



Dewis Choice

Barriers & Enablers to Help-seeking & Engagement for Victim-survivors of Domestic Violence and Abuse

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Domestic abuse in later life: 'Ignored, invisible & overlooked'

- Neglected in policy and practice when compared other age groups (Lewis and Williams, 2013; Blood, 2004);
- Research design and implementation - Crime Survey for England and Wales (2012/2013) did not include domestic abuse statistics for those over the age of 59 years (ONS, 2016);
- Our review - white, middle class, heterosexual, female victim-survivors under 70 years old;
- Does ageism exist within some feminist groups? (Harbison, 2008).

Access and Uptake

- Existing service provision has been criticised for often overlooking the needs of older women (McGarry, 2014);
- Service provider's marketing strategies influence help-seeking for older victim-survivors of domestic abuse (Wydall & Zerk, 2012).



Specific Domestic Violence and Abuse Campaigns



Domestic Abuse Service Provision and Marketing

- Images of older people are often not used in public campaigns about domestic abuse;
- Research indicates that as a result, it is difficult for older women to identify themselves as potential service users (Beaulaurier et al., 2007);
- A lack of knowledge about the ‘lived experiences’ of older women in the context of domestic abuse (Saltzman et al., 2002).



Social Constructions of Ageing - Theoretical Perspectives



**Active consumer
model**



Decline analogy

The Choice Project - Awareness Raising



- Lack of imagery on istock;
- Sterile, bio-medical;
- Cultural chasm...;
- Middle class.





VINTAGE CLOTHING LOVER?

DOTING GRANDMOTHER?

VICTIM OF 20 YEARS ABUSE?

What is Domestic Violence?

Domestic violence is the abuse of one partner within an intimate relationship. It is the repeated, random and habitual use of intimidation to control a partner – it is emotional, financial, psychological, and physical. It includes stalking, FGM and honour based violence as well as elder abuse. **Not all domestic violence involve fists.**

Help is closer than you think.

If this sounds familiar and you would like to speak with someone, there is a range of safe and confidential support available. Within (insert company name) you can talk to (insert appropriate company resource)

Many older people (aged 60+) are affected by domestic abuse and sexual violence.

To stop this abuse we all need to act now.

If you or someone you know is experiencing abuse, you can seek support and advice from the 24-hour Wales Domestic Abuse and Sexual Violence Helpline:

**0808
80 10 800**

If you, a friend or a relative are at risk of significant or imminent harm, contact the police without delay



Older People's Commissioner for Wales
Comisiynydd Pobl Hŷn Cymru



Do Older People Seek Help?

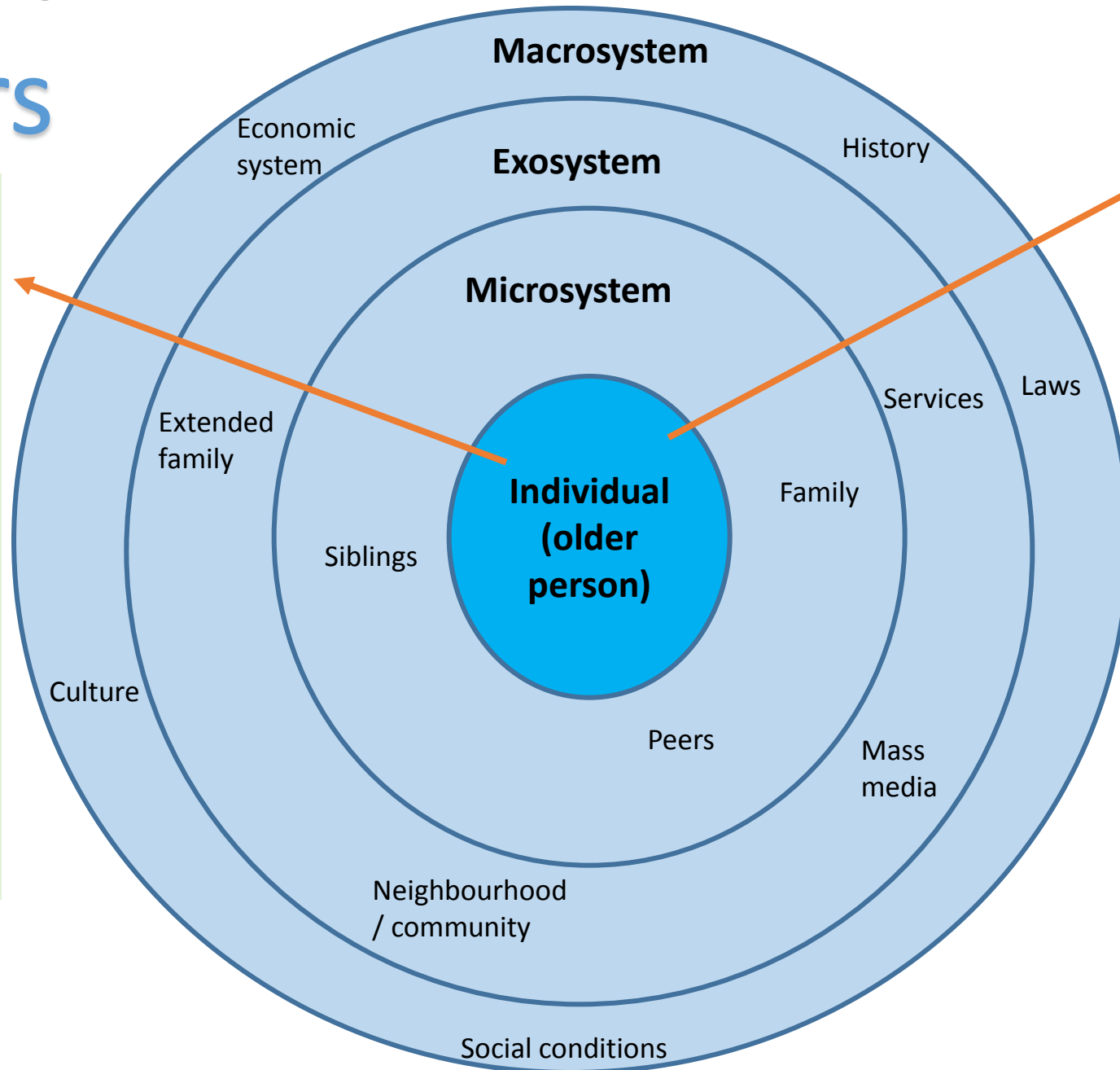
Under-representation across all sectors:

- Older people are less likely to report than other age groups (Safe Lives, 2015-16);
- They do not access third sector specialist services (McGarry et al., 2014, Roberto et al., 2013);
- Statutory sector via third party report – poor uptake (Wydall and Zerk, 2015);
- Help for the abuser.

Social Ecological Framework

Enablers

- **Acknowledge generational differences** (Harbison, 2008)
- **Empathic, understanding and listening** (Wydall & Zerk, 2015)
- **Validation** (Wydall & Zerk forthcoming, McGarry et al, 2011)
- **Language**



Barriers

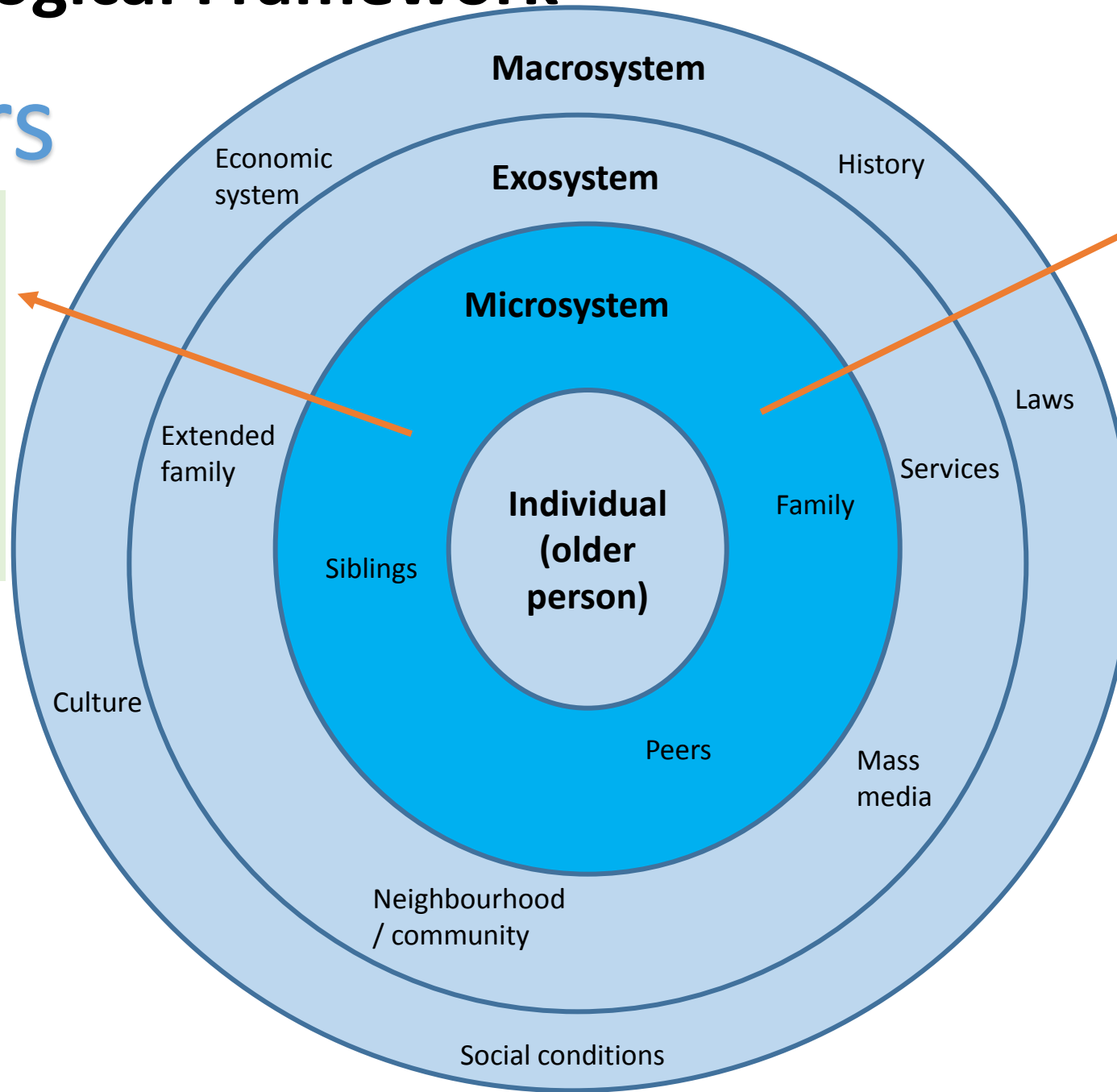
- **Low self-esteem** (Cronin, 2013)
- **Fear** (Mears, 2002)
- **Entitlement** (Scott et al, 2004)
- **Do not recognise the abuse** (Mysuk et al., 2016)
- **Shame** (Disney et al, 2000)
- **Self-blame** (Condry and Miles, 2014)
- **Role of parent** (Sprangler & Brandl, 2007)
- **Preservation of the family unit** (Zink et al, 2003; Relate and Ipsos MORI, 2013)

Bronfenbrenner (1979)

Social Ecological Framework

Enablers

Barriers



- **Interdependency** (Clarke et al., 2012)
- **Interconnectedness** (Stubbs, 2002; Harbison, 2008)
- **Negative family consequences** (Beaulaurier 2007, Fugate et al, 2005)
- **Reluctance to criminalise a family member(s)** (Wydall & Zerk, 2015; Hoyle, 1998)
- **Increased isolation**
- **Rurality & professional objectivity** (Teaster et al, 2006)

Bronfenbrenner (1979)



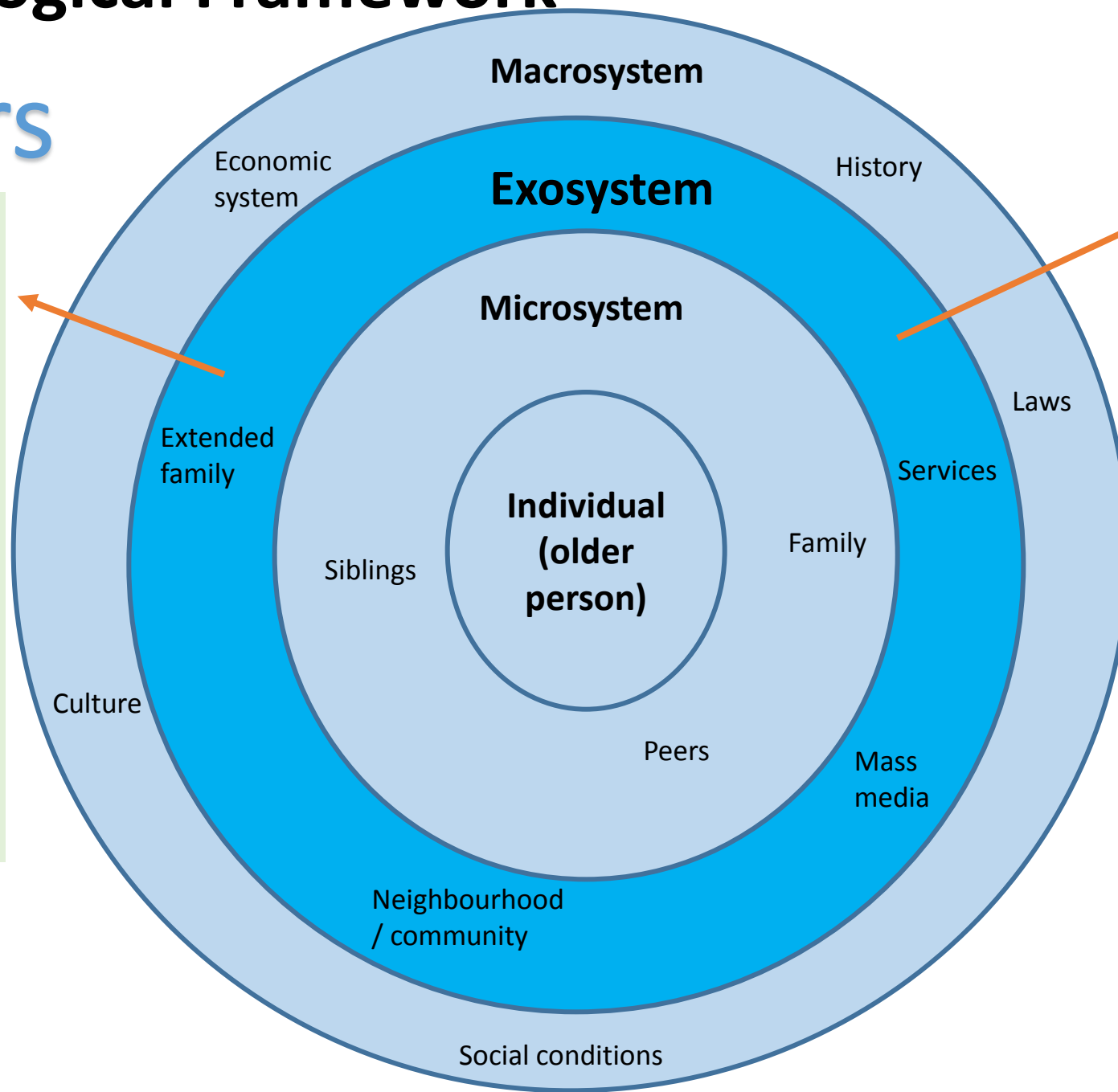
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Social Ecological Framework

Enablers

- **Professional sensitivity** (Roberto et al, 2013)
- **Education** (Straka & Montminy, 2006)
- **Targeted advertising** (McGarry et al, 2011)
- **Public Campaigns**



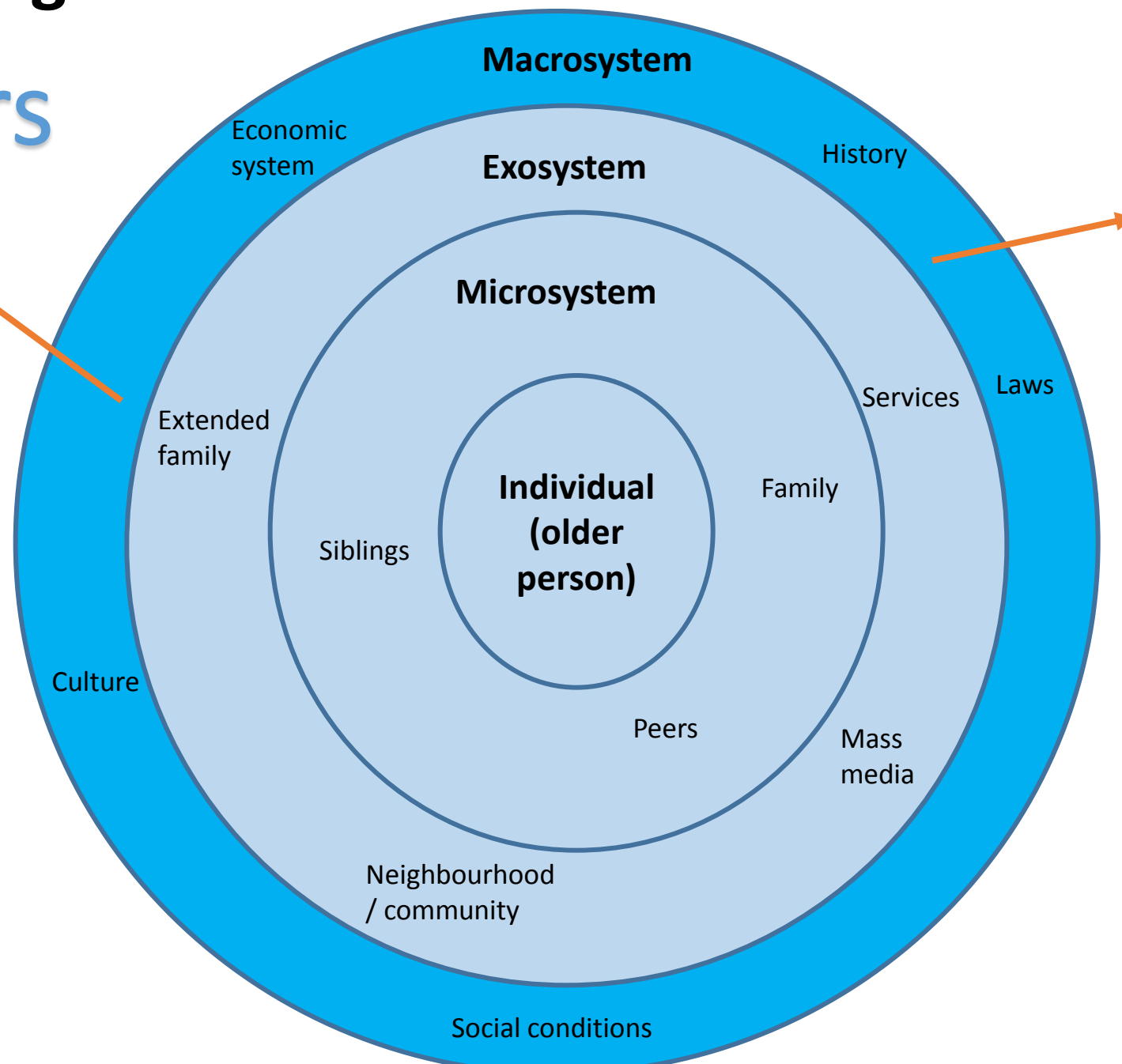
Barriers

- **Communities' understanding of the problem** (Hyden, 2015)
- **Inappropriate community responses** (Hightower et al, 2006)
- **Maintain relationship with abusive person at odds with service goals?** (Harbison, 2008; Spangler & Brandl, 2007; Zink et al, 2003)
- **Missed opportunities?** (Wydall et al, 2015; Spangler & Brandl, 2007)

Social Ecological Framework

Enablers

- **Equal opportunities**
- **Empowerment model** (Brandl & Raymond, 1997)
- **Human Rights**
- **Choice**



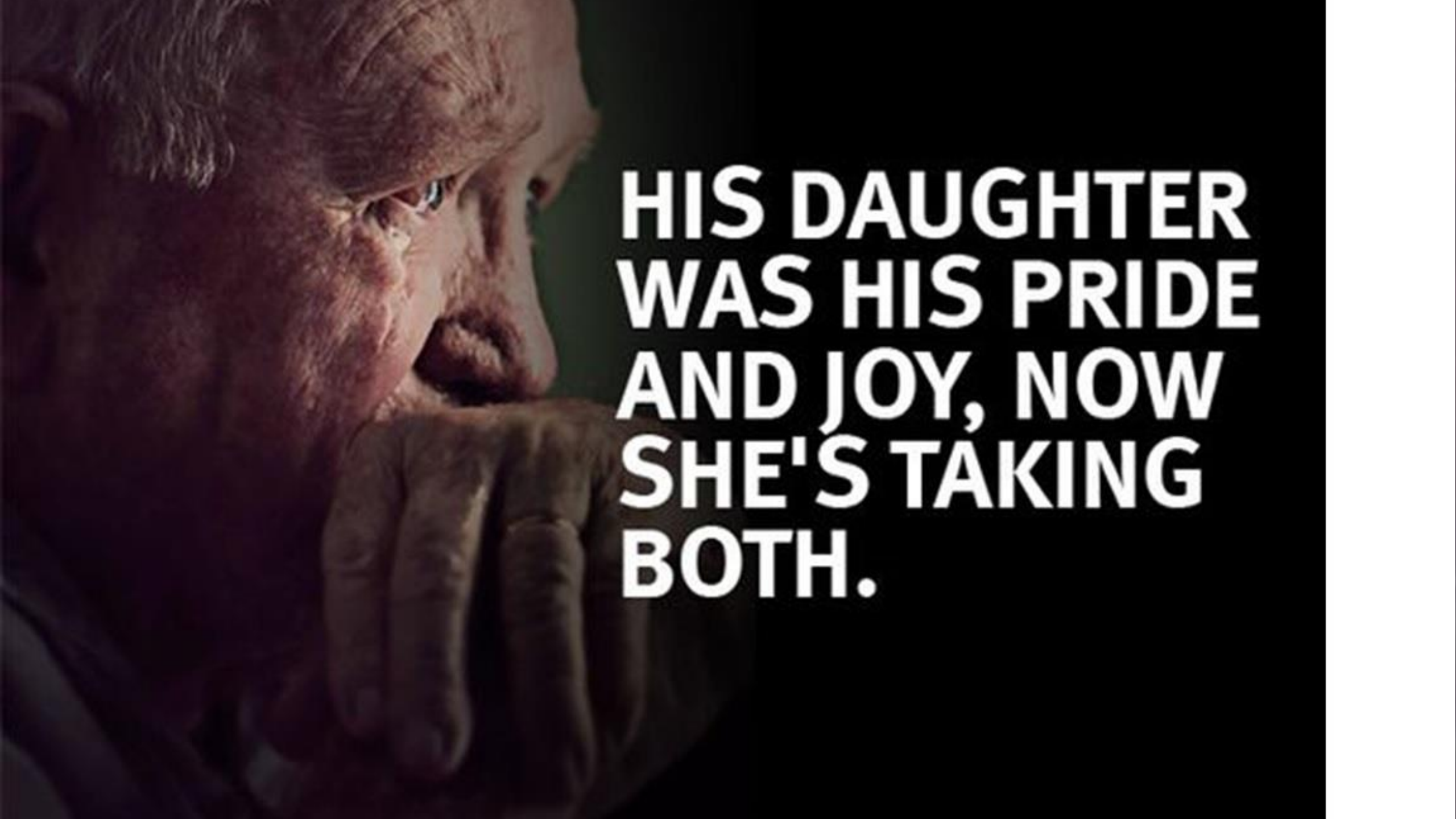
Barriers

- **Private issue** (Harne & Radford, 2008)
- **Generational factors** (Zink et al, 2004)
- **Patriarchy and gender** (Dobash & Dobash, 1980)
- **Ageism** (Wydall et al., 2015; Clarke et al., 2015; Harbison, 2012; Teaster et al, 2006; Wilkinson and Ferraro, 2002)
- **Paternalistic response?**
- **Commissioning of services**

Bronfenbrenner (1979)



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**HIS DAUGHTER
WAS HIS PRIDE
AND JOY, NOW
SHE'S TAKING
BOTH.**



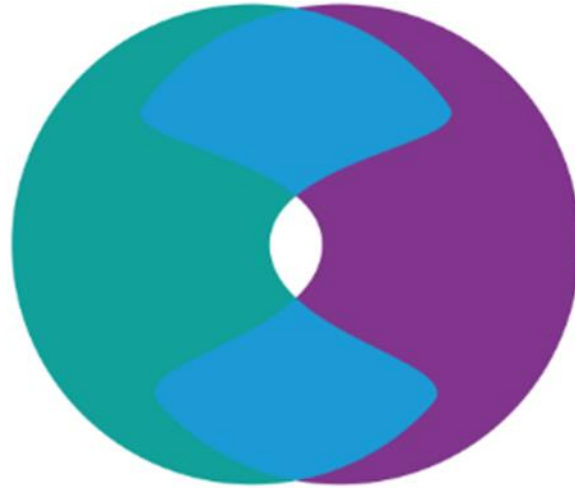
Do you see her?

<https://www.youtube.com/watch?v=JKxLav2S4GA>

Recommendations

- Repository of images that reflect diversity;
- Age sensitive, yet non-ageist response;
- Use of Language;
- Not homogenous - generational norms and values;
- Targeted.

Centre for Ageing, Abuse and Neglect, Aberystwyth University



Dewis Choice

Website: <http://choice.aber.ac.uk/>

Email: sww@aber.ac.uk / reb15@aber.ac.uk

Twitter: @choiceolderppl

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