9 - 25 May 2025	IDVA						
	Male victims IDVA to explore opportunities tied to related awareness raising campaigns, e.g. IMD 19 November	IDVA						
	Work with cohesion / equalities to continue to consider communities not engaging (BAME, faith). Identify and address any training needs, e.g. cultural competency. Work to understand referral mechanisms and barriers to engagement.	KW, WB, Team Leaders. Community Cohesion Officer	Quarterly updates	Increase of ESOL, understanding referral mechanisms. Monitor referrals requiring translation				
Service providers to continue to raise awareness VAWDASV and service provision through active social media and other digital mechanisms, e.g. information screens in public spaces	Map social media opportunities amongst partners and service providers	ALL	Quarterly updates	Share the calendar with comms for planning				
	Explore the use of QR codes to promote service	WB, comms						
	Identify opportunities for service promotion e.g. information screens at community settings, shopping centres, pharmacies, education establishments, RSLs	WB, Team leaders	Quarterly updates	Digital screens across a range of settings utilised (where available / affordable)				
	Maximise use of DA media, such as 'Leaving' and '1 in 5' film through screenings etc	WB, Team leaders		Screening with targeted cohorts, e.g. Members, college. Using in Hope to Recovery, Freedom				
	Feedback into regional VAWDASV steering group and share suggestions for best practice	KW, WB	Quarterly (meeting schedule)					
Work with gender-based harassment in public spaces workstream to understand the scale and causes of the issue. Identify what works to change culture and provide support to protect women.	Integrate approaches with work of regional CSP (creating safe spaces) and sub-boards of PSB (workforce well-being) to develop a shared understanding and approach for the region	KW	Mar-26	Shared policy developed				
	Work with HR to review relevant policies	KW, WB	Dec-25					