

OUT OF THE SHADOWS

HOW INFORMATION PROVISION BY
BROADCASTERS CAN SUPPORT PEOPLE
AFFECTED BY ABUSE AND VIOLENCE

CONTENTS

Introduction	3
Understanding the issues and why these guidelines are important	4
Support Information Guidelines	6
Implementing the Guidelines	8
Checklist	9
Information sheets	
1: Definitions of abuse and violence	10
2: Prevalence of abuse and violence	12
3: Impact of broadcasting	14
4: Existing guidance	16
5: Screen card information	17
6: Case studies	18
Agencies and helplines	20
References and links	22

These guidelines were developed by Jane Chevous, Natalie Quinn-Walker, Concetta Perôt, Survivors Voices, and Karen Jardine, Nottingham Sexual Violence Support Services (NSVSS), with contributions from a number of other survivors and support agencies, including those listed below. The guidelines were crowdfunded by hundreds of members of campaigning organisation 38 Degrees, who want to see them implemented by all UK TV networks.

Jade Bloomfield-Utting, University of Bath.

Rebecca Mitchell, Into The Light CIC (www.intothelight.org.uk).

Mark Brooks, Chairman, The ManKind Initiative (www.mankind.org.uk).

Members of the Survivors Voices Changemakers network.

Published by 38 Degrees, February 2020.

Designed by Compelling Ideas (compellingideas.net).

INTRODUCTION



Ensuring helplines are published straight after a show finishes can save lives. In that split second there can be a moment of realisation that there is help out there and that means someone will instantly pick up the phone. It can make all the difference.

Mark Brooks, Chair of the ManKind Initiative charity



Imagine watching a drama, documentary or news item about a traumatic event like child abuse, rape or domestic abuse when you have had that terrible experience. It can trigger bad memories and difficult feelings. Perhaps you have never told anyone what happened to you. Now the wound is reopened and raw, maybe you're thinking about telling someone. But where do you turn for support?

Ofcom guidance (section 2) says that “where a programme has dealt with a particularly sensitive issue, broadcasters may wish to provide a helpline specific to that issue.” But our research found that this isn't followed consistently or across all platforms, especially internet-based catch-up or on-demand TV. That misses a vital opportunity to connect distressed victims/survivors with the support they really need. We know that many people do contact helplines and agencies when the information is provided. These guidelines have been written by victims/survivors and support services, to help broadcasters, commissioners and producers ensure support information is provided whenever it is needed and in accessible ways.

The guidelines emphasise the importance of warning when abuse and violence will be portrayed, and providing essential support information consistently across all platforms. Responsible broadcasters should follow these guidelines to ensure victims/survivors get that vital support.

Note: We use both the terms 'victims' and 'survivors' to refer to people who have experienced any form of abuse (physical, psychological, sexual), recognising some people may identify with one word at different times, or prefer not to be labelled at all.

UNDERSTANDING THE ISSUES AND WHY THESE GUIDELINES ARE IMPORTANT




8.5 MILLION
PEOPLE
 experienced
 at least one form
 of **child abuse**

What do we mean by abuse?

Any incident or pattern of incidents of controlling, coercive or threatening behaviour, violence or abuse, including sexual violence, neglect and maltreatment, of a child or adult. There are many types of abuse and some, like grooming or coercive control, are hard to recognise.

 **Information Sheet 1:** Definitions of abuse



Why do we need these guidelines?

The statistics about sexual abuse and violence, domestic abuse and child abuse are shocking. As many as one in four people will experience abuse or violence as a child or an adult.

One in five adults experienced at least one form of child abuse, whether emotional abuse, physical abuse, sexual abuse, or witnessing domestic violence or abuse, before the age of 16 years. That's 8.5 million people (ONS 2020).

6.3% of adults experienced domestic abuse in the last year. That's 2.4 million people (ONS 2019).

 **Information Sheet 2:** Prevalence of abuse


2.4 MILLION
ADULTS 
 experienced
domestic abuse

50%
MORE CALLS 
 To Action Line
 focusing on the
sexual abuse

132%
INCREASE IN CALLS
 To Rape Crisis
Helpline



What is the impact of broadcasting incidents of abuse and violence?

We know that watching programmes that feature abuse and violence can cause distress to victims, triggering traumatic memories. It also helps survivors to recognise that what happened to them was abusive, and enables them to come forward for help. This is evidenced by accounts from survivors and the increase in calls to helplines and support services (UK Says No More 2019).

Action Line received 50% more calls following the television story on three girls, focusing on the sexual abuse in Rochdale and Apple Tree Yard.

The Rape Crisis Helpline experienced a 132% increase in calls after the showing of Broadchurch (The Survivors Trust).

Calls to the ManKind Initiative domestic abuse helpline trebled when their helpline was featured after a Coronation Street domestic abuse storyline.

 **Information Sheet 3:** Impact of broadcasting

What does Ofcom guidance say?

Ofcom Guidance (2017) Section 2 Harm and Offence encourages broadcasters to give clear information, label content, and suggests providing helpline numbers for sensitive subjects. We think this should be compulsory. We are asking broadcasters to voluntarily commit to this life-changing good practice now, due to the overwhelming number of viewers that are likely to be affected by their broadcast.

 **Information Sheet 4:** Existing guidance

When do we need warnings & screen cards and what information should we provide?

Survivors tell us that it is important to have a warning before all scheduled programmes, and have information cards after every programme and relevant news items. These should name the main issue (e.g. “for support around domestic abuse and any other issues raised...” as this helps victims to recognise their experience and raises awareness amongst the public. Information should be spoken and written, provide websites as well as helplines and a range of generic and specialist agencies.

 **Information Sheet 5:** Screen card information

SUPPORT INFORMATION GUIDELINES

1.

Always use information cards.

Understand the potential impact across all types of programming, including drama, documentaries and news items. Use information cards in all broadcasts, including live TV and radio, on-demand and internet-based programmes.

2.

Provide support with all types of abuse and violence.

Recognise the wide range of abusive acts and experiences, including physical, psychological and sexual abuse, grooming and coercive control; and that media portrayal can help victims/survivors to identify abusive behaviour they have experienced or may be experiencing.

3.

Repeat information.

Provide a warning with support information before a programme, and repeat it at the end. Use voiceover and text to draw attention to the information card and name the main types of abuse featured.

4.

Provide comprehensive information.

In accessible formats, including websites as well as helplines, and reflecting the range of survivor experiences, with both generic and specialist services.

5.

Provide training and internal guidelines.

For producers and those responsible for support information, to ensure they can recognise the issues and provide appropriate support information.

6.

Update regularly.

Keep up to date with research and legal changes, and update support information at least every 3 years, as agencies change and the legal definitions and understanding of abuse and violence develops.

7.

Seek feedback.

Involve survivors, survivor-led organisations and support agencies in evaluating the appropriateness and impact of the support information provided.

Implementing the Guidelines

Our research with survivors and support organisations identified a number of recommendations for good practice when implementing the guidelines:

- Ensure information areas of websites are indexed by issue, so a search can be made for the issue, not just the programme.
- Provide information aimed at families and friends of victims as well as victims/survivors.
- Circulate information links through social media around the time programmes are scheduled, or of featured news items.
- Training for those responsible for decisions about programming and support information to understand the developing context of abuse and violence, and stay up to date with definitions, relevant research and support resources.
- Ensure major storylines (such as the case studies below), consider raising awareness and providing additional information and support through wraparound activities such as webinars, YouTube videos, interviews, social media campaigns and partnerships with key agencies.
- Involve survivors in programme development and evaluating support information impact, through survivor-led and support agencies, and media public engagement specialists. See the Contact and Resources sections for details of relevant agencies.

Good practice examples

Some of the best practice we found occurred when producers worked with survivor-led and support agencies as the programme was developed, for example Hollyoaks worked with Survivors Manchester on several storylines. Working in this way leads to an increased number of victims/survivors seeking support, as reported by the ManKind Initiative after a Coronation Street storyline where their helpline was displayed after the credits. Support services also reported such storylines increased public awareness and dispelled common myths, for example EastEnders coverage of rape addressed myths around consent. Another example of good practice is when Rape Crisis received funding for vital extra helpline hours to open when Broadchurch was on.

Information Sheet 6: Case Studies



That's how important this is. This isn't something that's just a story – this is changing people's lives.

Duncan Craig, Survivors Manchester.



I was the first person to take the first call after the first screening. The caller said 'I just saw Broadchurch, I saw your number and that's why I've called you.' This sentiment was echoed by many callers and they found that often they were providing support to people who were calling about abuse that had happened decades earlier. The screening of the programme, along with the support information obviously helped a lot of people to come forward and seek support.

Helpline worker, Rape Crisis

Good Practice Checklist:

This could be utilised as a checklist before a programme is broadcast.

- ✓ All types of broadcasts featuring any type of abuse are identified as needing warnings and support information.
- ✓ A warning with an information card is displayed before the programme that names the main themes.
- ✓ An information card is displayed on screen for more than 15 seconds and provides a direct link to support information e.g. a helpline and webpage with links to further resources; with a voice over that names the main issue/type of abuse.
- ✓ Links to websites, forums and agencies as well as helplines are provided.
- ✓ Information cards are provided on each side of on-demand and catch-up TV programmes and connected web pages.
- ✓ The most direct link to information possible is provided to avoid unnecessary searching through websites to find the right page.
- ✓ A range of support information that recognises the breadth of survivor needs is provided for example agencies that work with men, or women, or honour-based violence.



One survivor's story:

Like many abused young people, I grew up thinking that what happened to me was normal and somehow my fault. I was watching a documentary about the investigation of a paedophile, and all the bad feelings came up, and it really hit home that I had been abused and this was not OK. What if they had hurt other victims? That thought prompted me to call the helpline given at the end of the programme. With their support, I contacted the police to report my abusers. They were not able to bring a case to court, but it made a massive difference to me to feel my voice had been heard and my abuse investigated. Therapy and peer support helped me to deal with the trauma and I went on to co-found our survivor-led organisation. I can honestly say that watching that programme and calling that number totally changed my life.

Jane Chevous, Co-founder Survivors Voices



INFORMATION SHEET 1:

DEFINITIONS OF ABUSE AND VIOLENCE

Abuse can happen within a personal relationship, between family members, friends, colleagues, professionals, by people we know and those we don't. It can be an abuse of power through age, relationship, strength, personality, profession, role or position. These definitions highlight the key dynamics and characteristics of abuse and violence.

Sexual Violence

This can be any act of physical, psychological and emotional violation inflicted on a person without their consent and includes rape, rape within marriage, sexual violence and childhood abuse, abuse which took place in institutions, forced marriage, honour-based violence, female genital mutilation, trafficking and sexual exploitation, ritual abuse and sexual harassment, and forcing or manipulating someone to witness or participate in any sexual acts without their consent (Nottinghamshire Sexual Violence Support Services).

Domestic Abuse

Domestic Abuse was redefined by HM Government (2012) stating "Any incident or pattern of incidents of controlling, coercive or threatening behaviour, violence or abuse between those aged 16 or over who are or have been intimate partners or family members regardless of gender or sexuality. This can encompass but is not limited to the following types of abuse: psychological, physical, sexual, financial and emotional." In addition, the definition of domestic abuse includes controlling behaviour, coercive behaviour and honour-based violence, female genital mutilation (FGM) and forced marriage (HM Government, 2012).

Child Abuse

Child abuse is the neglect or mistreatment of a child or young person, by an adult/carer or sibling/peer, resulting in significant harm. The main types of abuse (used in child protection work) are neglect, physical, emotional and sexual abuse. Other types of abuse include sexual exploitation, trafficking and modern slavery, radicalisation, forced marriage, female genital mutilation, faith-based/spiritual abuse and criminal exploitation. (See HM Government 2018, in Working Together to Safeguard Children).





Adult Abuse

Adults who are vulnerable because of health, disability, capacity, or other care and support needs may be subject to abuse; or adults in relationships with a significant power differential, for example lecturer to student, therapist to client. Types of adult abuse include: neglect and acts of omission, sexual, physical and psychological abuse, organisational/institutional abuse, discriminatory abuse, modern slavery, self-neglect, domestic abuse including violence, financial abuse and faith-based/spiritual abuse. (See Department of Health and Social Care: Care Act 2014).


Grooming and emerging abuse strategies

It is important to recognise more subtle forms of abuse, such as grooming and coercive control. It is also important to recognise emerging contexts and understandings of abuse, for example 'sex for rent', exploitation through prostitution, implications of so-called 'sex robots' and the criminal exploitation of young people in 'county lines'. Please see the specialist agencies in the Contact and Resources section for more information about these issues.

Our understanding and recognition of abuse continues to grow and develop; we advise consulting with expert services such as those listed at the end of this guidance, for a full and current understanding of abuse. It's important to recognise and label all forms of abuse correctly; for example, 'child prostitution' should be correctly identified as child sexual exploitation.

INFORMATION SHEET 2:

PREVALENCE OF ABUSE AND VIOLENCE


2.4 MILLION
ADULTS 
 experienced
 domestic abuse

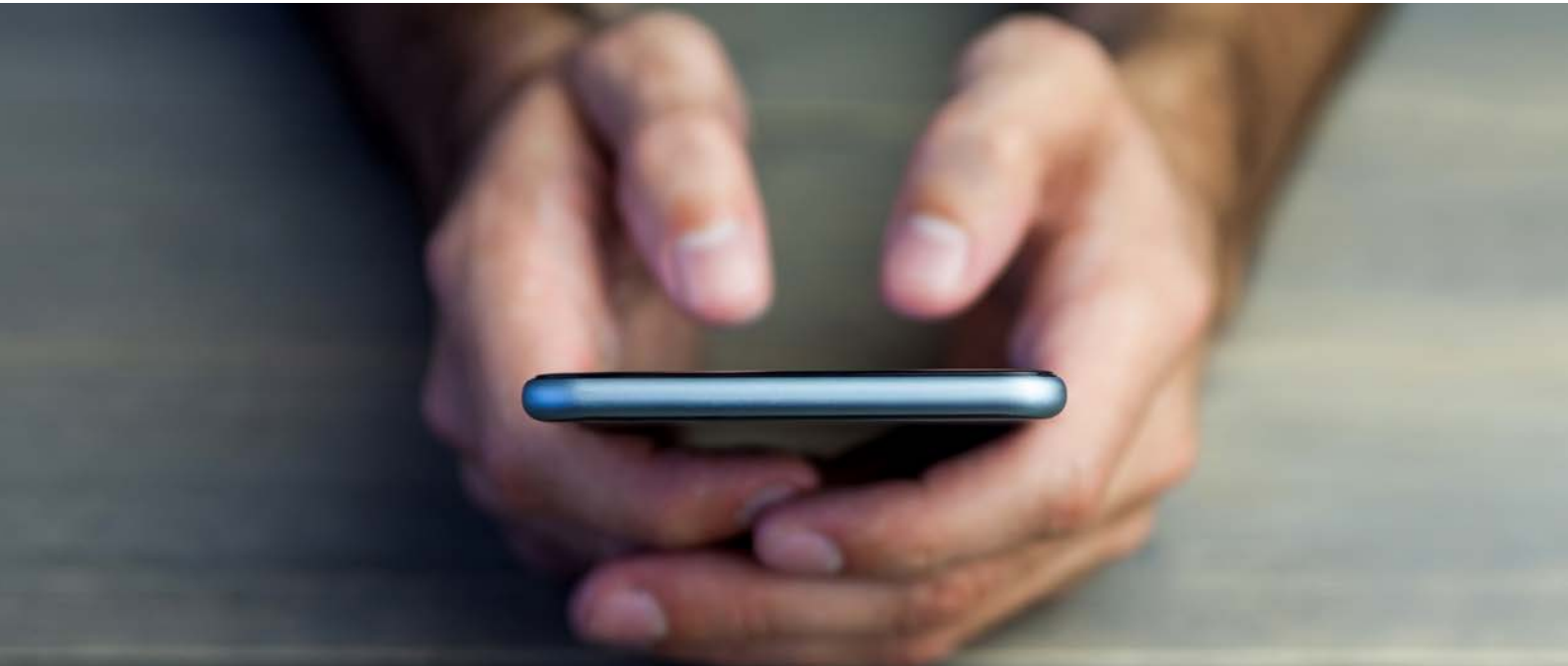


ONLY 
1 IN 5 victims report


1 IN 3 
WOMEN
 affected by **sexual violence**

The statistics are shocking and we know that many viewers will have personally experienced some form of abuse or violence.

- 6.3% (2.4 million) of adults aged 16 to 74 years experienced domestic abuse in the last year (1.6 million women and 786,000 men) (Office of National Statistics ONS 2019).
- An estimated 28.9% of women (4.8 million) and 13.2% of men (2.2 million) aged 16 to 59 years have experienced some form of domestic abuse since the age of 16 years (Crime Survey of England and Wales – ONS 2018).
- ONS (2020) estimated that one in five adults aged 18 to 74 years experienced at least one form of child abuse, whether emotional abuse, physical abuse, sexual abuse, or witnessing domestic violence or abuse, before the age of 16 years (8.5 million people).
- In addition, an estimated 1 in 100 adults aged 18 to 74 years experienced physical neglect before the age of 16 years (481,000 people) (ONS 2020).
- An estimated 3.1 million adults aged 18 to 74 years were victims of sexual abuse before the age of 16 years (ONS 2020).
- Prevalence was higher for females than males for each type of abuse, with the exception of physical abuse where there was no difference (ONS 2020).
- Many cases of child abuse remain hidden; around one in seven adults who called the National Association for People Abused in Childhood's (NAPAC's) helpline had not told anyone about their abuse before (ONS 2020).
- At least 1.2% of men and 4.2% of women aged 16-59 were victims of sexual assault in the year ending March 2018 (ONS 2019). Less than one in five victims of rape or assault by penetration reported their experience to the police.
- Sexual violence against women is endemic, affecting one in three women globally (WHO 2017).



It's important to understand that the majority of victims/survivors do not report their abuse at the time. For example, three quarters of survivors contacting Rape Crisis centres do so over an incident that occurred at least 12 months earlier. One study of adults abused as children found on average people waited over 16 years before disclosing (Smith et al 2015).



These guidelines are paramount in ensuring that the nature, extent and severity of abuse is conveyed and understood. The provision of information relating to support available to those affected by the issues shown in the programme may be the instigating factor in the recognition of abuse for some individuals. For example, a storyline depicting grooming with no information detailing available support may not be recognised as abuse by those who have experienced this without necessarily regarding it as abuse. However, showing such a storyline alongside responsible and appropriate information can potentially help survivors recognise their experiences as abuse and seek support.

Jade Bloomfield-Utting, University of Bath

INFORMATION SHEET 3:

THE IMPACT OF TV REPORTING AND BROADCASTING OF INCIDENTS OF ABUSE AND VIOLENCE

In the wake of the Jimmy Savile scandal, TV news, documentary and drama are taking a lead in showing viewers the scale, scope and impact of recent and non-recent abuse.

This is to be applauded because it is helping more people than ever before to seek help and talk about what has happened to them.

Whilst featuring abuse and sexual violence through the media raises awareness and promotes discussion, it is imperative that this is done responsibly. The best way to mitigate any risk to viewers is to provide support information.

UK Says No More (2019) states that mainstream TV has increased the number of reports and the number of survivors of violence seeking support. We found many recent examples of that:

- Action Line received an additional 50% more calls following the television story on three girls, focusing on the sexual abuse in Rochdale and Apple Tree Yard, which featured a rape storyline.
- One in Four and Barnardos reported a big jump in enquires after the Ryan report coverage (Shepherd 2015).
- It has been shown that where television programmes include storylines on sexual violence, there has been an increase in calls to support helplines. The Rape Crisis Helpline experienced a 132% increase in calls after the showing of Broadchurch (The Survivors Trust).
- A similar spike in calls to support helplines was experienced following the rape of David Platt in Coronation Street.

- The ManKind Initiative charity stated that calls to their domestic abuse helpline for male victims trebled for weeks after their helpline was featured after the credits on Coronation Street. This followed an award-winning storyline where the character Tyrone was being attacked by his wife.

Survivors and researchers report that in some cases, individuals are not aware that their experiences are actually classified as abuse, or may not recognise the severity of their experiences and therefore do not feel that they are entitled to report it or seek support (Bloomfield-Utting 2018). Victims will often minimise the abuse due to fear, silencing and the gaslighting they experienced at the time. Programmes that name and address abuse therefore provide a significant opportunity to support victims by validating their experiences. For example, one participant explained that watching a documentary on paedophilia caused her to realise the true nature of what had happened to her as a child and therefore resulted in her reporting the abuse to the police (Bloomfield-Utting 2018).



After the Jimmy Savile scandal broke and other celebrities were also going to trial we have had a lot more people seeking support as it was in the media so much it encouraged women and men to reach out for help.

Rebecca Mitchell, Into the Light



So many times people are saying, 'I was watching Hollyoaks, I was seeing what was going on for Brody and Ollie and it was just resonating with me, and because I know that you're connected with it... I just thought I could come and get some support from you.' It translates literally that much. That's how important this is. This isn't something that's just a story – this is changing people's lives.

Duncan Craig, Survivors Manchester on the impact of the Hollyoaks storyline

INFORMATION SHEET 4: EXISTING GUIDANCE

Ofcom Guidance (2017) Section 2 Harm and Offence: Rule 2.3 Context & Information: Information, labelling and warnings.

This encourages broadcasters to give clear information and adequately label content, and suggests providing helpline numbers for sensitive subjects, but it is not compulsory.

The problem that trailers “come upon audiences unawares” is recognised, and broadcasters are required to give advance warning of challenging subjects such as graphic violence or sexually explicit scenes, where trailers appear during programming that is dissimilar in content.

We advocate for warning and information cards to be provided on screen and online whenever abuse, sexual assault and violence are featured, in drama and factual programming, and both

live, catch-up and on-demand TV and radio. We also highlight the importance of information in a variety of accessible formats, and to include a range of support options, not just helplines which are currently hugely overloaded.

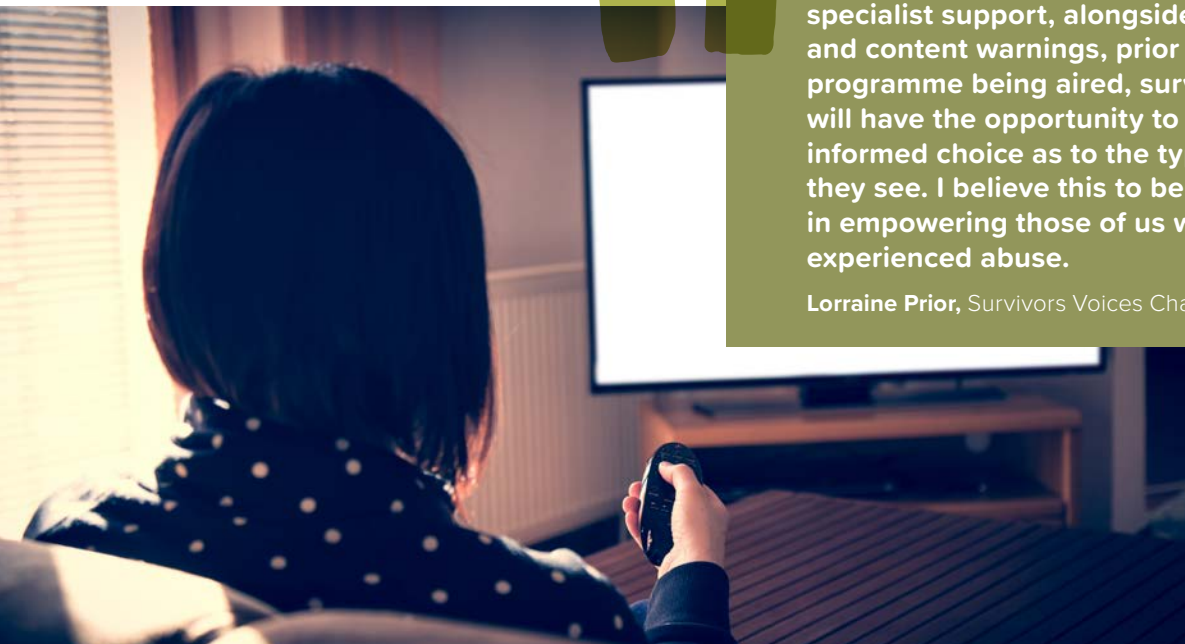
Until such guidance is adopted by Ofcom, we are asking broadcasters to voluntarily commit to this good practice, due to the overwhelming number of viewers that are likely to be affected by their broadcast.

We suggest that Ofcom and broadcasters should work with the specialist agencies listed to review and update their guidelines where necessary: with any significant change in the law and at least every three years to ensure that the provision and content of information cards correspond with social attitudes, developments in research and policy and guidance.



By ensuring a consistent approach of information cards, signposting, and specialist support, alongside trigger and content warnings, prior to any programme being aired, survivors will have the opportunity to make an informed choice as to the type of content they see. I believe this to be essential in empowering those of us who have experienced abuse.

Lorraine Prior, Survivors Voices Changemaker



INFORMATION SHEET 5: SCREEN CARD INFORMATION

When do we need warnings & screen cards?

Survivors tell us that the type or length of programme makes no difference – we need this information in all situations and settings. All types of programming: drama, soaps, news items, magazine formats, documentaries, music videos and trailers; and all types of broadcasting: TV, radio, internet-based, on-demand and catch-up TV.

Survivors tell us that it is essential to have a warning before all scheduled programmes. Ideally this would also include support information, to be repeated after the show, giving people maximum opportunity to copy the information. This gives people the choice not to watch if they don't feel able to cope with being triggered. There may also be instances where a victim/survivor is with a perpetrator and issues of risk may be present so the warning is very crucial. It's important to name the issue, e.g. "sexual violence and abuse will be present in the upcoming show, if you are affected by this..."

Survivors tell us it is vital to have information cards after every programme and relevant news items. These should also name the main issue e.g. "for support around domestic abuse and any other issues raised..." as this helps victims to recognise their experience and raises awareness amongst the public.

Survivors tell us that it is important to provide information early on in storylines, at the outset of abuse; for example when coercive control begins a storyline on domestic violence, or when child grooming precedes sexual abuse. This helps to protect people from unexpected triggers, and allows them to seek early support.

How do we make information accessible?

Our research suggests that it's important to provide screen cards in a variety of formats and contexts. For example, not everyone watches the credits, therefore if information is in the credits, such as when an organisation has been featured on the programme, the majority of people would miss it.

To be accessible, information needs to be in a variety of formats: written on screen, speak-over and online information. "It needs to feel like real help, not just a number."

It's also important to provide access to as wide a range of support as possible. We know some services have waiting lists up to a year; some helplines are only able to answer 1 in 10 calls, so just relying on helpline numbers is not recommended. Families and partners may access support as well as victims. Including a comprehensive range of specialist services and sources increases the likelihood that people will be able to get the help appropriate to them when they need it.



INFORMATION SHEET 6: CASE STUDIES

Hollyoaks

Hollyoaks worked closely with Survivors Manchester on several storylines such as John Paul McQueen's male rape and the grooming of Ollie. In 2018, Hollyoaks began to tackle sex abuse stories, focusing on a football coach Buster, who was abusing his power to groom Ollie, one of the football students, as well as looking into historical abuse of a previous student, Brody. Hollyoaks is broadcast at 6:30 pm, and a majority of its audience are typically aged 18 – 30.

Duncan Craig of Survivors Manchester reported "Since the storyline began, we have had more people ringing and contacting us stating specifically that they have been motivated to get support because they have been watching Hollyoaks" (Lindsay, 2019). Furthermore, Duncan stated, "this is the first grooming storyline in a soap involving a young boy, and we are currently getting on average two or three calls a day from people asking us for help" (Edwards, 2019).

On Hollyoaks (2019) Facebook channel, several videos were uploaded to provide a behind the scenes approach to the storyline. The videos included interviews with cast members, exploring their roles, and the importance of the topic. As well as stating that the story is "so real...about current and non-current sexual abuse of boys and men..." as it reflects upon what happens in sexual abuse trials, such as the inclusion of special measures and an ISVA (an independent sexual violence advisor) to support the survivor. This provision of additional layers of support across a variety of media outlets has ensured Hollyoaks have provided good level support for their audience. They are using different outlets for presenting information cards, resulting in reaching more potential victims, thus, increasing the number of reports.

Hollyoaks Facebook links of videos discussing Brody and Ollie's court case

<https://www.facebook.com/hollyoaks/videos/1505719616225564/>

<https://www.facebook.com/pg/hollyoaks/videos/>

EastEnders: Ruby Allen

In 2018, EastEnders aired a dedicated episode focusing on sexual consent and sexual abuse of Ruby Allen, tackling rape culture. The storyline focuses on an unseen rape of Ruby and addresses the aftermath of the assault and challenges people's responses to sexual assaults. Barr (2018) stated that many fans responded positively with one fan stating, "That was the single most important episode of EastEnders I have ever watched." Following the episode BBC EastEnders tweeted details of their website and a contact telephone number for more information.

Youngs (2018) reported that calls to the National Rape Crisis Helpline escalate during the times programmes such as EastEnders air these storylines. Furthermore, the National Rape Crisis Helpline reports that following this storyline, they were very busy until the moment they closed, showing an immediate effect and impact television dramas have (Youngs, 2018). Yvonne Traynor, CEO of Rape Crisis South London, stated these storylines are "so vital to the safety of men, women, and children to understand sexual violence and not to make assumptions" therefore ensuring that the programs "dispel all the myths and stereotypes" surrounding sexual violence (Youngs, 2018; Percival, 2018).

Coronation Street: David Platt

Stay Brave (2018) stated following the number of high-profile and well-documented television dramas focusing on sexual abuse of men and boys such as Hollyoaks and Coronation Street stories, an increase of reports occurred within two years. Coronation Street aired a storyline in 2018, focusing on a male rape story of the victim being drugged and sexually assaulted (Stay Brave, 2018). Stay Brave (2018) further explains this storyline was partly based upon the real experiences of a survivor.

Rackham (2018) reported the David Platt rape storyline received over 100 complaints to Ofcom, and Ryan Clayton – who played Josh, the abuser, stated the storyline was vital, as Coronation Street is typically aimed at the older generation, compared to Hollyoaks. Therefore, educating a different generation on this topic. David Platt, an iconic character, had been in the show since a small child, which impacted the audience's response. As he was someone the audience had watched grow up, both on and off the screen, the storyline tackled the misconception that rapists are only strangers, as David Platt was sexually abused by someone he knew well.

Storylines such as these raise awareness for male victims. Office for National Statistics (2018) announced 115,000 men reported they had been sexually assaulted (including attempts) by their partner, with 13,000 men reporting their abuse in 2016/17. Lloyds Bank Foundation (2019) stated that following the broadcast, the National Survivors Helpline saw a 1700% increase in calls, while Survivors Manchester received an additional 64% increase.

Coronation Street: Tyrone Dobbs

In 2012, Coronation Street introduced a domestic abuse story with a male victim and female abuser, highlighting psychological, controlling, and violent acts towards Tyrone Dobbs, another iconic character from the story. ManKind Initiative (2013) stated they believe the storyline made a tremendous impact as their calls following the narrative trebled for several weeks, not only from victims of abuse but also from family members who had recognised the signs and wished to seek support for their loved one, emphasising the importance of the information cards. ManKind Initiative (2013) stated the accurate portrayal of Tyrone's story had changed the lives of many men, "giving them the confidence to get help and opening the eyes of the public that men are also victims of this terrible crime. As a charity working in this field, we cannot thank them enough". They reported in 2012 that they had received 1,500 calls, an increase from 1,000 the year prior.



CONTACTS & RESOURCES

Angles

Brings media influencers together with people with lived experience of sexual violence and domestic abuse.

www.angles.org.uk

Children's Society

Including information and support for children and young people involved with 'county lines'.

www.childrenssociety.org.uk

End Violence Against Women

A useful 'Get Help' page for ways to get support.

www.endviolenceagainstwomen.org.uk/get-help

Galop UK

National LGBT domestic violence helpline.

0800 999 5428

www.galop.org.uk

Into The Light

Counselling and Support For Survivors.

www.intothelight.org.uk

MACSAS

Support for people affected by minister and clergy abuse.

08088 01 03 40

www.macsas.org.uk

ManKind Initiative

Support for male victims of domestic abuse.

01823 334244

www.mankind.org.uk

National Association for People Abused in Childhood (NAPAC)

Support for adults abused as children.

0808 801 0331

www.napac.org.uk

National Domestic Violence Helpline

0808 2000247

www.nationaldahelpline.org.uk

NHS Choices website

Information about specialist referral centres.

www.nhs.uk/live-well/sexual-health/help-after-rape-and-sexual-assault

NSPCC

For children, young people and anyone concerned that a child is at risk.

0808 8005000

www.nspcc.org.uk/preventing-abuse

One in Four

Support for survivors of child sexual abuse.

www.oneinfour.org.uk

PODS

Web-based information and support for survivors about dissociation and dissociative disorders.

<https://support.pods-online.org.uk>

Rape Crisis

National number and details of local centres, for confidential support and information for women and girls. (England & Wales)

Helpline 0808 802 9999

(open daily 12-2:30pm and 7-9:30pm).

<https://rapecrisis.org.uk>

Respond

Support for people with learning disabilities or autism who have experienced abuse.

<https://respond.org.uk>

Safeline

Specialist support for men who have survived sexual violence.
0808 800 5008

www.safeline.org.uk/contact-us

Safe Lives

Information and support on domestic abuse.

www.safelives.org.uk

Samaritans

For anyone distressed or suicidal.
116 123

<https://www.samaritans.org>

Survivors UK

Provide an online helpline. Male rape and sexual abuse.

www.survivorsuk.org

Survivors Voices

Survivor-led peer support, research, training and activism.

www.survivorsvoices.org

The Survivors Trust

Umbrella organisation for agencies supporting survivors of rape, sexual assault and child sexual abuse.

www.thesurvivorstrust.org

Victim Focus

Research, information and support for victims of sexual violence and abuse, including sexual exploitation.

www.victimfocus.org.uk

Victim Support

Support for victims and witnesses of crimes.

www.victimsupport.org.uk

Women's Aid

For women and children experiencing domestic abuse

www.womensaid.org.uk

REFERENCES

- Barr, S. (2018) EastEnders praised for tackling issues of sexual consent and rape culture with powerful episode. Available at: <https://www.independent.co.uk/life-style/women/eastenders-sexual-consent-rape-culture-episode-ruby-allen-martin-stacey-twitter-a8660681.html>
- Bloomfield-Utting, J. (2018). "It's not that I don't believe you, but I don't believe he'd do that: "An Exploration of the Responses of Friends, Families, and Partners of Victim-Survivors During the Aftermath of Sexual Assault and Rape. Dissertation (MRes). University of Bath: Bath.
- Department of Health and Social Care (2016) Care Act 2014 Available at: <https://www.gov.uk/government/publications/care-act-2014-part-1-factsheets/care-act-factsheets>
- Edwards (2019) Hollyoaks: Ollie Morgan Grooming Storyline Helpline Calls. Available at: <https://www.digitalspy.com/soaps/hollyoaks/a25877011/hollyoaks-ollie-morgan-grooming-storyline-helpline-calls/>
- HM Government (2012) New definition of domestic violence. Available at: <https://www.gov.uk/government/news/new-definition-of-domestic-violence>
- HM Government (2018) Working Together to Safeguard Children. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/779401/Working_Together_to_Safeguard-Children.pdf
- Kilkelly, D. (2019) Coronation Street: Josh Tucker What happened? Available at: <https://www.digitalspy.com/soaps/coronation-street/a29515590/coronation-street-josh-tucker-what-happened-return-storyline/>
- Lindsay (2019) Calls to Male Rape Charities Soar: Hollyoaks Ollie Child Abuse Storyline. Available at: <https://metro.co.uk/2019/01/14/calls-male-rape-charities-soar-hollyoaks-ollie-child-abuse-storyline-8343116/>
- Lloyds Bank Foundation (2019) Survivors Manchester. Available at: <https://www.lloydsbankfoundation.org.uk/our-impact/news-and-blogs/blog-survivors-manchester>
- ManKind Initiative (2013) Charity thanks British Soap Award winners Coronation Street for making a difference to the lives of male victims of domestic abuse. Available at: <https://www.mankind.org.uk/wp-content/uploads/2015/05/Soap-Awards-winner-Coronation-Street-thanked-by-Charity.pdf>
- Nottingham Sexual Violence Support Services (2019) Sexual Violence Available at: <https://nottssvss.org.uk/>
- Nottingham Sexual Violence Support Services (2019) Petition: Provide support information after all TV shows that feature sexual violence. Available at: <https://you.38degrees.org.uk/p/support-after-tv>
- Ofcom (2015) Guidance Notes: Section 1: Protecting the under 18s. Available at: https://www.ofcom.org.uk/___data/assets/pdf_file/0017/24704/section1.pdf
- Ofcom (2017) Section two: Harm and Offence. Available at: <https://www.ofcom.org.uk/tv-radio-and-on-demand/broadcast-codes/broadcast-code/section-two-harm-offence>
- Office for National Statistics (2018) Sexual offences in England and Wales: Year ending March 2017. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/articles/sexualoffencesinenglandandwales/yearendingmarch2017#how-are-victims-and-perpetrators-related>
- Office for National Statistics (2019) Domestic abuse prevalence and trends, England and Wales: year ending March 2019. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/articles/domesticabuseprevalenceandtrendsenglandandwales/yearendingmarch2019>
- Office for National Statistics (2020) Child abuse in England and Wales: January 2020. Available at: <https://www.ons.gov.uk/peoplepopulationandcommunity/crimeandjustice/bulletins/childabuseinenglandandwales/january2020>

ABOUT

Percival, A. (2018) EastEnders to tackle issue of consent with Ruby Allen Rape Plot. Available at: https://www.huffingtonpost.co.uk/entry/eastenders-ruby-allen-rape-consent-storyline_uk_5b9b52f8e4b046313fb9a7c0

Rackham, A. (2018) Coronation Street: The story behind David Platt's Rape. Available at: <https://www.bbc.co.uk/news/entertainment-arts-43473007>

Shepherd, T. (2015) An analysis of how media coverage of child sexual abuse inquiries affects victims. The Winston Churchill Memorial Trust of Australia.

Smith, N., Dogaru, C. & Ellis, F. (2015) Hear me. Believe me. Respect me. A survey of adult survivors of child sexual abuse and their experience of support services. Ipswich: University College Suffolk and Survivors in Transition.

Stay Brave (2018) Importance of being Brave: How putting male rape stories on TV has fuelled a surge in reporting. Available at: <https://www.staybrave.org.uk/single-post/2019/04/29/Importance-of-being-Brave-how-putting-Male-rape-stories-on-TV-has-fueled-a-surge-in-reporting>

WHO (2017) Violence against Women Fact Sheet <https://www.who.int/en/news-room/fact-sheets/detail/violence-against-women>

Youngs, I. (2018) Can TV soaps like EastEnders and Coronation Street really change lives? Available at: <https://www.bbc.co.uk/news/entertainment-arts-45520064>

38 DEGREES
people. power. change.

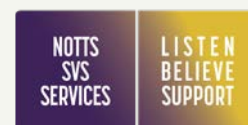
A bit about 38 Degrees

38 Degrees is an online campaigning organisation, involving 2 million people from every corner of the UK. We help people make their voices heard on issues they care about, so that they can make a difference in the country and in their local areas. From 300,000 of us who came together to help make sure digital giants like Amazon paid their fair share in tax – to Terry, in Hertfordshire, who used a 38 Degrees petition to stop his local hospice from closing down.



A bit about Survivors Voices


Survivors Voices is a small, national peer-led organisation run by and for adult survivors of abuse and inter-personal trauma and those who support them. The power of turning our traumatic experiences into something that creates good in the world is central to our existence. We seek individuals, organisations and professional training bodies who will work collaboratively with us, hear us, learn from our expertise and stand alongside us as we seek to transform society's response to abuse and trauma. If you share our vision, please get in touch.



A bit about Notts SVS:

Nottinghamshire Sexual Violence Support Services supports everyone over the age of 13 who has experienced any form of sexual violence. We provide many services including face-to-face counselling, counselling helpline support, email support, ISVA support for those accessing the criminal justice system and specialist support for survivors of institutional child sexual abuse.



 38 Degrees/Survivors Voices/NSVSS 2020. This work can be shared under the terms of our Creative Commons License.

38 DEGREES
people. power. change.

**NOTTS
SVS
SERVICES** | **LISTEN
BELIEVE
SUPPORT**

