

E-Portfolio (Evidence of Learning) Tasks 1 - 4

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Module Code: BMHP5014 (Creativity and Value Creation)

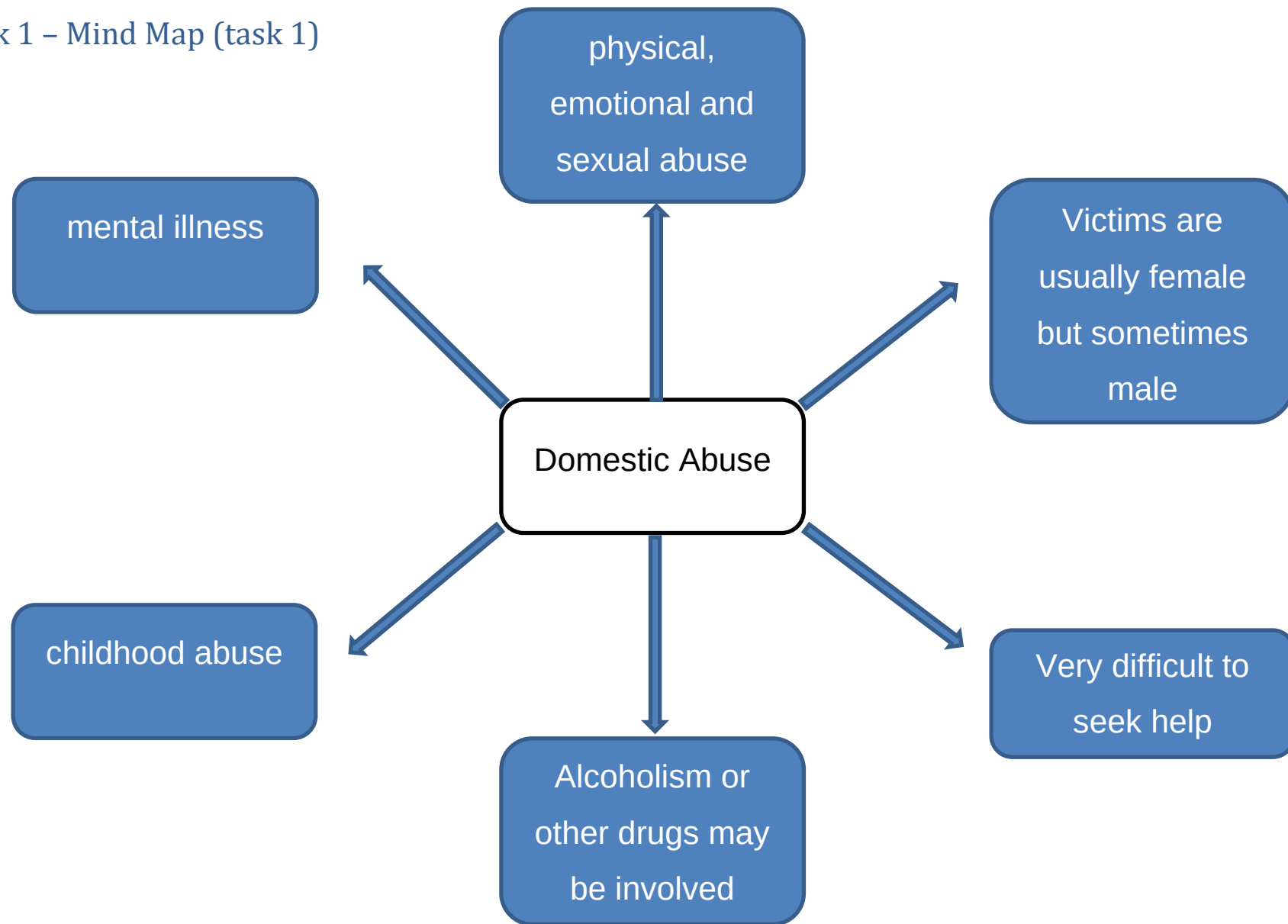
Assignment Section: Part 1

Lecturers Name: Dr Azora Hurd

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Task 1 – Mind Map (task 1)



Mind Map Explanation

A mind map for domestic abuse was created and in this section I will attempt to explain the mind map in words.

The NHS website defines domestic abuse as the following: 'Domestic violence, also called domestic abuse, includes physical, emotional and sexual abuse in couple relationships or between family members' (NHS, 2019). This means that domestic abuse is not only physical violence against a person but also can be sexual or emotional and comes from the people who we live with or are in close relationships with us.

Physical violence is the most common form or the most seen of the different types of domestic abuse. Since the abuse is coming from a domestic angle, the people who are closest to us, the most common victims of domestic abuse are mainly females who get abused by the partners in a relationship. However, there are also male victims of domestic abuse, where their female partner is the aggressor. This should still be taken seriously but is less common due to the physical nature of males and females (Stanko, 2001). The other types of domestic abuse are outside of a couple relationship such as emotional or sexual abuse on children from one or both parents. This is also an important topic but difficult to detect.

Since there are many different types of domestic abuse there are also many different reasons that the abuse could be happening. In the case of the male in the relationship abusing the female, it could be that there are alcohol or other drugs involved. In some cases, the man is only abusive/violent after he drinks. It could be that the addiction to drugs causes the person to become, aggressive, moody and then this leads to the abuse. Another more common cause for domestic abuse is that one or more of the people involved have a mental illness, such as schizophrenia, bipolar, narcissistic or antisocial personality, or some other mental illness (Johnson et al, 2006).

Regardless of what the cause is, domestic abuse due to its nature of coming from those close to us, is very difficult to both identify from the inside and outside and also seek help from as a victim. Most victims of domestic abuse cannot identify that they are going through domestic abuse since it comes from the people who are close to us and we expect to keep us safe. Once identified by the victim it is difficult for them to seek help from outside may be due to fear of more abuse or for fear of losing that person who is close to us.

Task 2 – Blog Post (task 2)

Date: 04/07/2021

Author: Husna Begum

Topic: Domestic Abuse: What is it and what can we do to help?

According to 'Victim Support' which is from the UK government, domestic abuse can take different forms, including physical abuse, sexual abuse, financial abuse, coercive control/emotional abuse, digital/online abuse, honour-based violence, forced marriage, female genital mutilation (UK Government, 2020). Further to this domestic abuse as the name suggests comes from a domestic background meaning that it comes from the people who we are close to, who we love and who we should feel safe with. Due to this reason, it is difficult for many victims to understand that they are going through domestic abuse as their judgement may be clouded and also they may not be aware of what domestic abuse is and what it looks like. It may also be difficult for health care professionals to recognise/diagnose domestic abuse in patients for a variety of reasons and it is more common than we think (Boyle, 2003).

During my lifetime I have seen domestic abuse in many different shapes and forms, through many different people and at many different times. However, even I was not able to identify that some of these cases were domestic abuse until I had a better understanding and more real-world experience and was able to look back and then make sense of it. My idea is not to start a fresh campaign but rather to add to the existing campaigns and also add material to them so that people become educated on all aspects of domestic abuse and are aware of it before they may fall into as opposed to trying to understand it after they have gone through the abuse. The information that should be included is the different types of abuse and exactly what they look like, the reasons that domestic abuse may arise, and the different avenues available to the individual if they find themselves in that situation. The format that should be introduced is increase in social media and general marketing presence, online and real-world classes and a consistent funding towards general awareness of in-depth information on domestic abuse so the whole nation are educated.

The value that this campaign adds is that there will be an exponential uptake by the public of information related to domestic abuse. This will then make it easier for both individuals who are experiencing domestic abuse and those outside looking in to clearly identify domestic abuse, what specific type of abuse it is, what level it is at and know what options they have to do about it.

Task 3 – Poster (task 5)

Please see the page below for Task 5 which is the conference poster on my chosen topic which is domestic abuse and my campaign is to raise awareness on this issue in the public domain.

References are included on the poster.

(UK Government, 2021)

DOMESTIC ABUSE AWARENESS

What is Domestic Abuse?

- Physical abuse
- Sexual abuse
- Financial abuse
- Emotional abuse
- Coercive control
- Online abuse
- Honour based – violence
- Forced marriage
- Female genital mutilation

One or more of the above from the people who live with us or who we have relationships with



(Rensten, 2021)

What We Want To Do:

- Educate the nation on domestic abuse
- To increase awareness of its different forms and reasons why it occurs
- Increased social media campaign
- Online and face-to-face educational classes
- Training on how to deal with abusers and what to look out for
- Increase the opportunities for people to reach out
- Break the silence



(Bates, 2021)

LET'S BREAK THE CYCLE!



(DiMaggio, 2021)

(Zhenikeyev, 2021)



What You Can Do:

- Follow us on social media @breakthesilence
- If you want to volunteer or help with this campaign you can send us a message on 1915041@student.uwtsd.ac.uk
- Look for opportunities to educate on different types of domestic abuse and why they exist
- Notify correct authorities if you suspect someone you know is going through domestic abuse

Where You Can Get Help

- The Freephone National Domestic Abuse Helpline, run by Refuge
0808 2000 247
- Men's Advice Line
0808 8010 327
- ManKind
0182 3334 244
- LGBT+ Galop
0800 999 5428
- Karma Nirvana
0800 5999 247
- GOV.UK Forced Marriage Unit
020 7008 0151
- Emergency
Call 999

(NHS, 2019)

Task 4 – Email (task 7)

To: Husna Begum <1915041@student.uwtsd.ac.uk>

Thu 01/07/2021 8:59AM

From: John Smith <JohnSmith@interestedparty.com>

Subject: Request for further information

Dear Husna, we hope this email finds you in the best of health. Me and my team have recently seen both your blog post and your poster in the public domain and found them to be very interesting to say the least. Your ideas to spread awareness of all aspects of social abuse on a national level so the public can be educated on this topic before it happens to them or recognise if it is happening to others are very inspiring. From this we were able to recognise your passion for this topic.

Me and my team are part of a company who manage and fund campaigns such as yours by working with clients such as the government and local councils. In this email we would like to request further information on your campaign and offer a chance to meet us. By meeting us we can get more information on your campaign and also show you how we can support your campaign through securing government funding and many other means. Please get back to me at your earliest convenience so that we can get the ball rolling on this amazing project/campaign.

Kind regards,

John Smith

To: John Smith <JohnSmith@interestedparty.com>

Thu 01/07/2021 1:43PM

From: Husna Begum <1915041@student.uwtsd.ac.uk>

Subject: RE: Request for further information

Dear John, I am doing well, I also hope you are in the best of health. Thank you very much for your kind email with your request for your information and proposal. I am very shocked and surprised that you came across my work as I did not think that it would be seen by many in the public, and thank you for recognising my passion.

I am so grateful for the opportunity that you have presented to take the campaign further and I am very interested to know more about your company and potentially take you up on this offer. I am available to meet next week so please let me know when is the best time and we can go ahead. I would like you to be involved in this campaign but before we meet to take things further could you please send me details of the campaigns that you have previously managed so that I can see the skill set and experience that you will be able to use to support my campaign. That would be greatly appreciated.

Look forward to hearing from you,

Husna Begum

References

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