



ON OUR **RADAR**

My Story Matters: Understanding young people's perceptions of abuse in their romantic relationships

13 May 2021

Join the conversation online: [#MyStoryMatters](#)

13.00: Welcome – Jo Silver, Director of Quality and Innovation, SafeLives

13.10: The Vision – An agile approach to developing the product – Libby Drew, On Our Radar

13.25: Co-creation with young people – Susie Hay, Head of Research, Evaluation and Analysis, SafeLives

13.40: Hearing from young people what it was like to be involved

13.45: The Discovery Report and what we learned – Josh Taylor, Senior Research Analyst, SafeLives

14.00: The Evidence Base for our next steps – our Safe Young Lives programme and Your Best Friend –
Jo Silver, Director of Quality and Innovation

14.15: Q&A

14.25: Closing Remarks – Jo Silver, Director of Quality and Innovation, SafeLives

WHERE DO YOU DRAW THE LINE?



Find out at [DRAWTHELINE.UK](https://drawtheline.uk)

Is it ok for your boyfriend to read your messages?

Ask for your passwords...?

Choose your outfit for the night...?

**For many young people, the line between caring and
controlling is not always clear.**

While research shows that young people are at real risk of relationship violence and abuse, they are under-represented within domestic violence services.

Why?

We ran a national survey that flagged how teens feel **disconnected** from service language and access points.
Instead, they turn to each other for advice.

This formed the basis of a year-long community collaboration to find a new way of keeping young people safe in their relationships.



DRAW THE LINE

is an interactive mobile tool designed by British teens to help young people identify and call out toxic and abusive behaviour in their relationships.



Users can...

- Read real relationship stories by teens
- Draw a line through harmful behaviours
- Compare with other teens
- Find out where abuse experts draw the line
- Submit their own story
- Find support or help a friend

The platform launched on social media in summer 2020.

**Since then it's been found and explored by
over 2,000 young people, with many of them
choosing to share their story to
help others understand their own.**

Young people sharing the voices of their peers...



The stories show how complex young relationships can be and confusion about abusive behaviours.

“I can’t post anything without his approval. He controls my weight, my makeup and what music I can listen to.”

“He would constantly check my messages and message me to ask where I was. My friends would tell me that it was okay; it meant he really cared about me.”

“Sometimes I wasn’t in the mood to do anything. He’d ignore me in his bedroom for hours, so i’d just sit there in silence until i gave in.”

“When I’d bring the other girls up with him he’d make out that it was my fault and if I wasn’t okay with it then I’d lose him. He’d been there for me through care and suicide attempts. I was worried about how I would cope on my own.”

“He started asking me for all of my passwords for my social media. If i refused, he would get angry at me. He started to tell me that I couldn’t see my family or friends.”

“He caught an STD and I think he knowingly passed it on to me. I hadn’t had sexual contact with anyone else, I knew it was from him. He blamed me and ended our relationship.”

“He tried to come on to me a lot and I’d say no. He kept saying “I’m just going to keep asking until you say yes”. I am in a wheelchair so I often felt uneasy because he would have to help me into my chair, so I wouldn’t be able to move off the sofa if he didn’t help.”

The background is a solid red color with several white, hand-drawn scribbles. These scribbles include a large 'X' shape, a vertical line, a curved line, and other abstract shapes, all rendered in a thick, brush-like style.

Created by young people for young people...

Young People guided us every step of the way...

Discover

Define

Design

Develop

Disseminate

How were young people involved....

- One to one Interviews
- Focus Groups across the country
- National Survey: Talk About Toxic
- Interviews and User Testing
- Sampling with groups of young people..
- Launching the pilot to the many

Throughout this Discovery process we recruited a young people's steering group that acted as the voice of young people every step of the way....

Each young person was encouraged to contribute in whatever way felt most comfortable to them.

They brought diverse backgrounds and experiences; representing different ages, genders, sexual orientation, race, geography, educational environment, exposure to trauma and individuality.....

The young people told us what would make a difference – and we listened!



What it was like being involved....

**Voices of young people aged 13–19 involved
in the My Story Matters steering group**

The background is a solid orange color with several thick, hand-drawn lines and shapes in a slightly darker shade of orange. These shapes include a large 'X' in the upper left, a curved line resembling a '3' or a hook in the upper right, and several vertical and diagonal lines of varying lengths and orientations scattered across the lower half of the image.

What did we Discover.....

What we discovered and defined....

**Young people do not relate to the
term domestic abuse**



Young people want support in understanding what is and isn't okay in their relationships



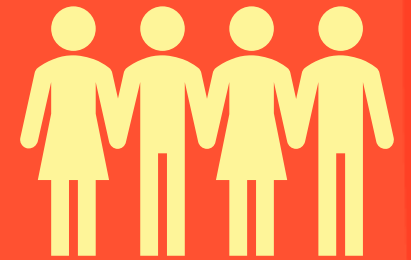
**Young people are unsure how to
manage boundaries around
technology**



Unwanted sexual behaviour was a common feature in the stories young people shared with us



**Friends and family are young
people's main support mechanism
for their relationships**



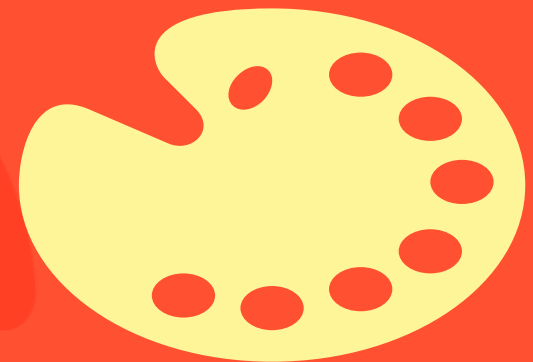
**Young people want content to be
diverse and inclusive**



Young people are happy to share
their story, and see benefits in
reading the stories of others



Young people prefer content that is clear and bold, with a limited colour palette



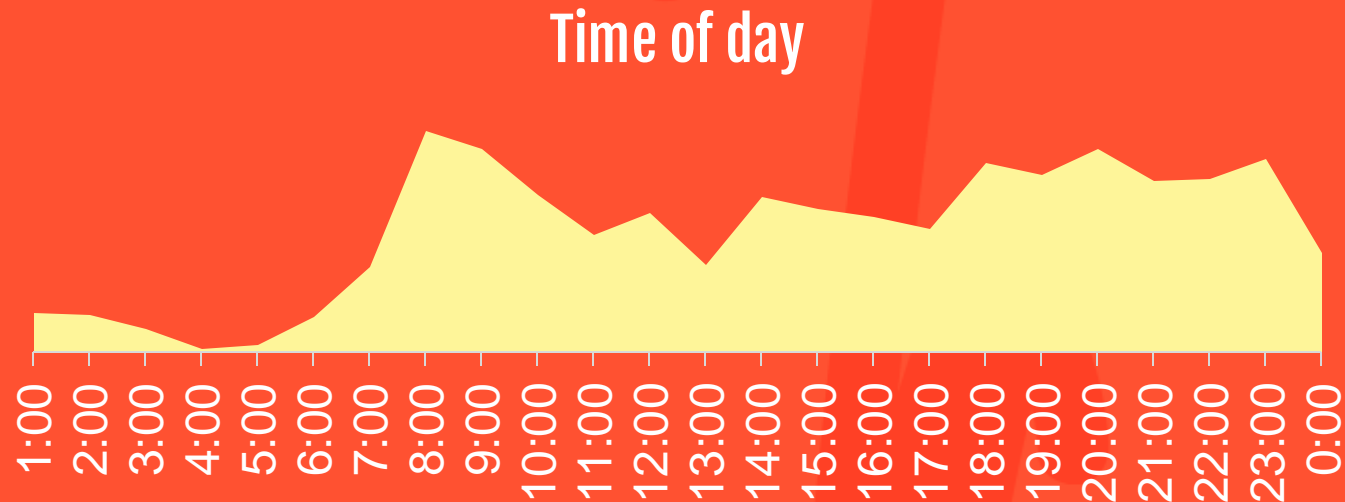
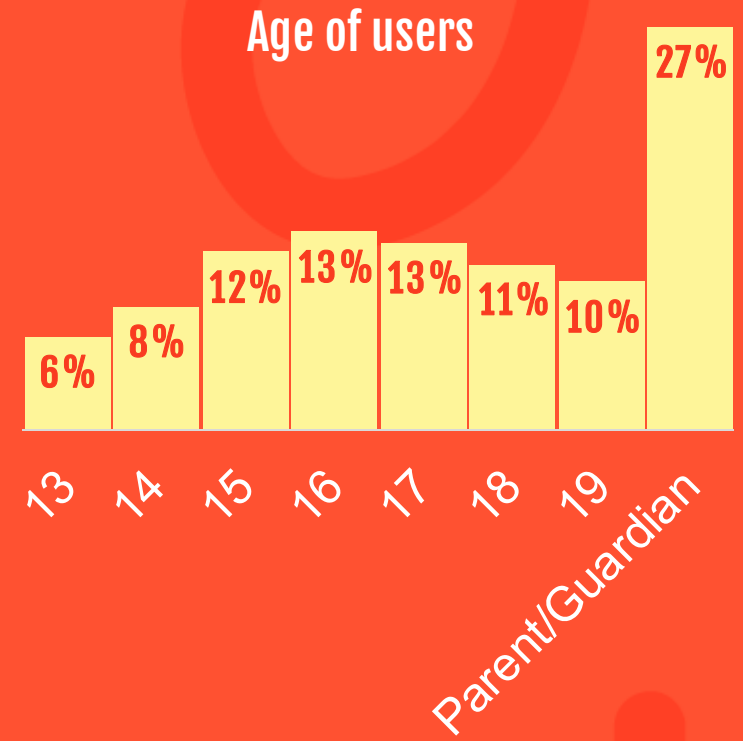
What we found....

Analytics: covered the first 8 weeks of the platform launch



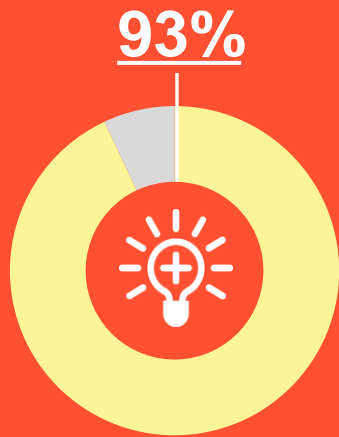
6.8K

Unique users



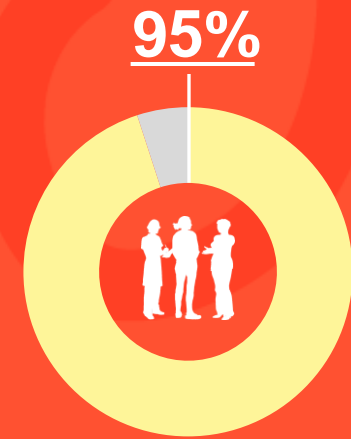
What we found....

YP feedback survey: An online survey aimed at young people who had used the platform received 44 responses



felt more confident in their understanding of what an unhealthy relationship is

98% said reading the stories helped them to understand the different forms an unhealthy relationship might take



felt more confident or empowered to seek help for themselves



75% said the platform felt relevant to them and their lives

Find out more and explore the site at

drawtheline.uk

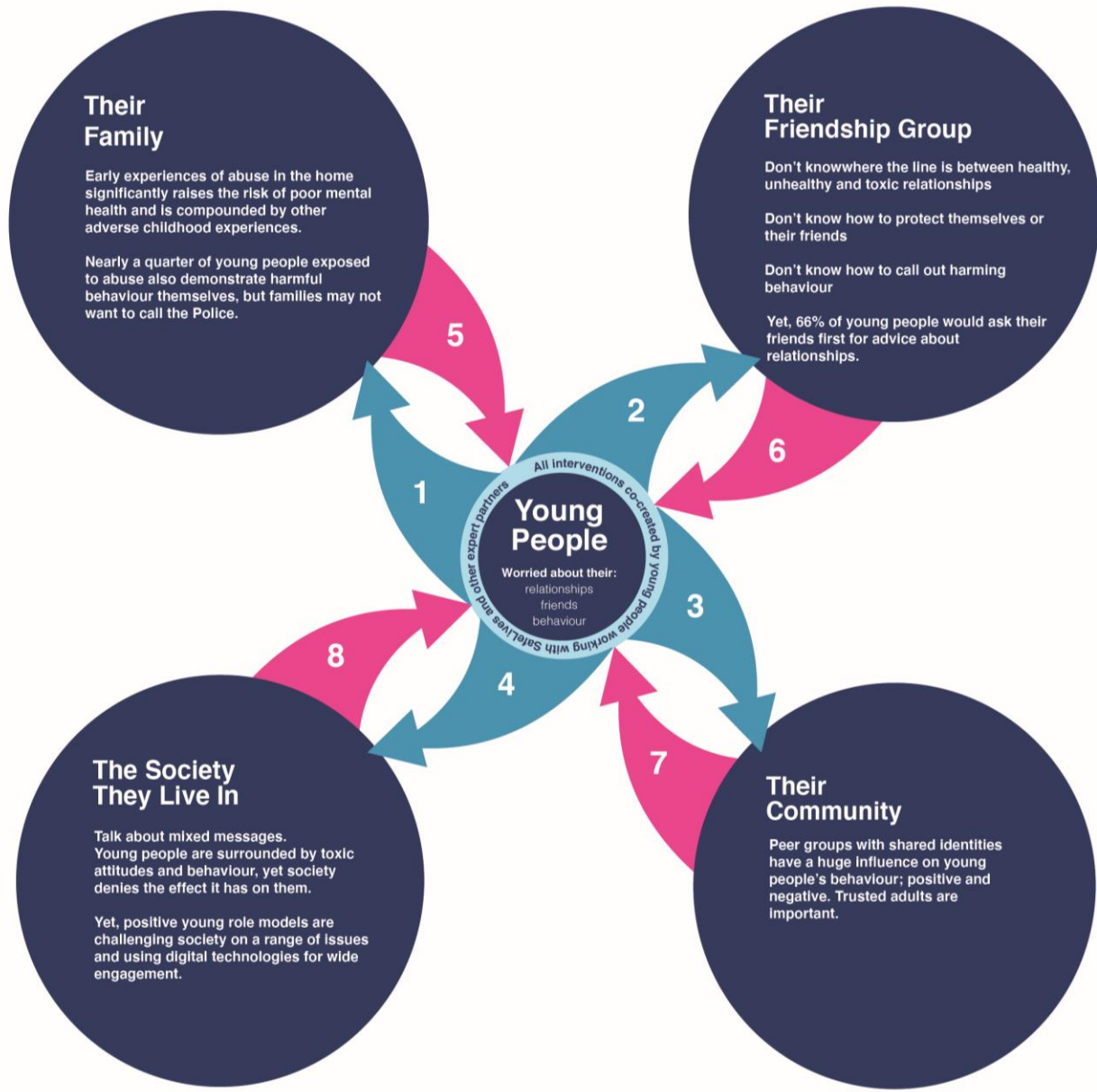
Developed in partnership by:



Funded by:



What's next....



- 1** Roll out effective early intervention work, tailored to all age groups 0-24 years. Ensure parents who are harmed by adolescent children have support. Make the case for properly funded support for child victims and survivors.
- 2** Your Best Friend toolkits created by and for young people
- 3** Build story-telling platforms so young people can find more people like them and learn from them. Co-create services tailored to hidden groups of young people.
- 4** Work with retail, arts, sport and music brands and popular online sites to place messages where young people already are.

Provide platforms and support so Young Changemakers can speak truth to power.
- 5** Increased empathy of parents/guardians to the child who has experienced abuse. Shared understanding of healthy relationships break cycles of abuse, repair damage done to child/adult relationships and enable parents to spot early warning signs.
- 6** Young people have the knowledge and confidence to keep themselves and their friends safe
- 7** There's buy-in from schools, universities, and other youth groups for more young people-led healthy relationships and bystander initiatives
- 8** Youth culture becomes a positive channel for messages about healthy relationships, and for challenging abuses of power in relationships, particularly from male influencers. Young voices are heard and have weight in calling for holistic, tailored services for young people.






Introduction to Your Best Friend

Project aim:


- Young women & girls seek help from each other and online, not traditional services. We will place what they need where they already are. Young women who've experienced harm and subject experts will co-create this urgently needed support, giving girls and young women the knowledge and confidence to keep themselves and their friends safe.

Project description

Your Best Friend will shape a powerful future, **empowering 10,000+ young women with knowledge and confidence** to act before someone harms or is harmed, to keep themselves and their friends safe.



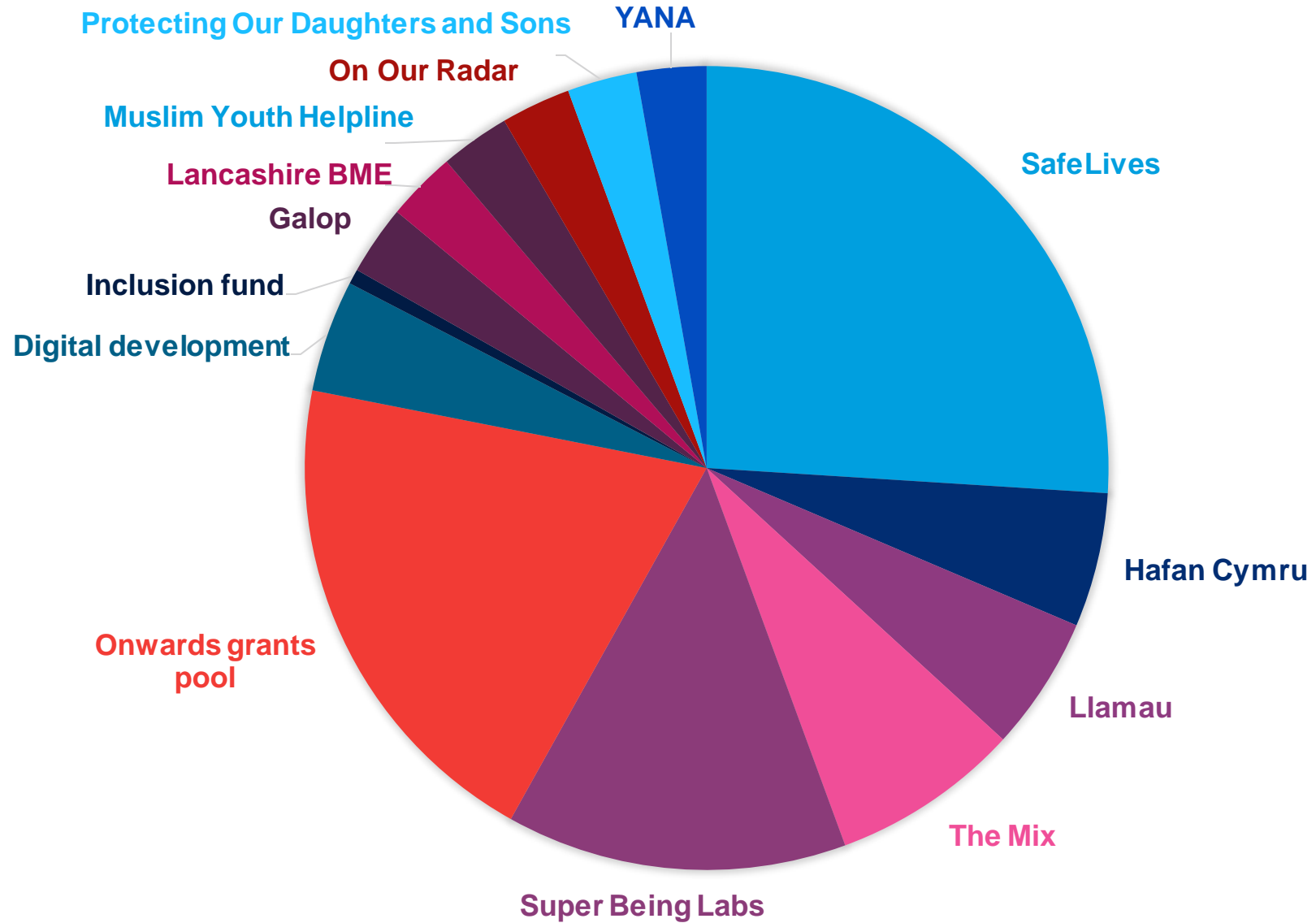
Combining our partners' and onward grantees' expert knowledge with the insight young people have into their own generation's lives, means **we will create the 'What Works'** for keeping girls and young women safe.



Bringing partners at the leading edge of digital innovation in at a strategic level, means **we will channel the power of online connectivity** to reach girls and young women wherever they are, laying an easily followable trail to what they need to know.

Ending domestic abuse

THE DREAM TEAM



Keep in touch



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Ending domestic abuse

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