



**HAMPSHIRE
DOMESTIC ABUSE
PARTNERSHIP**

Recognise it. Seek help.

HAMPSHIRE DOMESTIC ABUSE COMMUNICATIONS PLAN

JANUARY 2026 – MARCH 2027

The Hampshire Domestic Abuse Partnership Communications Plan provides a unified, multi-agency approach to raise awareness, influence behaviour change, and ensure support is visible and accessible. Using the **COM-B model**—Capability, Opportunity, Motivation—the plan focuses on clear messaging, inclusive channels, and consistent engagement.

It integrates **national and international campaigns** such as the **16 Days of Activism**, alongside local initiatives, supported by a phased calendar to maintain momentum year-round.

By working collaboratively across statutory, voluntary, and community partners, the plan aims to amplify impact, foster trust, and contribute to a safer Hampshire where domestic abuse is challenged.



1. EXECUTIVE SUMMARY

The Hampshire Domestic Abuse Partnership unites statutory, voluntary, and community organisations to deliver a coordinated response to domestic abuse. This work is guided by the **Hampshire Domestic Abuse Strategy**, which prioritises **prevention and early intervention**—the foundation for all communications activity.

Partners include Hampshire County Council, district councils, police, health services, housing providers, and specialist support agencies. Together, we aim to prevent abuse, protect victims and survivors, and hold perpetrators accountable.

By aligning communications with strategic priorities, the partnership ensures consistent messaging, shared resources, and joint campaigns that reflect local needs while supporting national objectives. This collaborative approach amplifies impact and creates a unified voice across Hampshire.



2. Partnership Context

Communications Objectives



Awareness raising

Raise awareness of domestic abuse and HDAP's work.

Align with national campaigns and awareness days.



Authentic voice

Amplify victim/survivor voices through the Authentic Voice Panel.



Behaviour change

Drive behaviour change using the Comms B Model.



Partnership

Engage stakeholders across sectors and communities.



Trauma informed

Ensure our communications are trauma informed and aligned with our language guide.

Audience Analysis



General Public

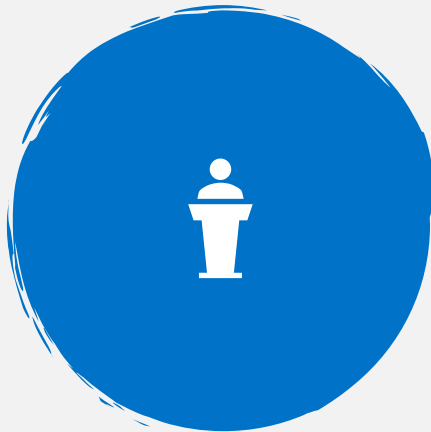
Broad awareness campaigns

Paid targeting by particular characteristics (e.g. age)

Victim/survivor focused messaging

Potential youth-focused campaigns

People using harmful behaviours focused messaging



Targeted Awareness

Informed by local needs assessments

Issues identified via Domestic Abuse Related Death Reviews (DARDRs) and Safeguarding Adult Reviews (SARs)

Survivor/Authentic Voice insights



Partners & Stakeholders

Understanding of emerging local issues

Awareness of local and national developments, legislative changes, services etc.

Share campaigns for input and feedback

Align values and messaging

Leverage organisational expertise

Understanding our audiences is key to effective communication. This section outlines how the Hampshire Domestic Abuse Partnership will tailor messaging for different groups, ensuring relevance and impact. Using insights from local needs assessments, survivor voices, and learning from reviews, we segment audiences into the general public, targeted demographics, and partners. This approach helps us reach those most at risk, influence behaviour, and engage organisations to share and amplify campaigns.

COM-B Model Approach

Our communications strategy is grounded in the **COM-B model**, which identifies three essential components for behaviour change:

Capability

Equip individuals and professionals with knowledge and skills through clear messaging, training resources, and signposting to support.

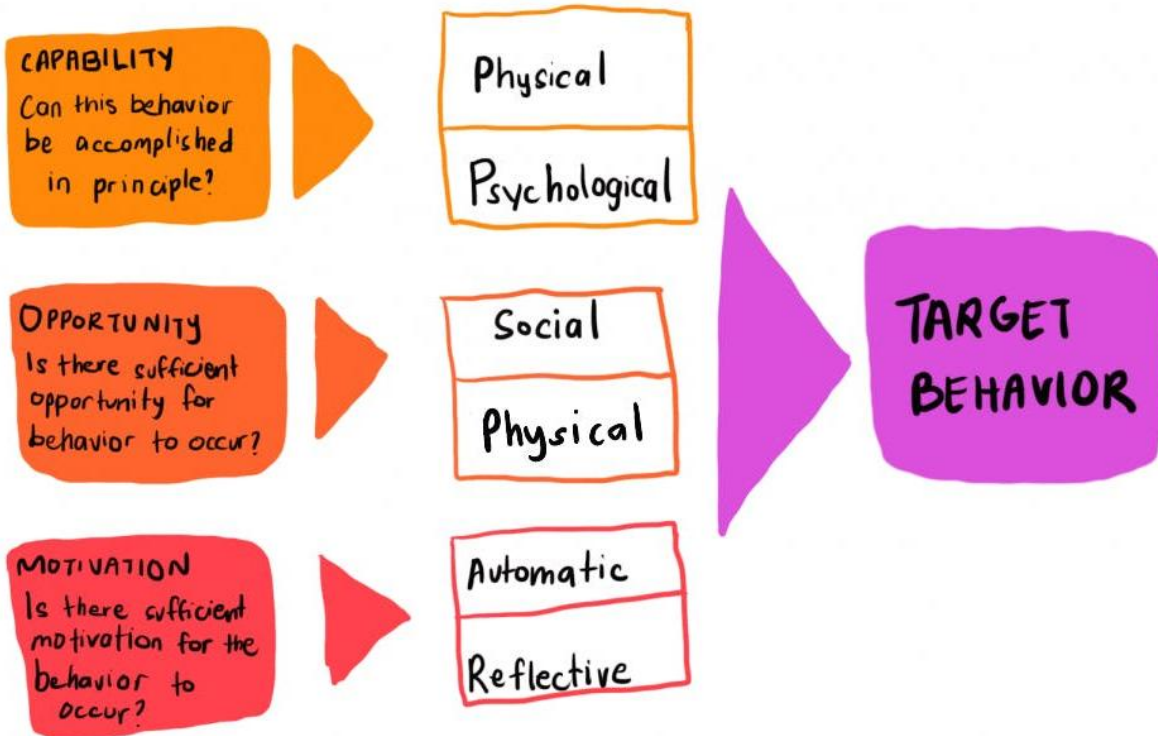
Opportunity

Create environments that enable safe disclosure and access to help by promoting services, community engagement, and multi-agency visibility.

Motivation

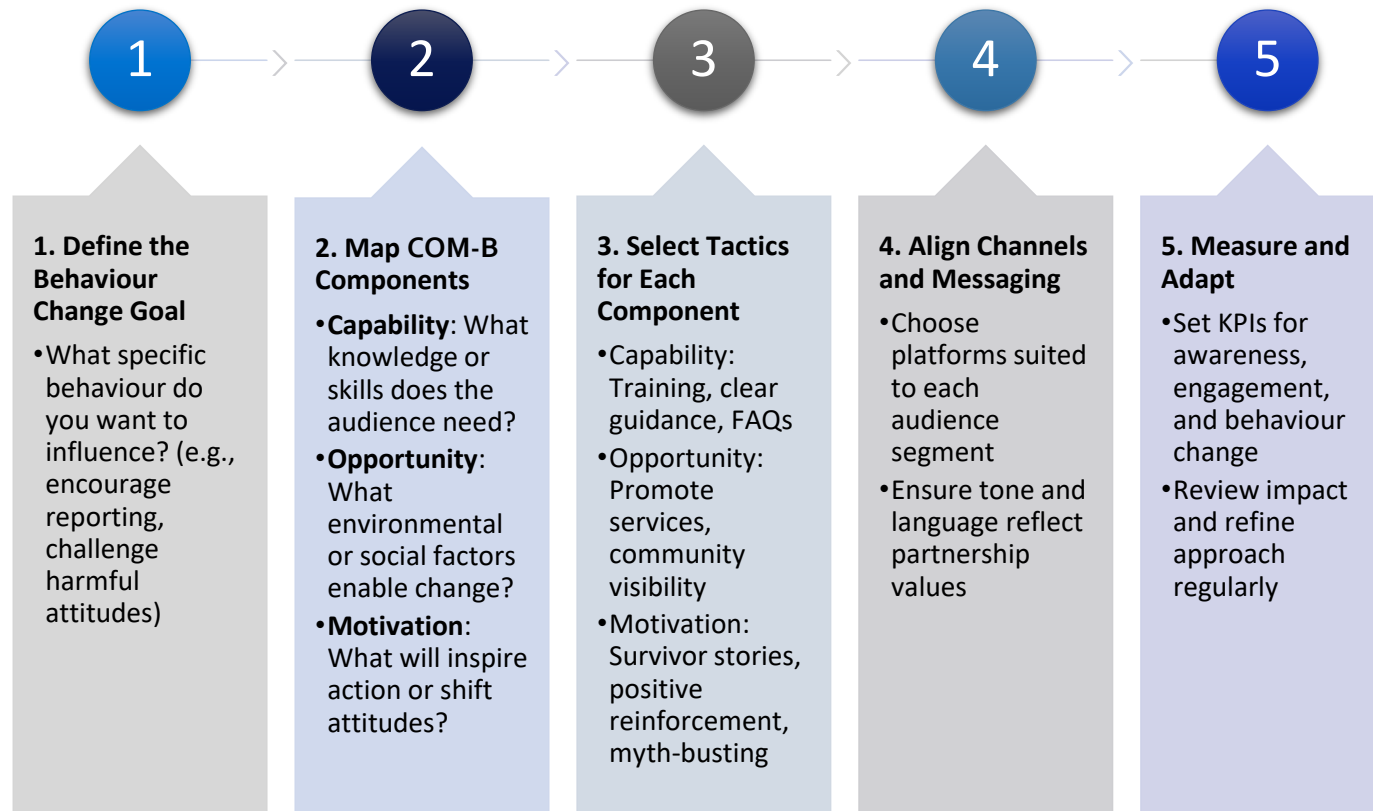
Inspire positive attitudes and challenge harmful norms through survivor stories, awareness campaigns, and consistent messaging that reinforces zero tolerance for abuse.

By embedding Comm-B principles into all communications, we aim to influence behaviour, strengthen prevention, and encourage early intervention across Hampshire.



Implementing COM-B in Communications – Roadmap for Professionals

To embed the COM-B model effectively, follow these steps when planning campaigns or messaging:



Key messages

Clear, consistent messaging is essential to ensure all communications reinforce the partnership's goals and values. Messages should be adapted for different audiences but remain aligned across all channels and organisations.



Core Messages

- Domestic abuse is never acceptable—everyone has a role in prevention.
- Help and support are available across Hampshire; you are not alone.
- Early intervention saves lives—seek help or speak out as soon as possible.
- Domestic abuse is a gendered crime: while anyone can be affected, women are disproportionately at risk and our communications must reflect and respond to this.
- People causing harm are accountable; behaviour change is possible with support.
- The Hampshire Domestic Abuse Partnership works together to create safer communities



Tone and Style

- Empathetic, inclusive, and survivor-focused.
- Avoid jargon; use clear, accessible language, as defined by the HDAP Trauma Informed Language Guide.
- Avoid victim-blaming language and messaging.
- Consistent branding and terminology across all partner communications.

Promotional Methods

Our communications approach uses a mix of digital, targeted, and collaborative methods to maximise reach and impact:



Authentic Voice Integration

Review messaging through authentic/survivor voice mechanisms to ensure campaigns are informed by lived experience.



Partnership Collaboration

Work with partners to coordinate and share campaigns.

Use HDAP website links and graphics for consistent branding.

Maintain a shared communications calendar across safeguarding boards and Public Health to promote cross-sharing and alignment.



Digital and Paid Media

Targeted advertising campaigns by demographic and location.

Use of online channels and organic social media posts to drive engagement.

2026 HDAP Activity

Overview of awareness days, observances, campaigns and events

Q4

January - March, 2026

- **LGBT+ History Month**
February
- **Sexual Abuse & Sexual Violence Awareness Week**
2–8 Feb
- **Valentine's Day** 14 February
- **International Women's Day**
8 Mar



Q1

April - June, 2026

- **Mental Health Awareness Week** 10–16 May
- **Stalking Awareness Week** 20-26 April
- **Carer's Week** 9-15 June
- **World Elder Abuse Awareness Day** 15 June
- **Black History Month**
- **Men's World Cup 2026** 11 June – 19 July



Q2

July - September, 2026

- **Men's World Cup 2026** 11 June – 19 July

2026/7 HDAP Activity cont.

Q3

October - December, 2026

- **Domestic Abuse Awareness Month** October
- **World Mental Health Day** 10 October
- **International Men's Day** 19 November
- **Safeguarding Adults Week** 16–20 November
- **White Ribbon Day** 25 November
- **16 Days of Activism** 25 November - 10 December



Q4

January - March, 2027

- **National Stalking Awareness Month** January
- **LGBT+ History Month** February
- **Sexual Abuse & Sexual Violence Awareness Week** 2–8 February
- **Children's Mental Health Week** 3–9 February
- **International Women's Day** 8 March



2027 and beyond

- To be developed in a new comms plan during Q4 January - March 2027.

Activity Planner (Q4 2026)

Please note, this planner is a working document and will be updated as and when activity is planned throughout the year.

Dates	Observance / Campaign	Theme	Hampshire Activity		Lead
February	LGBT+ History Month	Promote inclusivity and highlight support for LGBT+ victims/survivors	Social media		
February	Crimestoppers No Reason for Abuse Campaign	Spotting the signs that someone is experiencing domestic abuse.	Campaign		Crimestoppers
2–8 February	Sexual Abuse & Sexual Violence Awareness Week	Raise awareness of sexual violence and link to relevant services #ITSNOTOK - SEXUAL ABUSE AND SEXUAL VIOLENCE AWARENESS WEEK - Sexual Abuse and Sexual Violence Awareness Week	Social media		
9-22 February	Valentine's Day		Campaign	Rerun CCB campaign on Google and Facebook for 2 week run	Public Health
8 March	International Women's Day	Empower women and promote DA support pathways International Women's Day 2026 Give to Gain	Social media	Organic social media posts celebrating partnership and what we 'give to gain'. Letters of recognition sent to a range of people acknowledging their commitment.	Stop Domestic Abuse

Activity Planner (Q1 & Q2 2026)

Dates	Observance / Campaign	Theme	Hampshire Activity		Lead
20-26 April	Stalking Awareness Week				Stop Domestic Abuse
10-16 May	Mental Health Awareness Week	Coercive and Controlling Behaviour?	Social media	Contact: Megan Saunders	Public Health & Hampshire Minds
June	Black History Month				
11 June -19 July	Men's World Cup 2026	Football is no excuse for abuse	Campaign	Crimestoppers football themed campaign focussing on people causing harm Public Health – awareness campaign of services and where/how to access help and support	Crimestoppers, Public Health
9-15 June	Carer's Week	Highlighted need in local DARD	Social media		
15 June	World Elder Abuse Awareness Day		Social media		
10 September	World Suicide Prevention Day	To be determined	TBC	Contact: Megan Saunders	Public Health. HIOW Healthcare Trust

Activity Planner (Q3 2026)

Dates	Observance	Theme	Type	Hampshire Activity	Lead
October	Domestic Abuse Awareness Month	How to be an active bystander	Campaign		Public Health
10 October	World Mental Health Day	To be identified		Public Health and Hampshire Minds CIC Contact: Megan Saunders	Public Health, Hampshire Minds
13 October - 9 November	No Reason for Abuse Campaign (Crimestoppers)	The effect of domestic abuse on children.	Campaign		Crimestoppers
19 November	International Men's Day		Social media		Public Health
16–20 November	Safeguarding Adults Week				HSAB
25 November	White Ribbon Day		Social media Events		
25 November - 10 December	16 Days of Activism		Social media Events	• HDAP to coordinate calendar of events on website • Annual DARDR learning event	HDAP All partners

Activity Planner (Q4 2027)

Dates	Observance	Theme	Type	Hampshire Activity	Lead
January	National Stalking Awareness Month		Social media		
February	LGBT+ History Month		Social media		
2–8 February	Sexual Abuse & Sexual Violence Awareness Week		Social media		
3–9 February	Children’s Mental Health Week	Highlight impact of DA on children’s wellbeing – Place2Be's Children's Mental Health Week - Official site	Campaign?	Consider rerunning ‘See Beyond the Silence’ campaign via organic social media.	
8 March	International Women’s Day		Social media		

2025 HDAP Campaigns

Examples of [HDAP led comms during 2025](#)



See Beyond the Silence

August 2025

This campaign focused on raising awareness of the hidden impact of domestic abuse on children and urging all adults to recognise behavioural signs and take action to protect them. It resulted in a 33% increase in calls to the Hampshire Domestic Abuse Advice Line and family support services.



Is this Love?

October 2025

This campaign shone a light on coercive and controlling behaviour - a hidden but devastating form of domestic abuse. Through some short videos shared across Facebook, Instagram, Snapchat, and Google, we raised awareness of how coercive control works, how it affects people, and where to get help.

Reached just under 500,000 residents.



International Men's Day

November 2025

Organic social media posts highlighting that men and boys experience domestic abuse and coercive control too, with signposting to support.