

**REPORT TO THE :
WIRRAL HEALTH & WELLBEING BOARD : 13 July 2016**

**Domestic Abuse : Let's Make a Difference
Annual Report of the Director of Public Health for Wirral 2015/16**

1. Executive Summary

- 1.1 This report provides The Health & Wellbeing Board with the annual report of the Director of Public Health.
- 1.2 The production of an annual report is a statutory requirement of the Director of Public Health. It is an important vehicle to identify key issues, flag up problems, report progress and inform local inter-agency action. The Council has a duty to publish the report.
- 1.3 The 2015/16 annual report focuses on domestic abuse, it is titled 'Domestic Abuse, Let's Make a Difference'. It supports the Wirral Plan 2020 pledge of zero tolerance to domestic abuse.
- 1.4 The annual report aims to raise awareness and prompt discussion of domestic abuse. It calls for individuals and organisations to play their part in preventing domestic abuse and, where it is happening, to help people access the support that is right for them.
- 1.5 To aid awareness, this year's report is accompanied with a short film. This shares first-hand accounts of domestic abuse and its affect and how, with the right support, safe solutions can be found.

2.0 Background Information

- 2.1 Domestic abuse is a significant issue for Wirral. The Borough has higher than the national average rates of police recorded incidents of domestic abuse.
- 2.2 There remains a strong perception that domestic abuse is mainly physical male on female violence. The Director of Public Health's annual report outlines that this is only part of the picture. The report describes how domestic abuse can manifest in many different ways and how it can affect any age, any race, any class and any gender and can occur in all types of relationships.
- 2.3 The report shares work that has been delivered locally to raise awareness of domestic abuse and the stories of individuals who have been supported to deal with domestic abuse. The report includes suggestions for individuals and organisations

and recommendations to tackle domestic abuse supporting the Council's pledge of zero tolerance. Local and national sources of further help and information are provided at the end of the report.

2.4 The report is accompanied by a short film where the experiences of professionals and women who have been affected by domestic abuse are shared.

2.5 The annual report and film were developed with the support of Tomorrow's Women Wirral and Involve Northwest. These organisations work closely with Wirral individuals and families who have been affected by domestic abuse.

3. Communication Plan

3.1 There is a communication plan to share the report and film with a wide range of stakeholders to increase awareness and encourage people to take action. This includes, for example, Wirral Domestic Abuse Alliance, Wirral Clinical Commissioning Group, police, schools, workplaces and local residents.

4. Recommendation

4.1 It is recommended that The Board support the communication of the annual report and film which is appended to this report.

Fiona Johnstone
Director of Public Health
1/7/2016