



Area Board Project	
1. What is the Initiative?	
	A domestic abuse awareness campaign to be launched in the Westbury area in November – coinciding with Domestic Abuse Awareness Week.
2. Where is the initiative taking place?	
	In and around Westbury
3. When will the initiative take place?	
	In November
4. What are the Community benefits/evidence of need/links to Community Plan/Community Issue?	
	The incidence of domestic abuse in the Westbury community area is the fourth highest in Wiltshire (JSNA 2014) and the need to address this is an agreed area board priority which has now been incorporated into the community plan. The area board has assembled a small working group led by Councillor Gordon King and including health representatives, police and community safety officers. One of the outcomes was the decision to launch an awareness campaign.
5. What is the desired outcome of this initiative?	
	To raise awareness of this important issue and to make people aware of where to get help and advice.
6. Who will Project Manage this initiative?	
	The working group (see above) and the CAM.
7. Costs/quotes/ match funding?	
	£300 will fund white ribbons and publicity materials plus costs of postage and posters.
8. Additional information	
	Tackling domestic abuse is a JSA priority identified by the area board. This project is just one of a multi stranded approach we are taking to domestic abuse awareness.