



# The DAY Programme

Information for Local Authorities

## Project Overview

The DAY Programme (DAY) is a comprehensive multi-media education tool that equips young people to recognise domestic abuse and exploitation and critique popular culture.

It is a unique resource that uses contemporary music, film and structured discussion to challenge the beliefs and attitudes which are at the root of domestic abuse and does so in a unique and exciting way.

25% of girls and 18% of boys will experience physical violence from a partner and 72% of girls and 51% of boys will experience emotional abuse from a partner. It is clear from these figures that education for young people about domestic abuse and exploitation is needed. DAY is more than a toolkit or downloadable resource, it meets the need for a high quality replicable programme.

DAY provides excellent “train the trainer” DAY Session Leader Training to practitioners within a Local Authority. Through working with the Local Authority, DAY is able to offer block bookings to practitioners at a reduced cost. Once trained, practitioners receive a DAY Pack which includes:

- Session plans
- Handouts
- Set up resources
- USB memory stick with printable resources and evaluation process
- Signposting resources
- Session Leader Reflective Evaluation tools

After attending DAY Session Leader Training, practitioners are invited to join the DAY Community, which provides regularly updated multi-media resources, details of new research and information that can improve practice through Email UpDAYtes and they can access ongoing support via email. All ongoing access to the DAY Community is included within the cost of DAY Training and there are no ongoing costs for using DAY material. All practitioners using DAY are required to attend three day “train the trainer” DAY Session Leader Training.

DAY has delivered over 25 “train the trainer” DAY Session Leader Training events and has trained over 300 practitioners who are delivering DAY in many settings across the UK including schools, youth groups, young parent groups, children’s centres, mentoring sessions, pupil referral units, domestic abuse services and to at-risk young people. Practitioners and young people have reported that DAY has been enormously beneficial to diverse client groups and that all DAY training and resources are of an excellent quality and ensure a high standard of safe practice for practitioners and young people.



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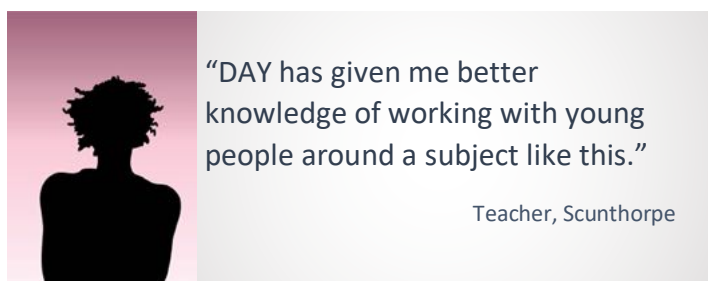


## Background Information

The DAY Programme (DAY) is a comprehensive multi-media education tool that is used by trained practitioners to equip young people to:

1. Recognise domestic abuse and exploitation in their own and others' relationships
2. Make positive relationship choices
3. Critique popular culture
4. Be a good friend to another young person who is suffering or perpetrating abuse

It is a unique resource that uses contemporary music, film and structured discussion to challenge the beliefs and attitudes which are at the root of domestic abuse and exploitation and does so in a unique and exciting way.



DAY delivers this through providing high quality DAY Session Leader “train the trainer” courses to practitioners within Local Authority settings. By training DAY Session Leaders within a local area we provide a replicable resource that can be used strategically across a locality. The training ensures all DAY Session Leaders are equipped to a high standard.

## Train the Trainer Course

DAY Session Leader Training includes the following elements over three days:

- The dynamics of domestic abuse and exploitation
- Full instruction in running DAY sessions and using DAY materials including online content
- Understanding Youth Culture and Adolescent Development
- Responding to Challenging Behaviour
- Disclosure policy and procedure
- The Effects of Domestic Abuse on Children
- How to set up DAY safely
- Each trainee receives a copy of Lundy Bancroft’s book “Why Does He Do That?”

## Ongoing Resources

After completing training, practitioners each receive a DAY Pack which includes:

- Photocopiable Hard Copies
  - Session Plans
  - Question Sheets
  - Answer Sheets
  - Signposting resources
- Multimedia Resources
  - USB memory stick with printable resources
  - Monitoring and evaluation tool
  - Unlimited access to the DAY Community including all multimedia content.



## The DAY Community

Once practitioners have completed “train the trainer” DAY Session Leader Training they gain unlimited access to the DAY Community. This includes The Hub, an online interactive resource which hosts all the multimedia content needed for delivering DAY and forums for sharing good practice. Popular culture moves so quickly and The Hub allows DAY to constantly update the multimedia content as new songs, videos and resources become available. The DAY Community also provides practitioners with Email UpDAYtes which offer additional resources, research and practical information. Alongside this the DAY Community gives practitioners access to email advice and support when delivering DAY in their local area.

“It is exactly what I need to take into youth work settings where abuse is prevalent. It is well thought through and adapted to suit the needs of young people in relationships. Love it!”

Youth Worker, Norfolk



## Tier 2 Intervention

DAY can be used with all young people, however within a Local Authority setting it would sit as Tier 2 provision within the “four-tier model” of services. Though it can be used within schools and other contexts as a resource for all young people, it is designed to be provided at Tier 2 as part of “Targeted services for children and families beginning to experience – or at risk of – difficulties<sup>1</sup>.”

## Safe Practice

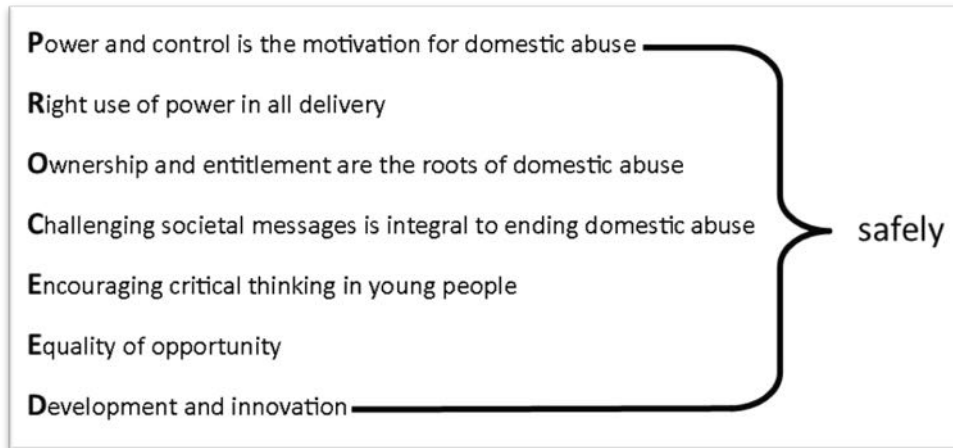
When addressing issues of domestic abuse and exploitation it is imperative that safety underpins all work and intervention. When we begin proactively educating young people about domestic abuse and exploitation we invite disclosure. By inviting disclosure we change the dynamics within young people’s lives and change the way they perceive their situation, this may increase the risk they face from a perpetrator and/or produce within young people feelings that are difficult to deal with. DAY is embedded with tools to ensure safe practice. These tools include:

- Training for practitioners in managing challenging behaviour and dealing with disclosure
- Implementation by practitioners of a setting’s child protection and behaviour policies
- A comprehensive DAY Running Contract signed by practitioners and the setting where DAY will be delivered (See Appendix 1)
- Reflective practice is embedded throughout with Session Leader Reflective Evaluations, New Programme forms and the DAY Completion Form
- Assurance that practitioners have appropriate supervision and sufficient time to prepare before sessions and debrief after sessions

<sup>1</sup> <http://www.scie.org.uk/publications/introductionto/childrensocialcare/furtherinformation.asp>



- The DAY Action Pack, a signposting resource given to each young person who accesses DAY providing a safety plan and directing them to national services (See Appendix 2)
- The DAY Core Principles of “PROCEED Safely” are used throughout all the DAY resources and practice:



## Rationale

Research by the NSPCC discovered the following reality for young people:

- 25% of girls and 18% of boys reported some form of physical partner violence<sup>2</sup>
- 72% of girls and 51% of boys reported some form of emotional partner violence<sup>3</sup>
- 31% of girls and 16% of boys reported some form of sexual partner violence<sup>4</sup>
- The majority of young people either told a friend or told no one about the violence; only a minority informed an adult<sup>5</sup>

The Coalition Government released their strategy to End Violence against Women and Girls in November 2010. This strategy clearly states the need to raise awareness and education about domestic abuse:

1. The first aim is to, “prevent violence from happening by challenging the attitudes and behaviours which foster it and intervening early where possible to prevent it.”<sup>6</sup>
2. A key theme is, “early intervention – making sure young people understand the importance of healthy relationships and respect the right to say no.”<sup>7</sup>

Throughout the UK there are more and more horror stories regarding children and young people enduring sexual exploitation from adults. Due to the way those who experience abuse are groomed by abusers, we feel it is important to ensure those working to address child sexual exploitation are

<sup>2</sup> Barter et al. 2009 Partner Exploitation and Violence in Teenage Intimate Relationships

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

<sup>5</sup> Ibid.

<sup>6</sup> <http://www.homeoffice.gov.uk/publications/crime/call-end-violence-women-girls/vawg-paper?view=Binary>

<sup>7</sup> <http://www.homeoffice.gov.uk/media-centre/press-releases/violence-against-women>



equipped to educate at-risk young people about relationships as the majority of victims of child sexual exploitation view their abuser as a "boyfriend".

DAY was created to change the reality for young people across the UK and enable them to have healthy, positive relationships. It was developed after identifying two major gaps in provision to address and prevent youth domestic abuse and exploitation nationally:

1. *Lack of Replicability*

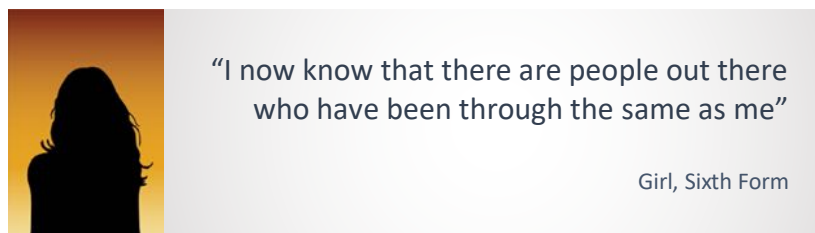
Many local services have produced resources to educate young people about relationships, abuse and exploitation, however their funding and creativity in developing resources have been focussed around their locality and the resources have not been created in a replicable format. This often leads to different services across the country "reinventing the wheel" and spending time, money and effort producing similar resources.

DAY was created after much direct work with both young people and adults who had suffered domestic abuse and exploitation. It was written as a replicable model and as such we limit our remit to resources that can be effectively replicated to a high standard.

2. *Lack of Expertise*

Where replicable resources do exist nationally they are usually "toolkits" which do not require training or equipping to be used. This can lead to bad or even dangerous practice as unqualified, potentially well-meaning practitioners begin addressing domestic abuse and exploitation with young people without having the wider knowledge and/or safeguarding policies implemented.

By providing Session Leader training, DAY replicates excellent practice alongside high quality resources. Training is designed both for those who have a good knowledge about domestic abuse and/or exploitation, but little understanding about working with young people, and for those who do a lot of work with young people but who have little understanding about the issues of domestic abuse and exploitation.



Target Group

DAY has two target groups:

1. Practitioners working with young people within a locality. Once practitioners have attended the "train the trainer" DAY Session Leader Training they are equipped to deliver DAY as nine weeks of one hour sessions and/or to use the DAY Resources in one to one sessions, workshops, assemblies and any other appropriate work with young people. The material can be used within the following settings:
  - a. Schools



- b. Youth groups and uniform groups
  - c. Youth housing provision
  - d. Youth offending
  - e. Young parent projects
  - f. Children's Centres
  - g. Pupil Referral Units
  - h. Domestic abuse services
  - i. Sixth forms and colleges
  - j. University campuses
2. Young people accessing DAY via trained practitioners. DAY is designed to be used with:
- a. Young people aged between 14 – 25 years old (though it can be used with 11 – 14 year olds if adapted).
  - b. As a 9 week group work sessions with between 4 -20 young people.
  - c. Assemblies
  - d. One off workshops
  - e. One to one work with young people
  - f. Mixed groups of boys and girls or in single sex groups.
  - g. Girl, boys, those who identify as trans\* and both heterosexual and LGBTQ young people



“100% of DAY Training participants agree that the training either met or exceeded their expectations.”

DAY Training Evaluation Data

## Existing Work

DAY was written in 2010 and we began delivering training in 2011. We have delivered over 20 train the trainer courses and have trained over 130 practitioners who are delivering DAY across the UK. We have trained domestic abuse services, teachers, youth workers, sexual health workers, probation officers, counsellors, children's centre staff, youth housing providers, social workers and others.

## Benefits of DAY

Quotes from DAY “train the trainer” course participants

*“It's fantastic, it's all in the DAY Pack and you can just run with it.”* Youth Worker, Coventry

*“Videos and music are an excellent tool to use with young people to get them involved and keep them interested.”* Domestic Abuse Service, Lincoln

*“Superb concept that is most valuable and will make a difference to all our lives and equip young people to deal with relationships in a respectful way.”* Community Worker, London

*“The best training I've attended in a really long time.”* Domestic Abuse Worker, North East Lincolnshire

*“A really great course that will open young people's eyes and prevent a lot of abusive relationships in the future.”* Volunteer, London





“Helped me out a bit – if someone’s being horrible to you it helped me know what to do.”

Boy, 14 years old



### Quotes from young people

Some of the statements young people have made after attending DAY sessions run by DAY Trained practitioners include:

#### *Boys 13 – 16 years old:*

*“It was really good Miss!”*

*“It helped me to speak and communicate with other people.”*

*“It’s really helpful. It makes you understand what’s actually happening, what’s going on and how things work.”*

#### *Girls 13 - 16 years old:*

*“I really learnt a lot about domestic abuse over past few weeks and I have really enjoyed it as well.”*

*“Now I will know a lot about abuse and I will be able to recognise if my friend is getting abused.”*

*“I learnt that you can't judge whether your relationship will always stay the way you want it to.”*

*“I liked the course because it was very eye opening.”*

#### *Girls 16 – 18*

*“Helped me understand a lot better, especially what the lyrics to songs really mean & how serious domestic abuse is.”*

*“I got emotional as when you are subjected to so much. People saw me as a joke, especially on social networking.”*

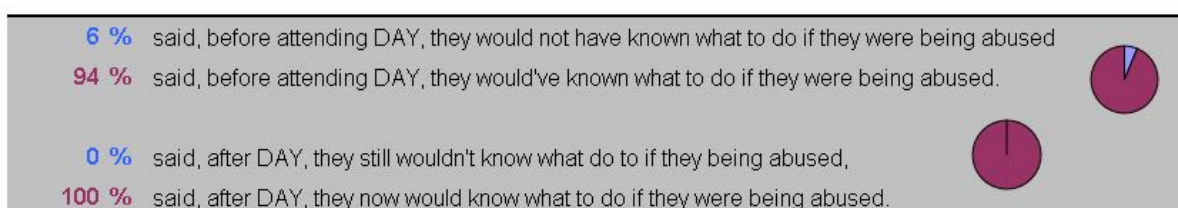
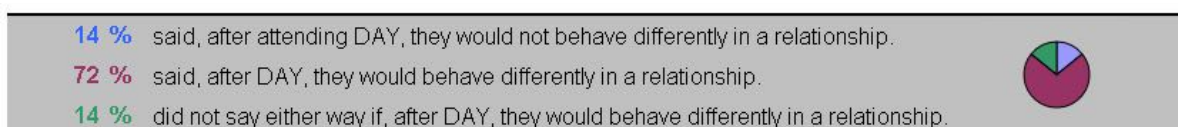
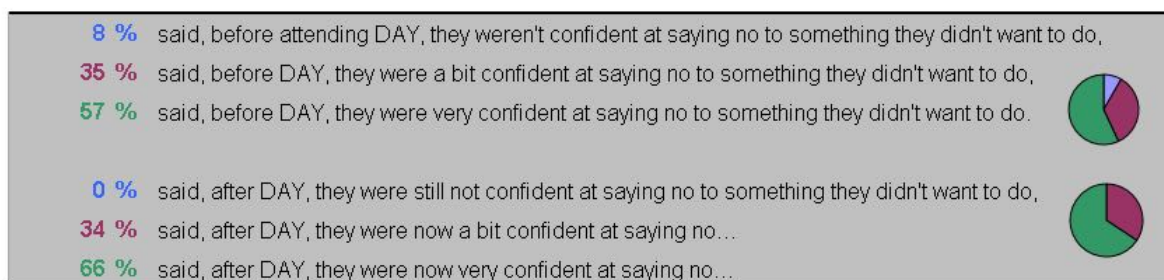
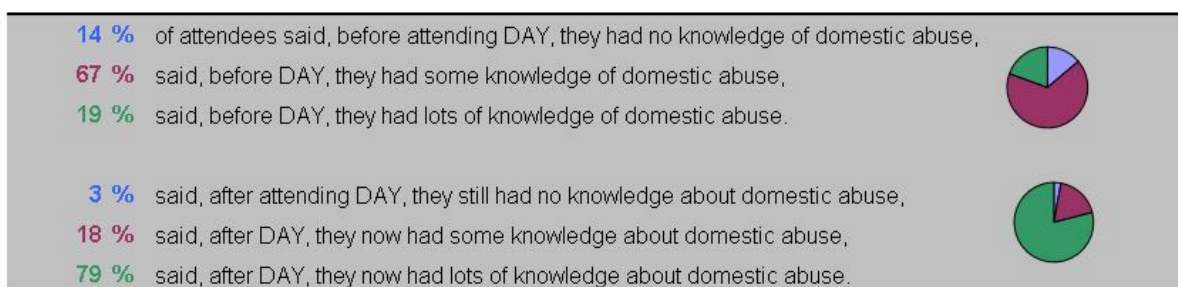
*“I know what is out there if I get into the situation.”*

*“Showed me how many people get abused every day & the different types of abuse they suffer.”*

### Data

The following statistics are gathered from evaluations completed by 14 year old girls and boys in Kent who attended DAY with a DAY trained practitioner:





## Costs

Buying in DAY for a Local Authority requires block booking training for practitioners. **There are no ongoing licensing or membership fees for using DAY and its associated resources. Training is a one off cost.** Each practitioner who uses DAY resources and delivers DAY **must** attend “train the trainer” DAY Session Leader Training.

The cost for individuals booking training is £500 per trainee. This is calculated as such:

DAY Training and Resources	Number of trainees	Total
£500	24	£12,000

If a Local Authority block books DAY, rather than paying for individual trainees this results in large financial savings of 17%, (£2000) per block booking, enables the Local Authority to use DAY in a strategic manner and provide an excellent practice model across their locality. Block bookings are for 24 participants and are calculated as such:

DAY Training and Resources	Number of trainees	Total
Local Authority Block Booking	24	£10,000



Training costs include:

- 3 days training with DAY expert trainer
- 24 DAY packs: Photocopiable material, USB memory stick, evaluation process,
- Unlimited ongoing access to the DAY Community

Training costs do not include:

- The training venue
- Food/refreshments during training

## Monitoring and Evaluation Plan

The DAY package comes with an evaluation process. This includes:

- Session Leader Evaluation Form for each session
- Programme Start and Completion forms
- Pre-programme questionnaire
- Post-programme questionnaire
- Spreadsheet for inputting data that automatically converts raw data into statistical analysis

The spreadsheet not only provides statistical analysis, it enables the practitioner to provide a comprehensive report for the Local Authority, the setting where DAY has been delivered and their own team.

## Contact Details

For further information about DAY, please contact the DAY Team:

Email: [info@dayprogramme.org](mailto:info@dayprogramme.org)

Phone: +44 (0)7928 031580

Website: [www.dayprogramme.org](http://www.dayprogramme.org)



## Appendices

### Appendix 1

#### *DAY Running Contract*

Our Organisation; *(fill in organisation's name)* commits to, during the DAY set up period, provide the DAY Session Leader with:

- Two copies of our Child Protection Policy
- Two copies of our Behaviour Policy
- The opportunity to meet with the Pastoral Support Person and Child Protection Officer
- At least one opportunity to access the room where DAY will be run
- Any relevant details about specific young people taking part in DAY that may impact the way the session is run (e.g. behavioural issues, special needs, home situations)
- A named person from our organisation that is responsible for liaising with the DAY Session Leader throughout our organisation's partnership with DAY
- A Signed DAY Running Contract

Our Organisation; *(fill in organisation's name)* commits to, during the running of DAY, provide the DAY Session Leader with:

- A suitable room available for 2 hours
- Chairs
- Tables
- AV Equipment
- An adult for two hours, during DAY sessions (e.g. teacher, teaching assistant) to enable behaviour and session management
- Meeting time with the Pastoral Support Officer/Child Protection Officer at least once a month while DAY is running
- Meeting time with the setting's named contact person once a month to discuss progress and any management/practical issues regarding DAY

Our Organisation; *(fill in organisation's name)* commits to, after DAY is completed, provide the DAY Session Leader with:

- Two final meetings with the Pastoral Support Officer/Child Protection Officer to debrief and feedback
- One final meeting with the setting's named contact person is available to debrief and feedback
- Fill out and return a DAY Completion Form

Signed: \_\_\_\_\_

Role within the organisation: \_\_\_\_\_

Date: \_\_\_\_\_



As the DAY Session Leader for *(fill in organisation's name)* I commit to, during the DAY set up period:

- Provide the setting with an up to date CRB check for them to photocopy
- Read and implement the organisations Child Protection Policy when delivering DAY for them
- Read and implement the organisations Behaviour Policy when delivering DAY for them
- Meet with Pastoral Support Person and Child Protection Officer for the setting
- View the room where DAY will be run
- Provide a signed DAY Running Contract

As the DAY Session Leader for *(fill in organisation's name)* I commit to, during the running of DAY:

- Always arrive punctually
- Behave professionally at all times
- Provide two hours of work per DAY session
- Provide one hours work per week for dealing with issues raised within the session
- Meet with the setting's Pastoral Support Person at least once a month to discuss any pastoral/child protection issues
- Meet with the setting's named contact person once a month to discuss progress and any management/practical issues regarding DAY
- Lead sessions sensitively and appropriately
- Always provide equal opportunities for all young people and other staff I work with
- If for any reason I am unable to attend a session, I will endeavour to find a replacement Session Leader, if I am unable to, I will give *(fill in organisation's name)* the setting at least two hours notice
- Evaluate DAY, with pre and post programme questionnaires

As the DAY Session Leader for *(fill in organisation's name)* I commit to, after DAY is completed:

- Two final meetings with the Pastoral Support Officer/Child Protection Officer to debrief and feedback
- One final meeting with the setting's named contact person to debrief and feedback
- Provide the outcomes of the evaluation of DAY within three months of DAY ending

Session Leader 1:

Signed: \_\_\_\_\_

Date: \_\_\_\_\_

Session Leader 2:

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



Appendix 2

DAY Action Pack

## Helplines

Contacting a Helpline means you can talk to or email people in confidence. They won't tell anyone unless you've asked them to or unless you're in danger. They'll listen and help you sort out what you can do and where you might be able to get help.

**Childline**  
 Childline is a counselling service for children and young people.  
**0800 1111** ([www.childline.org.uk](http://www.childline.org.uk))

**The National Domestic Violence Helpline**  
 A national 24-hour helpline for people experiencing domestic abuse, their family, friends, colleagues and others who care for them.  
**0808 2000 247** ([www.thehideout.org.uk](http://www.thehideout.org.uk))


**Men's Advice Line**  
 The Men's Advice Line is a confidential helpline for men experiencing domestic violence by a current or ex-partner.  
**0808 801 0227** ([www.mensadvice.org.uk](http://www.mensadvice.org.uk))

**Broken Rainbow**  
 Support for lesbian, gay, bisexual and transgender people experiencing domestic abuse.  
**0300 999 5428** ([www.broken-rainbow.org.uk](http://www.broken-rainbow.org.uk))

**The National Stalking Helpline**  
 Practical advice and information to anyone who is currently or previously been affected by harassment or stalking.  
**0300 636 0300** ([www.stalkinghelpline.org](http://www.stalkinghelpline.org))

**Respect**  
 A helpline for males who commit domestic abuse and for people concerned for someone they know who they think is abusive.  
**0808 802 4040** ([www.respectphoneline.org.uk](http://www.respectphoneline.org.uk))

**Life Centre**  
 A helpline for young people experiencing sexual abuse or any unwanted sexual experience.  
**0808 802 0808** or **07737 989 022** ([www.lifecentre.uk.com](http://www.lifecentre.uk.com))



**Action Pack**

[www.dayprogramme.org](http://www.dayprogramme.org)

## Safety Plan

My name and age:			
My address:			
My phone number:			
Someone I can talk to who I trust:	Name:		
	Phone:		
	Address:		
Other people I can call in an emergency:	Name:		
	Number:		
	Name:		
	Number:		
Safe places to go when there is a row:	Address 1:		
	Address 2:		
Local police number:			
Emergency Number:	999		
If I need to talk to someone I can ring:	Childline/NPCC:	0808 8007070	
	National Domestic Violence Helpline:	0808 2000 247	

**MAKE SURE YOUR SAFE NUMBERS ARE SAVED ON YOUR MOBILE PHONE. YOU CAN ALWAYS SAVE THEM UNDER ANY NAME IF YOU WANT TO.**

## People to talk to

**Friends**  
 Sometimes it's easiest to tell a friend. They can then help you tell an adult. Letting them know what's going on means they can look out for you in an emergency.

**Family**  
 If you are close to your parents or sister/brother maybe you could talk to them about what's going on.

**Teacher/Youth Worker**  
 All teachers and youth workers should have had Child Protection training, which means they should know what to do if you speak to them. They may have to talk to someone else about what you've said, but they should tell you first. You can always tell them who you think it's safe for them to talk to.

**Police**  
 If you call them in an emergency on 999, they'll probably ask you:  
 1. To describe what's happening and who's in the house  
 If anyone is hurt  
 2. For your name and address  
 3. To stay on the phone (if you can) until an officer arrives to help

**Doctors**  
 You can make an appointment to see a doctor or nurse about what's going on. They may give suggestions of some people you can talk to. They might also want to talk to your mum or dad about your worries – but make sure you let your doctor know which adults it's safe to talk to.

