



Domestic Abuse Policy & Technology
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Why was Vodafone positioned to respond

Vodafone has built credibility already in this space helping thousands of people through 10 years work of the Vodafone Foundation including TecSOS, Easy Rescue (app in Turkey) & Bright Sky.

Vodafone has the ambition to be the best employer for Women by 2025. Responding to the key issue of gender based violence will contribute to this vision.

Vodafone have also credibility building HR policies that progress gender equality.

We wanted to introduce a policy to support victim survivors of domestic violence and abuse at work, and for other companies to follow with similar policies.



Approach taken



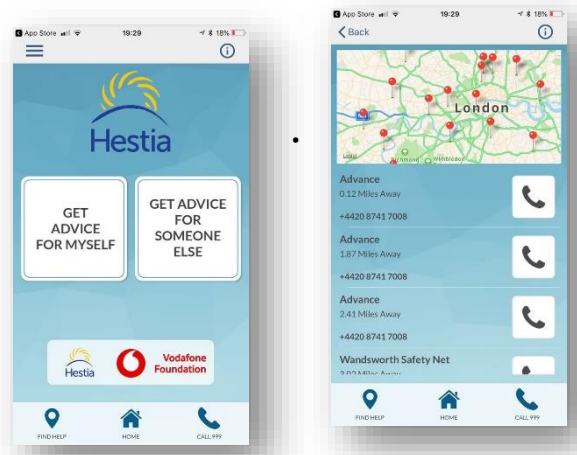
1

Global research on impact of GBV on the workplace across 9 countries



2

Roll out Bright Sky globally



UK to date: 10K installs

3

Vodafone internal response

Education and support programme

Global policy on supporting those impacted by domestic abuse.

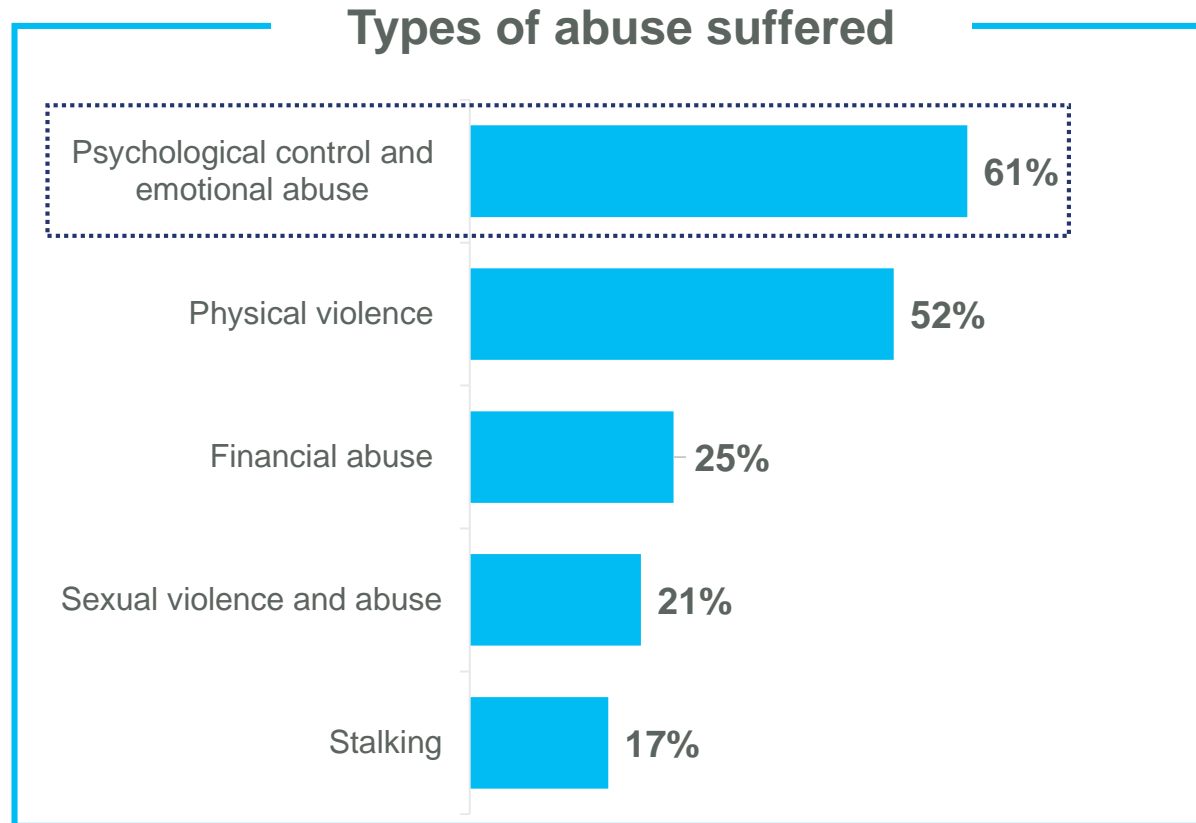
10 days paid leave reflecting best practice from NZ & AU

Perpetrator policy position



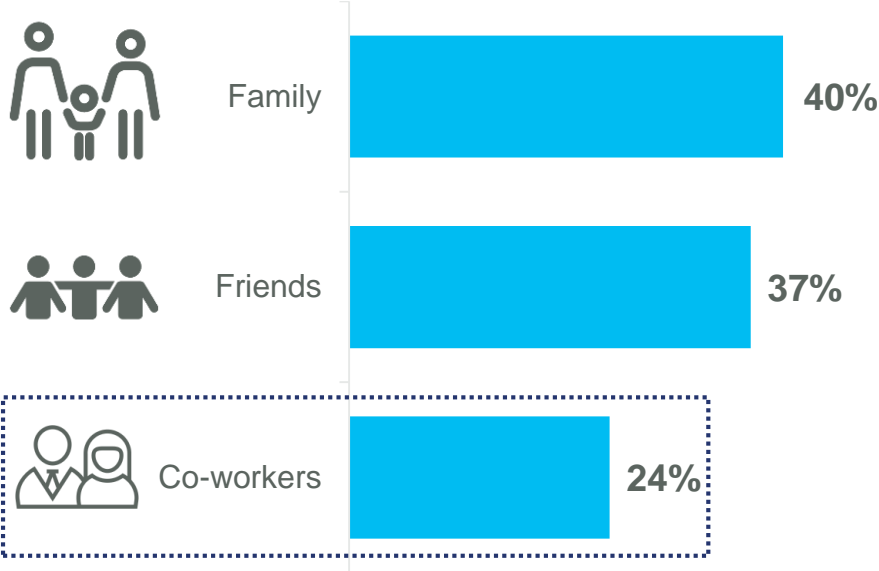
Global research on impact of DVA on the working population

Over a third of workers (37%) are currently or have experienced domestic abuse, with psychological control and emotional abuse being the most common form suffering



Over two thirds (67%) of those who experienced abuse in their working lives say it affected their work progression, and only a quarter told their co-workers about it

Who did you tell about the abuse you faced?



Consequences of the abuse



felt safe at work compared to home



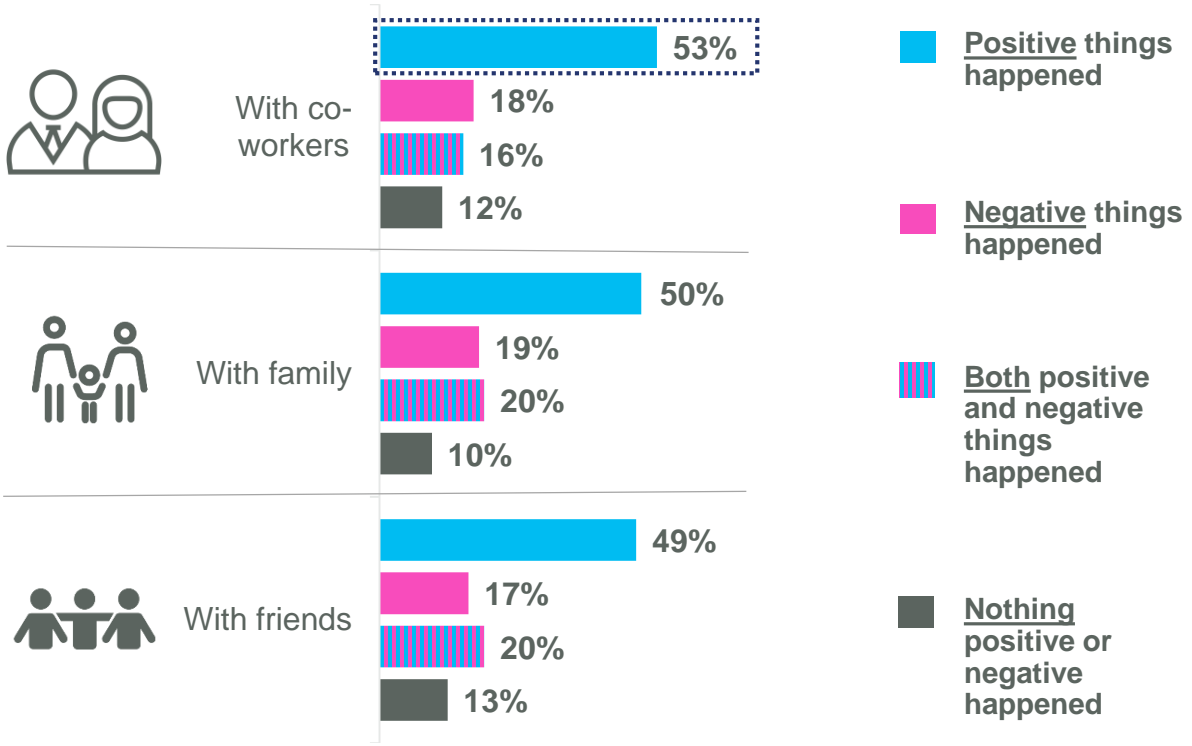
could be themselves at work, but not at home

Q6. Were the following people aware of the domestic violence/ abuse that you faced? Q10B. In which ways, if any, has domestic violence and abuse impacted on your career progression? Q12. Thinking about when you faced domestic violence, to what extent do you agree or disagree with the following statements?

Base: all who have experienced domestic abuse, (n=1,725), all who experienced domestic abuse in their working life (n=507)

Half (51%) of those who stayed silent at work did so from feeling ashamed, although, over half who did tell co-workers said positive things happened

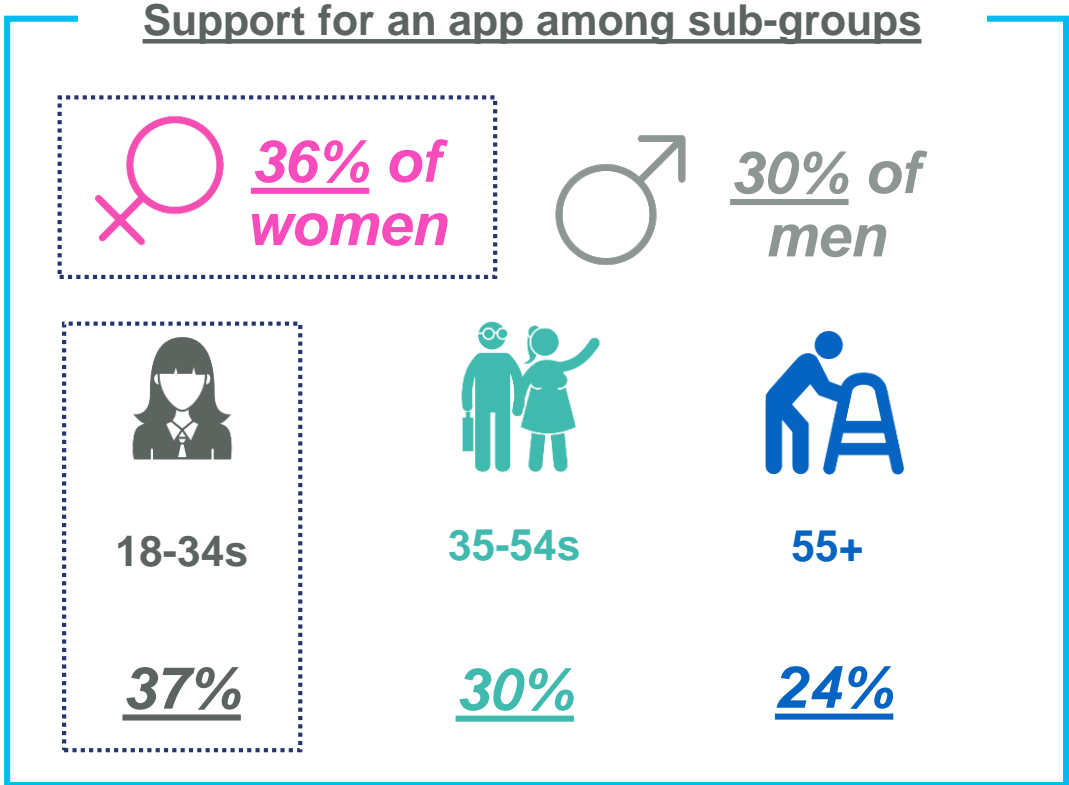
What happens when victims discuss their abuse with someone?



Q9A. You mentioned you have discussed the domestic abuse you faced with someone. Overall, which of the following best describes the outcomes of discussing the domestic abuse you faced with the following people? Q11. You mentioned you never told anyone at work about the domestic violence/ abuse that you faced. For which of the following reasons, if any, was this?

Base: all who told someone directly about their abuse (my family n=694, my friends n=635, my co-workers n=122), all who did not tell anyone at work about the domestic abuse they faced (n=365)

One third of all workers (33%) believe an app could reduce the impact of domestic abuse, and this support is highest among the young and women



Global expansion of Bright Sky (#AppsAgainstAbuse)



- ✓ *Bright Sky* is a digital application to support victims of domestic abuse and their families.
- ✓ *Bright Sky* aims to offer those experiencing domestic abuse or those concerned about someone they know a range of resources which will empower them to seek the help they need and to serve as a comprehensive toolkit.

Vodafone's response to support colleagues

EDUCATE

- **HR** to understand the scale of the challenge and how to best support
- **Toolkit developed:**
 - **For line managers** to identify the signs that a worker is experiencing problems
 - **For colleagues**, who may come into contact with colleagues (or clients/customers) who may be survivors

EMPLOYEE ASSISTANCE SUPPORT

- **All markets having professional employee assistance in place to support**

POLICY

- **Implemented global policy of 10 days Paid safe leave**

PERPETRATORS

- **Mobile phone policy position to be agreed (e.g. if you are using your phone to harass and bully – can result in dismissal)**



International Women's Day 2019



JJ >



Useful links:

- Press release - <https://www.vodafone.com/content/index/media/vodafone-group-releases/2019/vodafone-foundation-announces-global-plans-for-app-to-help-those-affected-by-domestic-abuse.html>
- Vodafone Foundation International Employer Toolkit - [https://www.vodafone.com/content/dam/vodafone-images/foundation/news/Vodafone Foundation toolkit on domestic violence abuse at work Recognise respond refer.pdf](https://www.vodafone.com/content/dam/vodafone-images/foundation/news/Vodafone_Foundation_toolkit_on_domestic_violence_abuse_at_work_Recognise_respond_refer.pdf)
- Social media assets:
 - Online – <https://www.youtube.com/playlist?list=PL8H-1MGo02ON30otgz1LvyLV2x--kcGRj>
 - Available to download - <https://www.flickr.com/photos/vodafonegroup/albums/72157707060274195>



Q&A