



CUAN

An Ghníomhaireacht um Fhoréigean Baile,
Gnéasach agus Inscnebhunaithe

The Domestic, Sexual and
Gender-Based Violence Agency

Co-design and collaborative practice

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CEO, Cuan

29th February BASW NI & IASW *'Responding to Domestic Violence & abuse in Ireland, North & South'*

Cuan functions



1. **Delivering excellent services to victims of DSGBV**, including safe and accessible accommodation for anyone who needs it, as well as helpline and other supports

2. **Putting in place a robust set of national service standards** and governance arrangements

3. **Developing a data and evaluation strategy**, to include ensuring co-ordinated systems for collecting, analysing, and sharing data on access to and use of services; lead on **research** to inform DSGBV policy development

4. **Leading on awareness-raising campaigns** designed to reduce the incidence of DSGBV in Irish society as well as ensuring that all victims know how to access the supports they require

5. **Taking over coordination of all Government actions** set out in the Third National Strategy; monitor progress, collaborate & engage



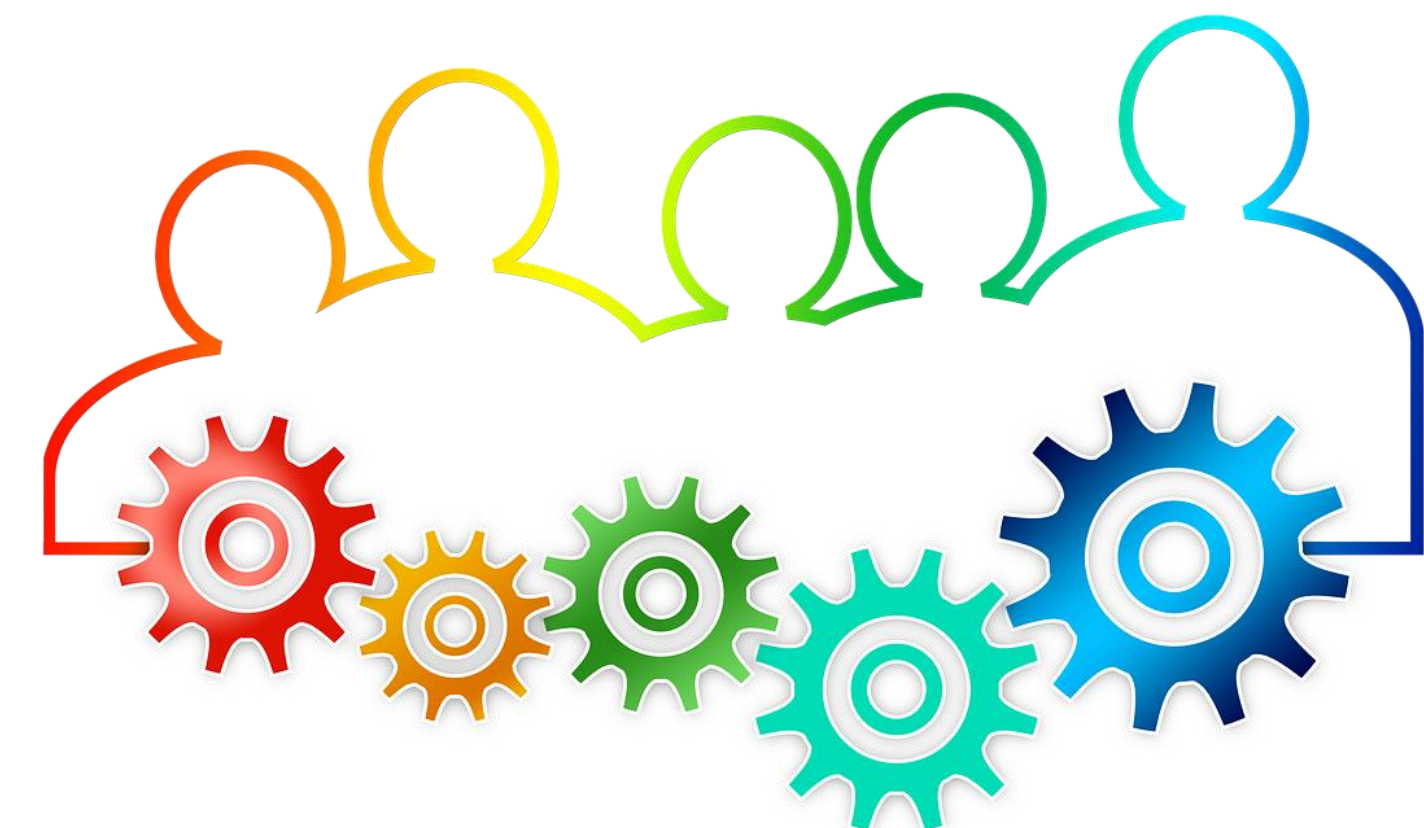
In addition, our founding legislation recognises that Cuan will carry out its functions by working in partnership with stakeholders, experts, victims and people at risk:

“In performing its functions, the Agency shall—

(a) **collaborate** with any person that the Agency considers appropriate in relation to any matter connected with the functions of the Agency,

(b) **engage** with, and consider recommendations from, public service bodies, international bodies, persons with expertise in the area of domestic, sexual or gender-based violence, persons in receipt of the services or programmes referred to in subsection (1)(b) and the general public,

(c) have regard to the diverse circumstances and needs of victims and persons at risk of domestic, sexual or gender-based violence (including children and young persons)…”



Commitment to co-design



The term 'co-design' is used throughout the Third National Strategy on Domestic, Sexual and Gender-Based Violence:

1. Agreement on **need to embed a model of co-design and co-production** in agreeing and delivering all of the actions.
2. Co-design refers to the **participatory approach** to developing a national strategy, in which those involved (Department of Justice, NWCI and Safe Ireland supported by independent facilitators) were engaged as **collaborators in the design and development of the strategy**.
3. This co-design approach will strengthen with **implementation, monitoring and evaluation of the third strategy action plans**.

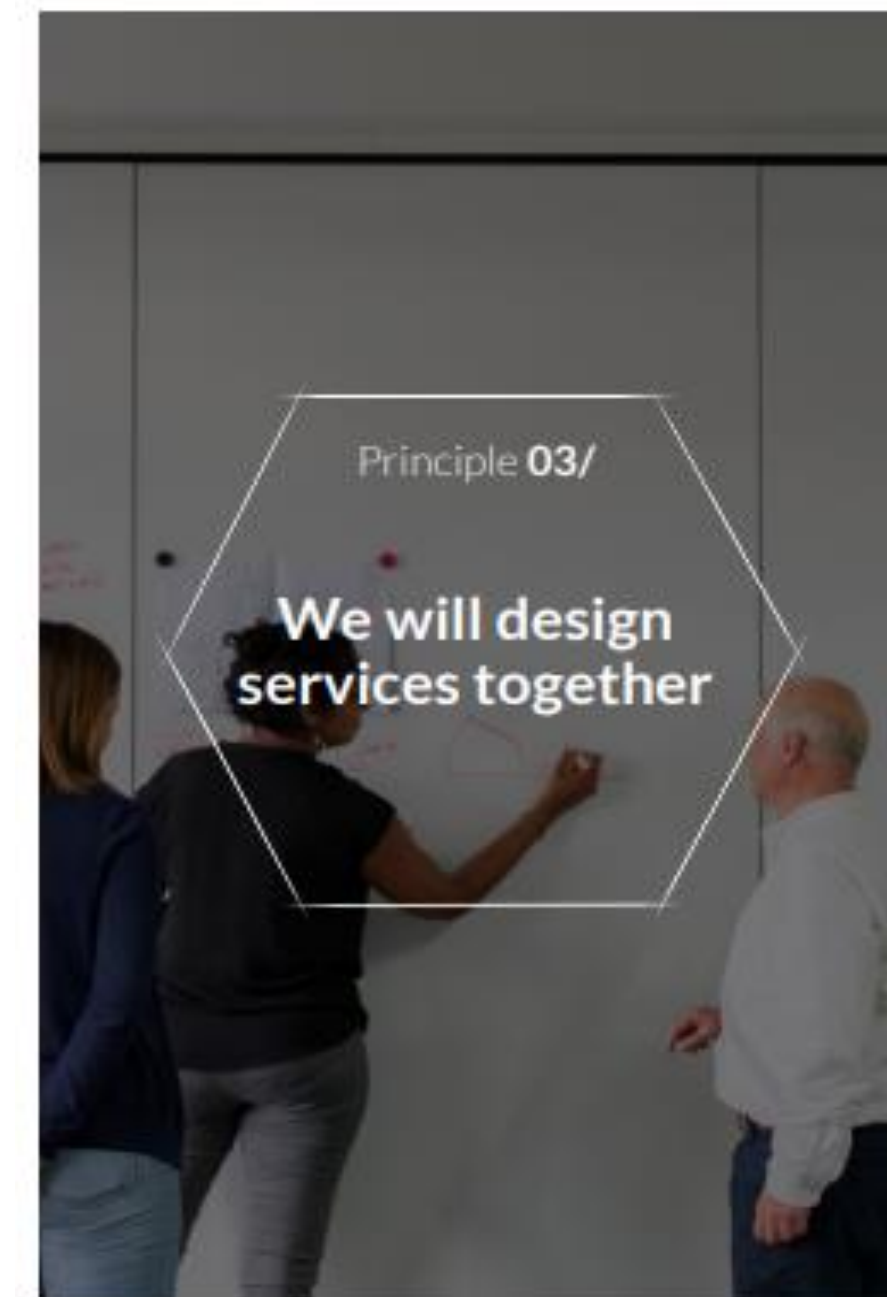
Alignment to Design principles for Government in Ireland



Design principles for Government in Ireland



- The 10 founding principles identify simple ways we can begin to introduce a design mindset to government.
- One of these principles is to collaborate across silos, functions and organisations to develop a shared understanding of how services interlink and how users navigate our public services.
- This work will allow us to design better, more seamless experiences.



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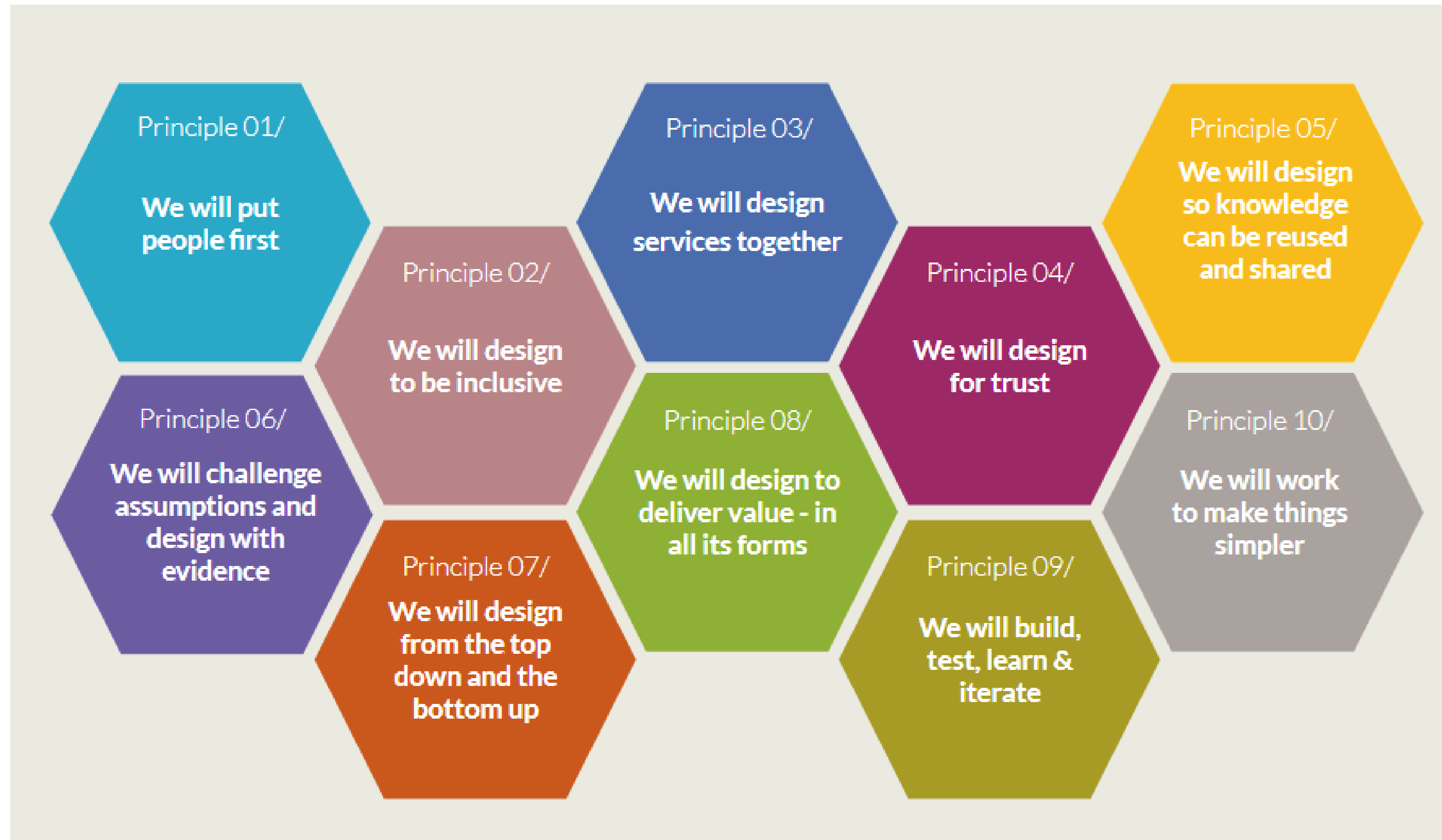
What this looks like in action

- Creating evidence-informed personas and journey maps
- Using service blueprints to define all components of a project, clarify all steps and stages of a user journey and identify stakeholders
- Working in multi-disciplinary agile project teams - designers, subject matter experts, analysts, ICT developers, policymakers working together to deliver outcomes
- Collaborating internally across teams and between organisations to respond to service users' needs

Embracing a Design Mindset – how we ‘frame’ our work



Design Principles – informing our approach to making a difference



Cuan Co-design in action

8 December 2022: initial high-level meeting was held with a number of national NGOs to progress co-design of the functional model.

9 February 2023: DSGBV Strategic Change team held a facilitated in-person workshop with wider representation from DSGBV Services and NGOs.

22 March 2023: a further online workshop was hosted via Zoom, in order to accommodate previously invited representatives from DSGBV Services and NGOs who could not attend the in-person workshop.

7 July 2023: report developed by the facilitator, Dr Chris McInerney (UL) outlining the emerging trends and themes from the two workshops was circulated to participants and published on the Department's website.



Awareness-raising campaigns



One of the key roles Cuan will play in tackling DSGBV is to continue to **raise awareness** of the issue and the supports available to victims and survivors and to **change problematic behaviours and attitudes** that persist in our society that allow such violence and abuse to continue.

This year we will continue to run the 'Always Here', 'Let's Have the Consent Conversation' and 'Serious Consequences' campaigns. We will develop a second phase of Always Here to focus on information for victims of sexual violence.

All of our recent campaigns have been developed with a number of organisations working on the frontline, including Women's Aid; Safe Ireland; Dublin Rape Crisis Centre; Rape Crisis Network Ireland; Men's Development Network and; Men's Aid Ireland.

There was also significant input from An Garda Síochána; Tusla; The Department of Education; The Health Service Executive; The National Observatory on Violence Against Women.

Awareness-raising campaigns: Always Here (December 2023)



If you're living with domestic or sexual violence, support is always here.

Má tá tú ag cur suas le foréigean baile nó gnéasach, bíonn tacaíocht anseo i gconaí.

Visit alwayshere.ie
or call An Garda Síochána

Tabhair cuairt ar alwayshere.ie
nó cuir glaoch ar an nGarda Síochána

Rialtas na hÉireann
Government of Ireland

The **Always Here Campaign** seeks to empower victims by reassuring them they will be believed if they seek help, that the issue will be taken seriously, and that there are organisations ready to support them.

It also seeks to reassure victims that the wider Irish society stands with them and condemns the behaviour of perpetrators.

The campaign will be split into two streams: one primarily focused on victims of domestic violence and one primarily focused on victims of sexual violence. The sexual violence stream will launch later in 2024.

Awareness-raising campaigns: Serious Consequences (intimate image abuse)



In September 2021, following the commencement of Coco's Law (the Harassment, Harmful Communications and Related Offences Act 2020), the Department of Justice launched a campaign to raise awareness of intimate image abuse. This campaign will now continue under the remit of Cuan.

Phase 1 focused on the **sharing of intimate images without consent**.

Phase 2 focuses on raising awareness that it is also **illegal to threaten to share an intimate image** of another person.



Awareness-raising campaigns: Let's Have the Consent Conversation



A major national awareness raising campaign on the topic of sexual consent was launched in November 2023. Creating a shared understanding of the meaning and importance of consent in all relationships is also a key action in the Government's Third National Strategy on Domestic, Sexual and Gender-based Violence.

The campaign has two major aims:

1. Change attitudes to consent by making consent more personal and relevant across the spectrum of sexual relationships (and not just a term linked to a legal concept);
2. Build a positive understanding of consent by getting people thinking about what consent, as a positive force, means to them in terms of how they engage with and treat others and how they themselves are treated by others.



Benefits



Better understanding of and insights into:

- Human experience, human interactions, human factors, organisational factors
- Complexity, ambiguity, diversity – challenging assumptions
- What victims / survivors and their families experience and need
- What services need to deliver effectively and make a difference
- Causes and consequence of DSGBV
- Whole of Government, Whole of Society strategy implementation
- What works and what will work better (prevention, protection, prosecution, policy)
- Integration

Opportunity:

- Build understanding while widening perspectives
- Find the right problem to solve and solve the problem the right way – collective endeavour
- Collective learning; a design community
- Build networks, connectivity and communities of practice around a common purpose
- Build a movement, make an impact