1800RESPECT

NATIONAL SEXUAL ASSAULT, DOMESTIC
FAMILY VIOLENCE **COUNSELLING** SERVICE

Quarterly Report

1 July 2016 – 30 September 2016

Contents

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Executive Summary

1800RESPECT National Sexual Assault, Domestic Family Violence Counselling Service (1800RESPECT) provides best practice professional counselling, information, resources and referrals for individuals and their family and friends, who have experienced, or are at risk of family, domestic violence or sexual assault (FDV/SA).

1800RESPECT provide professional telephone and online counselling services 24 hours a day, seven days a week to support target groups within Australia including:

- Victims of FDV/SA.
- Anyone at risk of FDV/SA.
- Family and friends of victims of FDV/SA.
- Frontline workers.

Before 16 August 2016, 1800RESPECT telephone and webchat channels were exclusively managed by Rape and Domestic Violence Services Australia (R&DVSA) and the lines at that time were:

- 1800RESPECT
- My Line (targeting youth).
- Partner Services (a line for professionals)
- Yarrow Place (after hours diversion)
- Department of Human Services (DHS) Staff Line (after hours diversion only).

From 16 August 2016, a first responder model was introduced by Medibank Health Solutions (MHS). This operational change saw all calls being answered in the first instance by a qualified counsellor who provided information or referral options to callers. Any calls requiring support from a specialist counsellor were transferred to R&DVSA. The channels in place for the period 16 August to 30 September were:

- 1800RESPECT
- My Line (targeting youth)
- DHS Staff Line.

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Telephony Operational Analysis – Part I

R&DVSA telephony data 1 July to 30 September 2016

Summary Contacts Handled Total Services

Data is presented on the following channels (noting that data for Partner Services and Yarrow Place is only until 15 August):

- 1800RESPECT (includes an online channel)
- My Line (targeting youth)
- Partner Services (a line for professionals)
- Yarrow Place (after hours diversion)
- DHS Staff Line.

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⟫ Compliments

13 compliments relating to calls handled by R&DVSA were received from clients between July 01 and 30 Sept 2016. All compliments related to the high quality counselling received and the benefits clients felt that they had gained from the counselling provided by Rape & Domestic Violence Services Australia.

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Telephony Operational Analysis – Part II

16 August 2016 – 30 September 2016

First response telephony data

Compliments Details

Date	Region	Area	Details
Aug-16	VIC	1800RESPECT First Response Feedback from a professional	Email from professional who called 1800RESPECT First Response: "I contacted your service on Monday to seek some advice for a personal matter that was affecting my personal and professional life. The support I received was excellent - courteous, professional, thoughtful and a great mix of a theoretical/philosophical approach alongside some pragmatism. After about fifteen minutes, the counsellor and I got to the stage of discussion where she said the perfect thing to change my perspective and work out how to make the decision I needed to make. I ended the session with confidence, and a plan, feeling safe. So well done to you all, from one federal public servant to another, great work. If there is anything I can do to support your program, let me know."
Aug-16	NSW	1800RESPECT First Response	Note from a counsellor: Caller called through today wanting to pass her thanks and compliment to the counsellor for taking the time to calm her down after a volatile fight she had with her partner. Reported that she felt much better after speaking to the counsellor.
Aug-16	VIC	Marketing and communications	Email from organisation: "Thank you so much for the promotional resources sent prior, yes our event went very well, and any information provided it sure helped. Thank you so much for all your support and the new material that we will receive soon, and hope to keep in touch for the near future events."
Sep-16	NSW	1800RESPECT First Response	Note from a counsellor: Caller wanted to express her gratitude for the great support she received from a counsellor a few days ago. She said the counsellor was really helpful and supportive and that it was so good to talk to someone who listened. She said it was hard to find someone who would really listen, and she wanted the counsellor to know how helpful she had been and how much it was appreciated.
Sep-16	VIC	1800RESPECT First Response	Email from caller to 1800RESPECT First Response "Thank you for easing my anxiety and providing some support and referrals."

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Sep-16	VIC	Marketing and communications	Email from emergency services organisation: "Thanks so much for the 1800RESPECT pens. We have been madly sending them around the state this week and paramedics are loving them!
Sep-16	VIC	1800RESPECT First Response	Note from a counsellor: I spoke with a lady who couldn't sleep last night in the lead up to a court appearance today involving her ex-husband. She decided to call the hotline at 3.30am as she was so anxious about court and spoke with a counsellor. She believes that the strategies she was given during this call got her though the day today. She described the call as being 'a hand guiding her out of a black hole'. She wanted to extend her thanks to all the 1800FR counsellors for the work that is done to help women. She believes the service we offer helps to save many women as it has helped to save her life.

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Demographic Analysis

16 August 2016 – 30 September 2016

First Response client data

Clinical Analysis

16 August 2016 – 30 September 2016

First Response client data

➤ Risk Assessment

A risk assessment is conducted on calls where that is clinically indicated.

Risk Profile

Perpetrator

The most common perpetrator behaviour identified is "controlling behaviour" followed by "harmed or threatened to harm person at risk".

(N.B. All options allow for multiple selections and % figures are provided for trend analysis only. The % figures are not representative of total calls received)

Perpetrator	Total	%
Controlling behaviour#	1,026	21%
Has ever harmed or threatened to harm PAR	935	19%
Drug and/or Alcohol misuse/abuse#	401	8%
Sexual assault of PAR#	400	8%
Obsession / Jealous behaviour toward PAR#	307	6%
Stalking of PAR#	283	6%
Depression / Mental health issue#	254	5%
Has ever threatened to kill PAR#	225	5%
Has ever tried to choke the PAR#	149	3%
History of violent behaviour (not family violence)	149	3%
Past personal experience FDV	125	3%
Has ever harmed or threatened to harm or kill children#	121	2%
Has ever threatened or tried to commit suicide#	109	2%
Previous or current breach of intervention order	99	2%
Has ever harmed or threatened to harm or kill other family members	93	2%
Unemployed#	67	1%
Access to weapons#	62	1%
Use of weapon in most recent event#	51	1%

Table 14 Perpetrator Risk Profile

Person at Risk

The following factors were present for the people who are experiencing/experienced violence.

The # denotes those characteristics which represent a higher likelihood of a fatality/severe incident (these are taken from the Victorian Common Risk Assessment Framework). These are highlighted so that clinicians are aware that the

caller may be at higher risk if the risk factors are present.

Row Labels	Total	%
Depression / Mental health issue	457	39%
Isolation	346	29%
Drug and/or Alcohol misuse/abuse	126	11%
Pregnancy / New baby/birth#	104	9%
Has ever verbalised or had suicidal ideas or tried to commit suicide	100	8%
Disclosed prior/Indicated signs of FDV	23	2%
LGBQTI	21	2%

Table 15 Person at Risk Profile

Type of Violence

The most common types of violence reported were emotional, verbal and physical.

Type of Violence	Total	%
Emotional	2067	23%
Verbal	2028	23%
Physical	2011	23%
No reported violence (specify query in notes)	1448	16%
Sexual Assault	846	10%
Financial	481	5%

Table 16 Type of Violence

Location of Violence

78% of the violence happened domestically and 9% happened in public.

Location of Violence	Total	%
Home	2330	78%
In Public	277	9%
Perpetrator residence	228	8%
Workplace	71	2%
School / University	42	1%
Institution / Group Home	36	1%

Table 17 Location of Violence

Caller Risk Perception

242 contacts assessed themselves as at high risk, while 1306 contacts assessed themselves as at medium risk. Caller risk perception aligns well with the clinician's perception of risk.
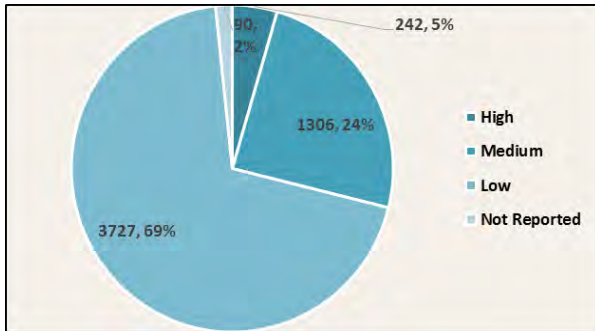
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Figure 13 Caller Risk Perception

Clinician Risk Perception

270 contacts were assessed to be at high risk last quarter, while 1322 contacts were assessed to be at medium risk. Together, they account for 29.7% of all contacts.
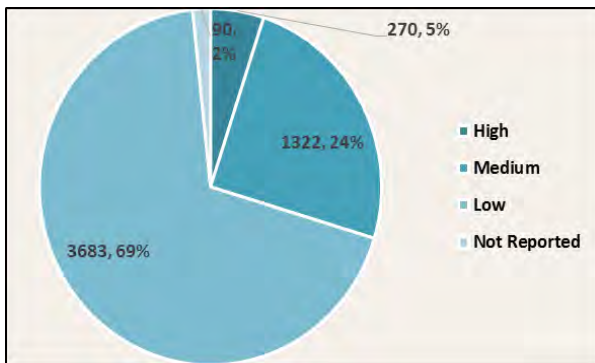

Figure 14 Clinician Risk Perception

➤ Call Classification

12% of calls has been classified as crisis. A crisis is defined as the caller requiring immediate assistance to manage a presenting risk. Responses may include engaging 000, warm referral to a state FDV service or sexual assault response service.

Call Classification	Grand Total	%
Intervention provided - Non Crisis	3909	73%
Intervention provided - Crisis	660	12%
Intervention provided - Information / Provider only	411	8%
Intervention provided - Professional call	165	3%
No Intervention provided - Disconnect / Hung up / Prank	140	3%
Not Reported	64	1%
No Intervention provided - Complaint	8	0%
No Intervention provided - Media call / Liaison	8	0%
Grand Total	5365	100%

Table 18 Call Classification

➤ Intervention

(N.B. All options allow for multiple selections and % figures are provided for trend analysis only. The % figures are not representative of total calls received)

Intervention by Caller

Engaging with "Legal/Police" was the most common action taken by callers prior to contacting 1800RESPECT, followed by contact with other services.
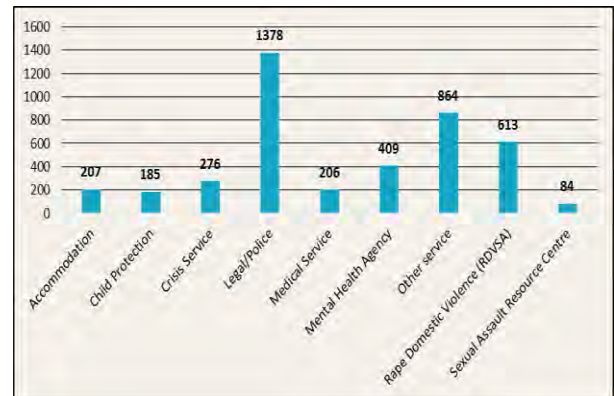

Figure 15 Action already taken by Caller

Action Taken by Caller	Total	%
Accommodation	207	5%
Child Protection	185	4%
Crisis Service	276	7%
Legal/Police	1378	33%
Medical Service	206	5%
Mental Health Agency	409	10%
Other service	864	20%
Rape Domestic Violence (RDVSA)	613	15%
Sexual Assault Resource Centre	84	2%
Grand Total	4222	100%

Table 19 Action already taken by Caller

Intervention Provided by 1800RESPECT

For the past reporting period, the most common interaction outcome has been "Counselling / Psychosocial education" followed by "Approved information provided".

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Intervention	Grand Total	%
Counselling / Psychosocial education	3055	28%
Approved information provided	2114	19%
Provider options discussed	1487	14%
Warm referral - Successful	1354	12%
Warm referral consent	1088	10%
Safety planning discussed	799	7%
Notes transfer consent	485	4%
Warm referral - Unsuccessful	250	2%
RDVSA scheduled call back	258	2%
Mandatory report	59	1%
Grand Total	10949	100%

Table 20 Intervention

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Interventions' Co-occurrence

The Interventions' co-occurrence chart provides a graphic visualization of the potential relationship between different interventions. It shows the frequent occurrence of two interventions.

	Counselling / Psychosocial education	Approved information provided	Provider options discussed	Warm referral - Successful	Warm referral consent	Safety planning discussed	Notes transfer consent	RDVSA scheduled call back	Warm referral - Unsuccessful	Mandatory report
Counselling / Psychosocial education		1295	1039	382	358	660	194	148	95	23
Approved information provided	1295		738	227	230	438	142	88	60	14
Provider options discussed	1039	738		149	161	418	89	59	42	13
Warm referral - Successful	382	227	149		840	127	206	3	15	8
Warm referral consent	358	230	161	840		125	262	53	134	5
Safety planning discussed	660	438	418	127	125		69	43	27	15
Notes transfer consent	194	142	89	206	262	69		199	63	4
RDVSA scheduled call back	148	88	59	3	53	43	199		53	3
Warm referral - Unsuccessful	95	60	42	15	134	27	63	53		1
Mandatory report	23	14	13	8	5	15	4	3	1	

Table 21 Intervention Co-occurrence

*By default, for 3-Color scales, Excel calculates the 50th percentile (also known as median, middle value or midpoint). The cell that holds the minimum value is coloured red. The cell that holds the median is coloured white, and the cell that holds the maximum value is coloured dark blue. All other cells are coloured proportionally.

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⤈ Sexual Assault

53% of the sexual assault happened more than 1 year ago and 12% are ongoing.
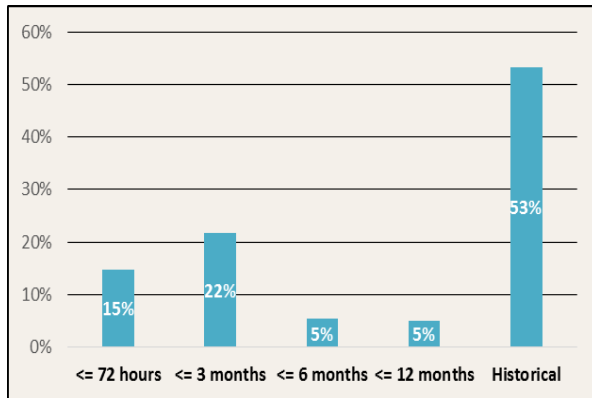
Sexual Assault by Occurrence

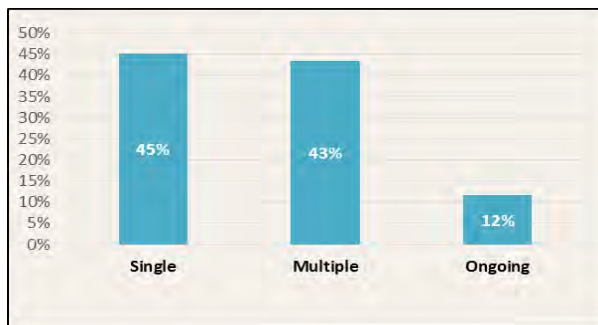**Figure 16 Sexual Assault by Occurrence**

Sexual Assault by Frequency

Figure 17 Sexual Assault by Frequency
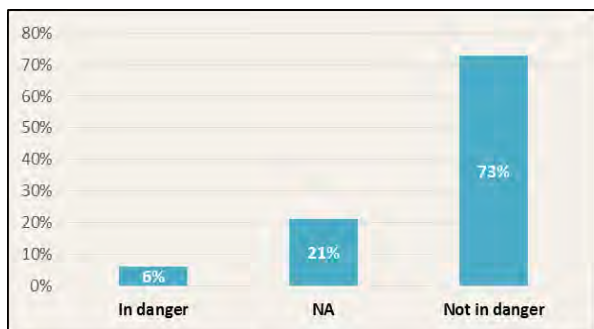
Sexual Assault by Safety

Figure 18 Sexual Assault by Safety

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Digital Platforms

➤ Website

Q1 has seen continued strong growth in website traffic with a 16% increase in new users compared with Q1 in 2015-16.

Overview

Q1 has seen continued strong growth in website traffic with a 16% increase in new users compared with Q1 in 2015-16.

The content team has been working hard to review content on the legacy site (over 500 pages) and prepare them for the new website. We have also successfully passed the Digital Transformation Office's Alpha assessment for the new website and commenced build.

Website Redesign

Work continues on 1800RESPECT's website redevelopment project. The project is being overseen by an assessment panel of three trained assessors from the Department of Social Services. This quarter 1800RESPECT successfully passed the Alpha stage of the standard and has moved into build stage. Activity has included:

- Liaising with key stakeholders to finalise design concepts.
- Working with our digital team in all aspects of Agile product development including backlog refinement and management, sprint planning, design review, sprint showcasing and user testing.

Content

The content team is undertaking the significant project of reworking the existing legacy website content so that it is ready for the new website. This work includes:
- Integrating content into the new Information Architecture.
- Ensuring content best supports user journeys for example ensuring 'calls to action' are clear and content best supports users overcoming barriers to increasing safety.
- Ensuring content inclusively supports user experiences such as being trauma informed and in plain English.
- Ensuring content reflects best practice in digital content production including complying

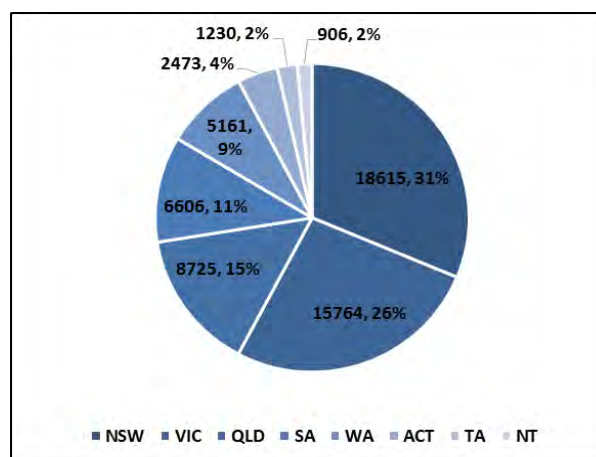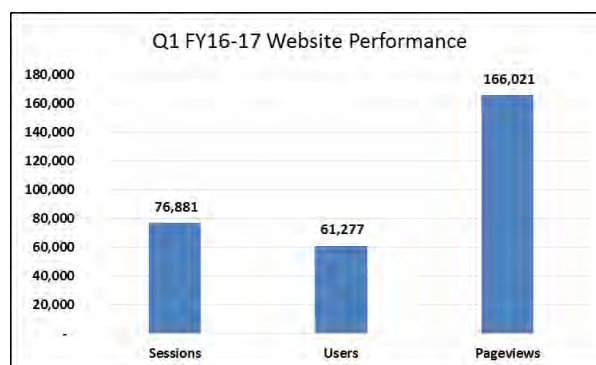with digital accessibility standards.

Online chat/counselling

- This service will commence on 24 October 2016 and will be of particular benefit to young people and women with disability – two key demographics that frequently use online chat counselling to receive support.
- This change will enable people who use online chat to receive a prompt, high quality support.
- Design and development work was completed this quarter for the new online chat service.

1800RESPECT website analytics

Over 61,000 users visited the website during this quarter and during their time on the 1800RESPECT website they viewed 166,000 pages of content.
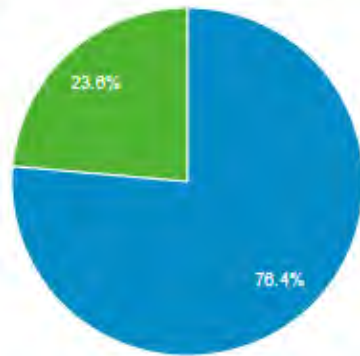
31% of the users come from New South Wales followed by 26% of the users come from Victoria.

New vs returning visitors total for Q4 2016

There has been continued consistency with approximately one quarter of our visitors being returning visitors.

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Page topic	Number of views
Telephone and online counselling (about)	9,220
Mandatory reporting	4,620
About safety planning	4,096
How does DV affect children	3,522
Training & further professional development	3,480

Portal traffic summary

All main areas of the website continued to enjoy high volumes of traffic in Q1 FY16-17. As in previous quarters users who visit the Front Line workers portal tend to view multiple pages on their visit. The service directory also received much traffic, with many users entering the site directly at the landing page for the state they sought service listings for.

Portal	Page Views
Front line workers	37,364
Get help	29,119
Service Directory	17,746
Family & Friends	13,798

Top 5 popular individual pages

Users like to spend time reading about our service, with Telephone and online counselling page achieving a high volume of traffic. Individual pages about understanding the responsibilities for reporting child abuse and domestic and family violence continue to be popular, as does information for safety planning options. Individual pages about supporting children who may be experiencing the impacts of domestic and family violence and information for workers about training and professional development options receive high levels of visitor interest.

Social Network Referral

93% of the Social Media referral comes from Facebook

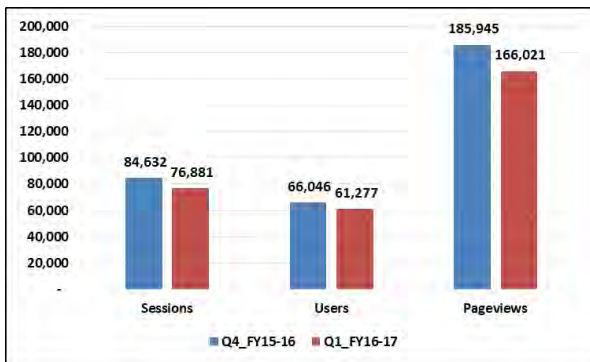| Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
Facebook	942	1567	38	1.66
Twitter	27	57	44	2.11
Instagram	15	17	6	1.13
WordPress	9	13	244	1.44
Blogger	4	7	7	1.75
wikiHow	4	9	60	2.25
YouTube	4	4	-	1.00
Meetup	2	6	62	3.00
reddit	2	2	-	1.00
Weebly	2	2	-	1.00
Disqus	1	1	-	1.00
LinkedIn	1	8	1,273	8.00
LiveJournal	1	7	603	7.00
Quora	1	1	-	1.00
Yammer	1	1	-	1.00

Resilience Program
Steady use of the Resilience Program has continued this quarter with 61 new users registering for the program.

2015 vs 2016 Website Performance
Analysis of Quarter 1 FY16-17 user data shows that there has been a 16% growth in new users to the website compared to the same period FY15-16.

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FY15-16 vs FY16-17 Website Performance
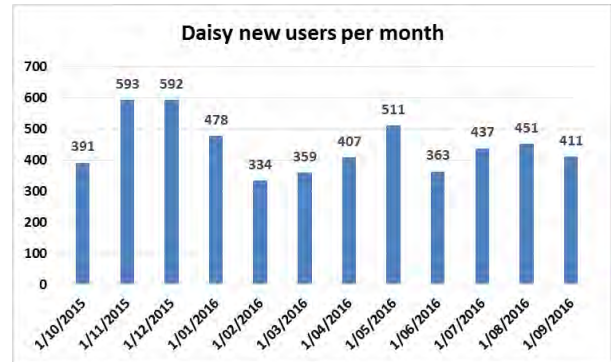

Daisy new users per month

The number of visitors to the website decreased 7.6% from the previous quarter and the number of page views was 10.7% lower than the previous quarter. This is primarily because of the high numbers of visits to the website in the previous quarter as a result of the Family and Friends campaign.
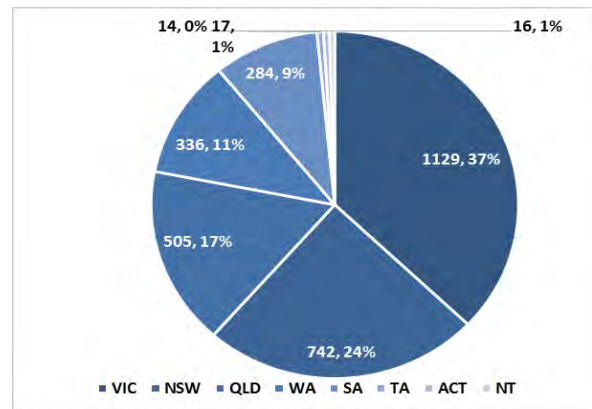
37% of the users come from Victoria followed by 24% of the users come from New South Wales.

➤ Daisy

Daisy continues into her second year and we continue to average approximately 100 downloads per week. This quarter Daisy had 1,298 new users. The total number of new users for last 12 months was 5,327.

As part of the integration work being completed for the new website the National Referral Database will also become the source of truth for Daisy. This will ensure that from Q3 2017 Daisy's service directory is efficiently kept up to date.

➤ Frontline worker toolkit

In 2015 1800RESPECT recognised that frontline workers (FLWs) needed access to relevant, best practice tools and resources from across the sector, in an accessible online format, to help them learn how to respond to women who are impacted by sexual assault or domestic and family violence. In consultation with industry experts 1800RESPECT developed and commenced a pilot of a prototype solution – The Frontline Workers Toolkit. The pilot commenced in November 2015 and will continue for 12 months.

The aim of the frontline workers toolkit was to aggregate content relevant to FLWs from across the sector, make it accessible/easy for workers to access the content and share it with others, and support them to recognise, respond and refer safely. Existing content from the 1800RESPECT website was aggregated with partner's good practice content in specific educational areas.

Recognising the broad audience for the campaign, the messaging and the design of the toolkit encouraged users to access the core resources to learn more and also included and promoted the
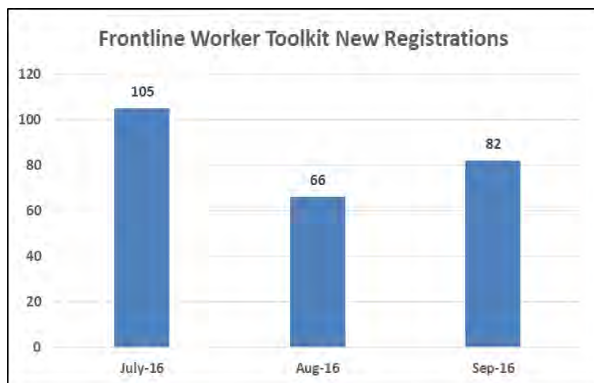
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importance of face to face learning through DV-alert.

The toolkit can be used in two ways. A frontline worker can browse content for their own information requirements, or managers or leaders can bundle content for their colleagues or staff, creating customised toolkits.
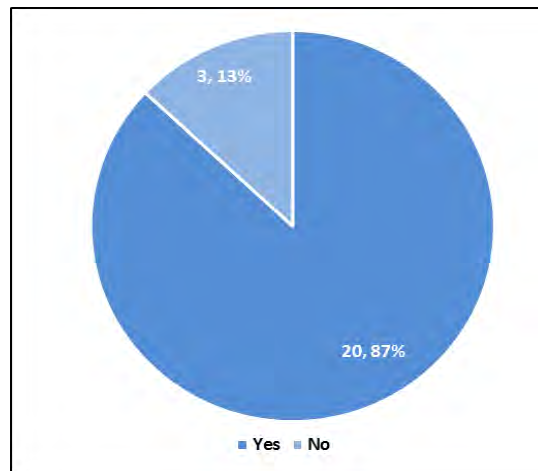
The toolkit hosts information and resources on a range of topics including:

- Types of Violence against women
- Core resources for identifying and responding
- Resources for managers and organisations
- Connecting women with specialist services and legal support
- Working with ATSI women and communities
- Working with LGBTI communities
- Working with women from CALD backgrounds
- Working with women with disability
- Violence against women in times of disaster
- Research and community resources.

There have been 4,459 registrations of interest for the toolkit since 25 November 2015, with 253 new registrations this quarter. July contributes 42% of the overall registration with August having the lowest intake.

Frontline Worker Toolkit New Registrations

23 toolkits were sent and 20 were viewed.

Top 3 sent Items as below:

Item Sent	Count
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: CRAF Ch 1 Identifying Family Violence	8
Program: 02. Supporting clients experiencing the impacts of domestic and family violence	8
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: CRAF Ch 6 Vision of Best Practice	7
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: CRAF Ch 2 Preliminary Risk Assessment	7
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: CRAF Ch 3 Comprehensive Risk Assessment	7
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: CRAF Ch 4 Safety Planning	7
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: Introduction to Risk Assessment	7
Program: 03. Introduction to Risk Assessment	6
Program: S.A.R.A. (Sexual Assault Report Anonymously)	6
Program: 04. Introduction to Safety Planning	6
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: Family Violence Risk Assessment - Working Together: Introduction	6
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: Working with people experiencing the effects of trauma	6
Story: 02. Core resources to support identifying risk, disclosure and enhancing safety: Introduction to Safety Planning	6

There are currently 12 organisations or leaders developing and sharing tailored content bundles for their staff.

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Evaluation and review of pilot

1800RESPECT has received positive feedback from stakeholders and frontline worker users, and the take up of the toolkit indicates there is demand for the product.

A more formal evaluation of the pilot is proposed to gain feedback from frontline workers and organisations to inform improvements, ongoing engagement and future communications.

The evaluation process has commenced and will include a focus group of users at Monash Health, a stakeholder focus group including DV-alert, as well as an online survey of targeted users.

Marketing and communications

➤ Partnerships

Developing collaborative partnerships is a core success factor for 1800RESPECT.

Our partnerships ensure 1800RESPECT can cost effectively reach target groups, that our services and resources are advocated and supported by the specialist and non-specialist sectors, and are informed by gaps in current resources.

Examples of recent/current partnership activities are set out below.

National Plan Partners Communications Network

There were no meetings this quarter. The next National Plan Partners Communications Network meeting has been scheduled for Friday 14 October.

Upcoming potential collaborative initiatives include bystander campaign, sexual assault and universities in 2017, joint advocacy and briefings to media outlets re support information and reporting, sharing of insights from DVALert training consultations.

DV-alert partnership
1800RESPECT continues to work with DV-alert on future collaborative initiatives and campaigns.

DV-alert has helped to inform improvements, messaging and content of the toolkit for the 16 Days of Action campaign.

DV-alert will work closely with 1800RESPECT on promoting the webinar series to workers and professionals.

Recently DVAlert integrated the online toolkit as part of their DVAlert training manual that is provided to all workshop participants.

ABC and 1800RESPECT Partnership - violence in times of disaster CSA

This quarter 1800RESPECT developed a partnership with ABC TV and ABC Regional to raise awareness of the increased risk of gendered violence in times of disaster. The partnership will be launched on 16th October and will see the 1800RESPECT violence in times of natural disaster

TVC and radio advertisement aired in regional areas on local radio, ABC TV, and seen across ABC Regional social media platforms.

1800RESPECT produced the CSA and online content in collaboration with the Gender and Disaster Pod (*GADPod).

The CSA promotes the important role a friend, family member or frontline worker can play in supporting a woman at risk of or experiencing domestic violence

MFB, WHIN and Gadpod partnership

Women's Health in the North (WHIN) and the MFB will extend the violence in times of disaster CSA through their channels over the summer period. They have also participated as SME's for media interviews driven by the media release distribution.

AFL
1800RESPECT is continuing a productive relationship with the AFL. 1800RESPECT materials were recently sent to their club leaders including women's league program leaders to raise awareness of the service. The pack of materials included 1800RESPECT dunny door stickers for sporting venues, Daisy App information, and the Support a Friend postcard promoting how to identify the signs and support a friend, team mate or loved one experiencing the impacts of sexual assault or intimate partner violence.

OurWatch/1800RESPECT – Media reporting
1800RESPECT is currently collaborating with OurWatch on possible joint briefings of the media around the country to raise awareness of the importance of including support information on all sexual assault, domestic and family violence stories as well as good reporting.

OurWatch has secured a pro-bono lawyer to provide advice on issues relating to including support information on stories. This report is due in October and will inform next steps.

Conferences and event partnerships
1800RESPECT was actively involved in awareness raising and reputation building at the following events and conferences.
- AWAVA conference.

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- UNAA Economic Empowerment of Women Forum. Including reference as a partner/supporter on the final report.
- NATSIWA conference

Upcoming events include:
- WESNET Tech Summit (21/22 Nov): Main partner status
- NASAVF Conference (23 Nov): Speaking spot and partner exposure.
- Victorian Women's Trust Breakthrough Conference on Gender Equality (25/26 Nov)

RACGPs and Melbourne University – 1800RESPECT Professional

1800RESPECT, the RACGPs and Melbourne University are working on a cooperative marketing plan to promote the service to GP's as part of the GP and ATSI health workers project.

The RACGP have developed resources to assist GP's to better respond to domestic and family violence and have requested inclusion in the Frontline Workers Toolkit. They will actively promote the toolkit to GP's and Health professionals during the 16 Days of Action campaign.

Good Pitch 2016

1800RESPECT is attending a partnership workshop in November with corporate and community leaders to develop a community education program to support next year's launch of the 'Ghost Hunter'– a doco about a survivor of family violence as a child and supporting education campaign about the impacts and trauma of childhood sexual abuse.

1800RESPECT has also established a partnership with the Hunting Ground Campaign agency (a film about sexual assault targeting universities) to increase awareness of support available and improved University responses to people affected by sexual assault or intimate partner violence.

Their dream school will become a nightmare.

WELCOME FRESHMEN

FROM THE ACADEMY AWARD® NOMINATED FILMMAKERS OF
THE INVISIBLE WAR

THE
HUNTING
GROUND

Mid North Coast Local Health District

1800RESPECT messaging trialled on Mid North Coast Local Health District payslips to 4,000 staff (3000 of whom are women).

"1800 RESPECT (1800 737 732) National Sexual Assault & Domestic & Family Violence Counselling Service"

It is hoped to use this a good example of how progressive organisations can raise awareness of support services available.

Raise – Youth Mentoring Foundation

Raise foundation program directors have DV workshops targeting young people including expecting mother – the have incorporated the 'Support a Friend' resource into their education programs and workshops and also promoted the resource on their Facebook page.

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➤ Webinars

One webinar was held this quarter in collaboration with WESNET.

Topic: Technology facilitated abuse – understanding the issues and how frontline workers can improve the safety of women
Date: Thursday 15 September
Presenter: Karen Bentley, National Director SafetyNet Australia, WESNET

This webinar raised awareness of the issues relating to digital technology and how frontline workers can support women with practical advice and tools to increase their safety when using digital technology and online media.

Webinar attendance, participation & satisfaction data:

Registration: 1600

Live Attendance: 606

YouTube views to date: 260

Satisfaction rating: 97%

A high level of satisfaction was achieved with **97 %** of webinar attendees satisfied or very satisfied.

A very high percentage of respondents (note over 245 responded to the survey) rated the presentation as relevant or very relevant to their work (**99.6%**) - indicating that the targeted DB marketing and communications was effective.

➤ Newsletters

Frontline Workers Newsletter (Workers and Professionals Connect)

The workers and professionals newsletter was sent mid July 2016.   The most popular stories were:
1. WESNET Telstra Mobile Phone Project

2. Professionals Case Study - LGBTI communities and domestic/partner violence

3. 1800RESPECT Service Improvements Update

4. Frontline Workers Toolkit

The next newsletter is due in October.

Since end June, newsletter subscribers have grown by 1426 (from 2324 to 3747) representing an increase of 61% on the previous quarter.

Total reach for the frontline workers newsletter is now 8,712 (up from 6,740 in the previous quarter). This figure represents the increase on online subscriptions via the website as well as via toolkit registrations.

E-Resilience Program

Steady use of the Resilience Program has continued this quarter with 50 new users registering for the program and 497 Active users. The frontline workers toolkit remains a key driver of traffic to the registration page.

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➤ Brand and reputation building

Work commenced this quarter on a brand audit and review of the positioning of 1800RESPECT.

As part of the consultation on the project two user focus group sessions were held and the following organisations were interviewed.

WWDA, SECASA, ACON (LGBTI), DV Connect, AWAVA/Women's Domestic Violence Court Advocacy Services NSW (WDVCAS NSW)/Sexual Assault Support Service. Additional consultations will be held with organisations representing the ATSI and CALD communities.

A final feedback report will be presented next quarter.

Stakeholder Updates

Four updates were provided to key stakeholders to keep them up to date with the implementation process over the period.

The stakeholder updates subscriptions have more than doubled growing from 78 recipients in August to over 180 recipients in September.

Most popular click throughs from these stakeholder updates were:
- Registration for upcoming webinar
- FLW Newsletter subscription
- Toolkit

Subscription growth	1.32% (78 – 181)
Percentage of unique opens	34.71% (average)
Clicked on a link	17.88% (average)

The next stakeholder update will include information about the launch of online counselling and the 16 Days of Action. This is scheduled for next quarter – late October.
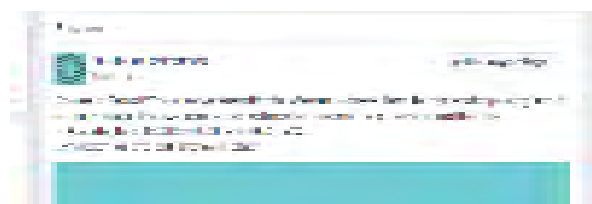
➤ Campaigns and media

Awareness Campaign
There were no significant campaigns coordinated for this quarter. The first awareness campaign targeting the community / public was coordinated and launched early October. The results of this campaign will be available next quarter.

Media coverage
Coordinated an interview for 1800RESPECT about violence in times of natural disaster with SME Deb Parkinson of the Gadpod, 10.15am 19 October on the ABC Gaye Pattison Breakfast Show.

There were a number of social media posts and online blog articles mentioning 1800RESPECT in the period. Two examples of this are below.

Meld Magazine (international students online magazine) article on September 30, 2016 by Sam Chew, about sexual assault and harassment on universities.

➤ Feedback and organisation support

There was a slight increase in contacts to the 1800RESPECT website feedback portal this quarter. Approximately 30 requests for information or promotional support was received.

➤ Other

Examples of other interesting initiatives across the country that 1800RESPECT has supported:

Schoolies safety packs and safety campaign

For the upcoming schoolies week - Travel Insurance Direct are working on a campaign to promote safety among 'Schoolies' when they celebrate leaving school. 1800RESPECT will include material in the 'survival kit' for the kids which will include drink spike tests, and condoms etc.

"Week Without Violence" initiative - October 20
Chisholm Dandenong coordinated a project to raise awareness about family violence on campus.

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They developed shirts with the 1800RESPECT
number and distributed support material.

Sector Engagement

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State Governments

Engagement with State Governments for this quarter has largely been focussed on First Response. The discussions have generated positive support from each Government for the new model and has created an opportunity to establish formal agreements between the Governments, their respective State/Territory DFVSA lines and 1800RESPECT.

A series of face-to-face meetings and teleconferences took place during this quarter which allowed for in-depth discussions on First Response.

Engagement with the States has covered the following areas:

General overview of First Response model and the Governments views/opinions

- All Governments positively acknowledged the communications which were sent out via our Stakeholder Communication series regarding First Response and fed back that they were well informed, understood the changes and had no further queries.

Governments input into the content construct of the National Referral Database

- Contributions of data lists for inclusion into the National Referral Database have been made from different jurisdictions. All Governments acknowledge the commitment that 1800RESPECT has made to keep the sector and governments up-to-date with regards to services across the country through the National Referral Database.

Governments' role in the ongoing validation of new entries onto our National Referral Database

- All Governments have committed to working with 1800RESPECT to verify/validate the organisations we add to our database to ensure consistency with their state/territory lines and to also use this as an opportunity to feedback to 1800RESPECT any concerns or issues they may have of an organisation requesting to be added to our database.

The management/transfer of calls between 1800RESPECT and the State and Territory Lines

- Discussions were undertaken with each Government to establish protocols and set up a Memorandum of Understanding (MOU) for the transfer of calls from 1800RESPECT to the state and territory lines. All jurisdictions expect for WA are in favour of this arrangement. 1800RESPECT will continue to work with WA to gain support.

- A second proposal to States for the establishment of an MOU between 1800RESPECT and SafeNet Australia (The Domestic and Family Violence Crisis Lines of Australia Network) and The National Association of Services Against Sexual Violence (NASASV) was well received and it was agreed that the MOU would be pursued with SafeNet Australia and NASASV as both bodies have representation of all State and Territory lines as well as having Government representation. Work continues on progressing this MOU.

Update of Daisy App listing and State/Territory page on 1800RESPECT website

- All jurisdictions have provided updated organisation lists for the Daisy App have been proactive in continuing to provide us up-to-date data as well as updating their governments contact details on Daisy.

Liaison with State and Territory Governments for the next quarter will focus on the following:
- Performance feedback on the roll out of First Response.
- Feedback on the partnership between 1800RESPECT and State and Territory lines.
- Call-data reporting.
- Updates on the use of the National Referral Database.
- Updates on the establishment of the National Advisory Group.
- Review of the quality assurance and validation process for adding organisations to the National Referral Database.

Sector liaison

Sector liaison for this quarter has been mainly focussed on the First Response reforms and has focussed discussions with the sector on the development of the National Referral Database. The team have liaised with organisations across the country in the collation of organisational listings for inclusion on the National Referral Database. Over 1000 organisations have been contacted via email, phone and via an online form to validate organisation details to ensure that the

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most up-to-date information is entered into the database.

National-Referral-Database

The response has been positive and this area of work has provided the following opportunities:

- For 1800RESPECT to provide an overview of the new First Response model.

- For organisations to provide direct feedback on 1800RESPECT services.

- For 1800RESPECT to establish new contacts for inclusion on our mailing and campaign lists, the Daisy app and for wider promotion of our services.

- For 1800RESPECT to collaborate with State/Territory Governments and sector stakeholders in the quality assurance and validation of data-lists for the database.

Events

- **Stronger Families Forum – 29th July, Adelaide:** The team were invited to present at the Stronger Families Forum which was hosted by the Australian Migrant Resource Centre in Adelaide. This was well attended by leaders from the Multicultural community across of South Australia, Government officials and service providers. A presentation was provided on the services of 1800RESPECT as well as the First Response model and the National Referral Database. There was great interest from community leaders in understanding the full breadth of our services and how they can use this information to educate their communities on our work. Additionally there was great interest in exploring how 1800RESPECT could work with Migrant Resource Centres across the country to increase knowledge of how their service can work with ours in terms of promotion, education of workers and support for community.

- **Sydney roundtable on the Indicators for the National Outcome Standards for Perpetrator Interventions, 18th July**. The workshop was to discuss the proposed draft performance indicators for the National Outcome Standards for Perpetrator Interventions (National Standards) and to assist in validating these indicators for the current level of data collection, and talk about implementation of the National Standards. Although scope of our service offering does not cover working with perpetrators, there was great value in being at this forum. Discussions on the indicators

identified that 1800RESPECT would play a critical role in the collation of the data to measure the impact of interventions and actions taken in the work with perpetrators. There was a very positive response to 1800RESPECT being present by the service providers who were present, who acknowledged that 1800RESPECT would be a "data-hub" that would make a large contribution to work of the national standards.

- **AWAVA/Our Watch Conference, 20th – 22ND September, Adelaide:** During this quarter the team have been able to attend the AWAVA/Our Watch conference in Adelaide and host an exhibition booth. This was an excellent opportunity for the team to network and update the members of the sector on the First Response Model and National Referral Database. The exhibition booth was well visited over the 3 day conference and it was great to see the prime exposure we received as part of the negotiated sponsorship with AWAVA by means of all delegates wearing our lanyards and using our pens and notebooks.

- **National Aboriginal and Torres Strait Islander Health Workers Association Melbourne Forum – 27th September, Melbourne:** The team were invited to attend the National Aboriginal and Torres Strait Islander Health Workers Association (NATSIHWA) Forum held in Melbourne. This was a special opportunity that has created a strong relationship between 1800RESPECT and NATSIHWA. At the invitation of the NATSIHWA Chairperson, the team gave a short presentation on the work of 1800RESPECT at the forum and the presence of 1800RESPECT at the forum was well received by the stakeholders. A further invitation has been received from NATSIHWA to attend their national roadshow of forums.

- **White Ribbon Indigenous Reference Group meeting, 23rd September, Sydney:** The team have membership on the White Ribbon Indigenous Reference Group and at the last meeting an opportunity was provided for 1800RESPECT to provide an overview of First Response to not only the Reference group members, but also to White Ribbon Staff.

Liaison with the sector for the next quarter will focus on the following:

- Updates on the roll out of the new First Response model.

- Updates on the use of the National Referral Database.

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- Any reviews undertaken of elements of the First Response model.
- Updates on the work of ICAG.
- Updates on the partnerships between 1800RESPECT and the State and Territory lines.
- Continual updating of the National Referral Database.
- Events.

➤ 1800RESPECT Advisory group

Work will continue on refining and confirming the scope and membership of a broad 1800RESPECT Advisory Group. This will be established within the next quarter and the first meeting of the group to be held early in the new year.

Glossary

Abandon

Calls that are routed to the program queue after the welcome message, but hang up prior to speaking to a counsellor (does not include calls that go to voicemail)

Abandon = Number of Calls Offered – (Number of Calls Handled + Voicemail)

Abandoned %

Total percent of calls abandoned as a percentage of inbound calls offered

Abandon % = (Number of Calls Offered – (Number of Calls Handled + Voicemail)) ÷ Number of Calls Offered

Abandoned %> 30 seconds

Total percentage of calls that abandoned after service level as a percentage of inbound calls offered

Abandoned % > 60 seconds

Total percentage of calls that abandoned after 60 seconds as a percentage of inbound calls offered

Average Inbound Call Answered Wait Time (mins)

The summed delay (waiting time in queue) for all calls handled by a Counsellor divided by the number of calls handled by a Counsellor. Timing for delay commences upon successful queuing to skill. Abandoned callers wait time is not included in the calculation

Average Speed to Answer = ∑ Delay ÷ ∑ Number of Inbound Calls Answered

Inbound Calls Offered

The number of inbound calls that complete the welcome message and are successfully queued to Counsellor skill

Inbound Calls Answered

The number of calls answered by a Counsellor

Service Level

The percentage of calls answered by a Counsellor within the agreed Service Level time frame

Voicemail

Callers to the service have the option to leave a message and have their call return versus waiting on the line. Voicemail in the report captures the number of callers that selected this option.

Outbound Calls

Outbound calls are made by counsellors, on behalf of the program, to external parties. The system is unable to measure that the counsellor connected to the correct party, a voicemail or an incorrect number.

Outbound Calls > 30 seconds

Outbound calls greater than thirty seconds, uses the duration of 30 seconds to signify that a call connected to the external party and an interaction took place.

Cold Transfer

Agent transfer a patient to another service by placing the caller in a queue for secondary service, the patient has to wait until they can talk to the secondary agent.

Warm Transfer

Agent transfer a patient to another service and the caller can talk to the secondary service without wait.

Complaints

Substantive Complaint:	All Complaints received by the Service Provider (whether directly or indirectly) unless the Service Provider can establish, with respect to a Complaint, that the Service Provider was not at fault, acted in accordance with the Contract and took all steps reasonable and appropriate in the circumstances.
General Feedback:	Negative feedback: comments from a caller or patient in relation to a Medibank Health service that does not pose a risk for either the person or the business.
Final Incident severity	The severity of an incident as rated at the end of the investigation. Not assigned to complaints of a general feedback nature that poses no risk. These will be reported as general feedback.

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Medibank Health Solutions Severity Assessment code (SAC)

The severity assessment code (SAC) rates the outcome for the person affected or the business, and is used to determine the appropriate level of analysis, action and escalation of a complaint or incident. An initial severity rating is applied based on the information available at the time of notification, and a final severity rating is assigned once the investigation and analysis is complet

SAC 1 **(Catastrophic)**	**Extreme Risk:** An event that resulted in: • unexpected death or major permanent disability following an interaction with our service • a major data security, privacy or legal breach with the real potential for large penalty • threat of significant and sustained national adverse media coverage
SAC 2 (High)	**High Risk:** An event with: • serious or life threatening consequences for a person, including significant psychological impact requiring prolonged treatment • major breach with possibility of penalty • high potential for adverse media coverage and brand damage
SAC 3 **(Moderate)**	**Medium Risk** An event which: • the person affected requires increased level of care • involves a privacy breach of health information relating to one or a few individuals • has the potential to adversely impact on brand, but containable if appropriately managed
SAC 4 (Low)	**Low Risk** A complaint or incident that resulted in: • little or no adverse impact on a person's physical or mental health • a privacy breach where immediate action occurred to retrieve the information and the person impacted is satisfied with the outcome • no adverse impact on the company's brand or image • an expected death

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