Abstract

In order to provide a preview of one of the core actions included in the Istanbul Convention, ISTAT implemented a multisource approach, which is a comprehensive methodology used to communicate data and information in relation to the “3P structure” of the Convention (Prevention, Protection and Prosecution). This approach should lead to the dissemination of correct, accurate, complete and accessible statistics and information on Gender Based Violence Against Women.

This paper describes a mainstream dissemination strategy, built to communicate the phenomenon of Gender Based Violence in Italy, by illustrating the methodological approach, tools and key messages adopted, strictly based on the results of research, and focused on the fundamental questions: what does gender based violence really mean?, and does it also include men?

This integrated data system should allow for better usability and accessibility, in order to enhance public awareness of these issues. It is an ongoing system which aims to address different target needs, and to define information results and products.

*Prepared by Ms. Maria Giuseppina Muratore and Ms. Claudia Villante

NOTE: The designations employed in this document do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.
I. Introduction

1. Chapter II of Explanatory Report – CETS 210 Violence against women and domestic violence, says “Integrated policies and data collection”, says that Istanbul Convention follows the “3 P structure” of “Prevention”, “Protection”, and “Prosecution” of the victims. However, since an effective response to all forms of violence covered by the scope of this Convention requires more than measures in these three fields, the drafters considered it necessary to include an additional “P” (integrated Policies). As the Art.11 Data collection and research remind, “Systematic and adequate data collection has long been recognised as an essential component of effective policy-making in the field of preventing and combating all forms of violence covered by the scope of this Convention”.

2. An Integrated Policies framework, as the Report suggests, implies a multisource approach, where data are collected both from administrative source and field research. This approach allows to achieve, respectively, an appropriate references for evidence based evaluation of the effectiveness of prevention, protection and prosecution measures and policies fighting Gender Based Violence (GBV), and to assess the level of severity and frequency as well as on the socio-economic, cultural and others specific factors leading to violence against women. In this respect, since 2006 ISTAT – Italian National Institute of Statistics had carried out a specific survey focused on women security, aimed at to estimate the gender based violence against women in Italy. This survey was repeated 8 years later (2014) using the same framework of an analysis, methodology and tools. In 2016 ISTAT defined an Agreement with Department of Equality Opportunity of Presidency of Ministry aimed at supporting the Department, providing data and information to assess the Istanbul Convention. Within this Agreement one of the main relevant activities planned is to give a data warehouse on GBV in Italy, aimed to a wide accessibility and a spread usefulness.

3. Data warehouse is the product of the above mentioned “multisource approach”: administrative data and field research data needs to give an exhaustive and appropriate overview of the phenomenon. Building data warehouse on GBV required a specific dissemination to ensure correct, accurate, complete and accessible statistics and data of the Gender Based Violence Against Women.

4. A mainstream dissemination strategy is essential to achieve the highest impact, visibility and credibility of the results. This strategy needs to be answering the following four questions:
   - Who is our audience?
   - What information do we want to communicate?
   - How will we communicate the results?
   - When to disseminate results and raise public awareness?

A. Who is our audience?

5. Following the UNECA indications, as Graph 1 shows, we have to take in account that the choice of indicators and data to be disseminate is different in relation to the audience.

6. Key actions in this respect are:
   i. profiling users to offer customized services/products through dedicated channels and make the information produced more accessible and usable;
ii. leveraging multimedia and digitalization effectively by using a targeted multichannel strategy to offer products and services, especially through new digital dissemination channels;

iii. monitoring the dissemination process through measurement systems of communication initiatives and actions, and the definition of tools and methods for research and analysis of communication impacts;

Graph. 1 – Quantity and quality of information for difference audience

Source: UNECA

7. What are the key users and the key means by which the system will inform them? Targeting users with specific publications or others dissemination media can be effective. Their effectiveness should be measured in order to continually assess demand.

8. One key aspect is to provide relevant and effective data visuals for informing certain sectors in society. Journalists may require certain ways to view statistical concepts; policy makers may have their own preferred ways to visualize. Developing creative approaches to data visualization can have an impact in process of vulgarizing the use of data, especially on a topic as sensitive as gender-based violence, that takes on different forms and meanings depending on whether you consider the one suffered by men and that suffered by women. It is important to recognise that communicating data is a special case of communicating in general. In this context, use of the word “data” here is done in more explicit sense of “information in numerical form” and not in the general sense of factual information. Hence, the goal of effective “data” communication is to ensure that data are transmitted, decoded, and understood accurately, and acted upon. So different and customized deliverables meet their appropriate target, as the figure shows. For instance, for media deliverable, it is very important to lead them to the comprehension results, through the info sheet with the main issues that allow to better guide in the complexity of the phenomenon.

9. Organizing workshops with stakeholders, policy makers, media and specialized services as shelter, allow a better comprehension and better use of data. With this perspective, a broader communication strategy needs to be developed. In most cases, the main purpose of this strategy would be to systematically guiding the efforts in raising awareness and mobilizing
support to the policy maker and decision maker to provide effective measure to monitor and combat GBV.

B. What information do we want to disseminate?

Metadata are crucial

10. With greater potential of the data, there are two aspects that should be reflected: official dissemination, that is related to the data analysis and metadata and dissemination-at-large, related to the consumption’s way of these data. Official dissemination is relating to metadata definition. The basic steps that one has to consider in analyzing consist in identifying an issue related to gender-based violence. In this respect Gender Based Violence Against Women and Men provides itself a crucial question to build an overall approach to the survey in relation to a definition of “gender based violence”. A second issue is related to point out differences of violence against women and against men, asking meaningful relevant questions, answering questions on gender based violence through examination and interpretation of data and communicating the key findings and results to the end-user. The definition of violence against men/women is very different in respect of the concept of gender based violence against men/women.

11. Does Gender Based Violence exist for men? The definition of Gender based Violence against Women (violence against women because she is women) has a corresponding in the definition of GBV against men, that is “violence against men because he is a man”? For instance some violent acts against men in homosexual relationship? Or against homosexual men in general? Or every time there is a power unbalance based on gender? For instance, sexual violence is mainly an expression of power on the victims, but not always the physical violence is an expression of power on victim, neither for women.

12. A real gender approach survey should use the gender lens to formulate questions for a survey, and question should be different for men as for women, because they experienced different form of GBV, of GB discrimination and different social constructed behaviors, roles, activities and so on. It means also that interviews will be conceived differently. What does it mean deprivation of liberty based on the fact that a man is a man? And what does it mean deprivation of liberty based on the fact that a woman is a woman? How become for both GBV? Which causes are behind? Which consequences in the daily life to be considered Gender based violence? Gender differences exist in reality and could be interpreted with the appropriate tools.

13. The gender lens, in fact is very important. Different are the causes of violence against men and women, different are the motivations, different are the consequences and different questions are needed, as well as the indicators to be disseminated.

14. The focus of the Istanbul Convention is mainly and almost exclusively on women, but if Countries want to survey men too, it is very important to use a gender-sensitive methodology. The measurement of violence against both women and men could produce misleading results regarding the gender-profile of violence. The risk is the underestimation of gender imbalance in domestic violence and violence in general. The results could falsely suggest that the difference between men’s violence to women and from women to men is much smaller than is actually the case, generating oversimplification by media.

15. The communication of the results would have to be very careful and always cover the whole battery of indicators that allow analysis going beyond simple comparisons of prevalence
rates. It means to deliver complex indicators that underline the measures of power and dominance within relationships, the frequency and repetition of victimization, the severity of acts of violence, the identification of who initiates each violent episode and type of relation between victims and perpetrators for each referred violent episode, the use of violence in self-defence, the information on the dynamic, the information on the motivation of violence.

16. Data analysis also has an important role as part of the survey development and revision process (in case of longitudinal or updated surveys). Analysis are essential for understanding results from studies, for planning new statistical activities, for providing information on data gaps, for designing surveys and for formulating quality objectives.

17. In this respect it’s crucial to provide documentation and metadata along with the disseminated material that contains, as appropriate, descriptions of its quality and the methodology used to ensure the right focalization of the gender based violence against woman and gender based violence against men, that users do not draw conclusions from the data that are inaccurate or inappropriate.

**An integrated policy framework needs a strong database**

18. Following the Istanbul Convention “3P structure” (Prevention, Protection, and Prosecution), the idea of ISTAT was to define a data warehouse built by connecting administrative sources and field research, as the table 1 shows.

Table 1 – 3P structure of Istanbul Convention and mapping data in Italy.

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Administrative data</th>
<th>Field Research data</th>
<th>Prevention</th>
<th>Protection</th>
<th>Prosecution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presence, level and type of gender stereotype among adult population</td>
<td>Adult gender stereotype survey</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Presence, level and type of gender stereotype among student</td>
<td>Young gender stereotype survey</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Overview of the physical violence at work</td>
<td>Citizen's safety survey</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Physical, psychological, economic, sexual violence</td>
<td>Women's safety survey</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Stalking</td>
<td>Women's safety survey</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Femicide</td>
<td>Ministry of Interior</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Reported crimes for which the Judicial authorities have started criminal proceedings and persons involved</td>
<td>Ministry of Interior</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Convicted Authors of the crime</td>
<td>Ministry of Justice</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Support actions to the victims</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Users, needs and type of reported violence</td>
<td>Department of Equal Opportunity - VAW  Helpline database</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Services, interventions and characteristic of support</td>
<td>Shelters survey</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Widespread Perception of VAW</td>
<td>Sentiment Analysis on Social Media</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: ISTAT
Indicator and topics to disseminate will have to respect the difference of data among men and women. Box 1 proposes a way to disseminate data

**BOX - Example of information to disseminate by main topic**

**Overview of the Phenomenon of Violence (psychological, physical and sexual)** by sex
- Prevalence by perpetrator
- Reference period (Lifetime, during last 12 months)
- Type of violence
- Duration
- Frequency

**Victims and perpetrators characteristics** by sex
- Type of perpetrators
- Type of violence by age, education, citizenship

**Reporting and seeking for help** by sex
- To whom talked about domestic violence (physical/sexual violence by any partner or any relative)

**Dynamic of violent action** by sex
- Place of occurrence
- Frequency of the act
- Type of consequences
- Drug or alcohol abuse
- Reaction of the victims
- Who started the violence
- Violence in self-defence
- The motivation of violence
- People under 18 age assisted

**Severity and effects of the violence** by sex
- Type of severity (Injuries, psychological consequences, seriousness perception, life in danger...)
- Effect of and limitations due to violence

**The intergenerational transmission of violence** by sex
- Witnessing of Violence
- Being abused

**Risks factors** by sex
- Of the partner at individual level:
  - The alcohol abuse
  - Be violent outside the family
  - Having problems with the police
- Of the partner at social level:
  - to diminish woman
  - Having witnessed violence in the family
  - Being abused in the family

**Stalking phenomenon** by sex

**Sexual harassment at work by sex**
- number of forms
- frequency
- Support available in case of sexual harassment at work for employees by sex, availability of support and violence experience

**The way out of the violence**

Knowledge on support services or free legal aid by sex and violence experience
- Reporting to the police
C. How to disseminate data?

19. Dissemination occurs when information obtained through a statistical activity is released to users. Forms of dissemination can vary, depending on resources and demand. The question is not simply the way to exploit data (it can be via internet, infographic, eBook, paper publication, microfiche, microdata file, telephone, facsimile, public speech and/or presentation, or radio and/or television interview) but what are the aims that have to be followed in order to achieve the better result of dissemination.

20. Official data can be disseminated:

i. At national level and at international level, through the agency’s website from the producer to the users with a dedicated hub on VAW (e.g. https://www.istat.it/it/violenza-sulle-donne). This hub is an example of a multi-sources approach to data dissemination, where statistical data are published with short reports

ii. Using an info-graphic to give the main results of the field research, as per the figure below:
iii. Finding key messages for preparing awareness campaign helping policy makers and stakeholders to fine tuning the aims of the intervention.

As an example it is reported the main Italian Campaign designed after the first VAW survey (2006) in which the main messages were:
### Key messages from the VAW research

<table>
<thead>
<tr>
<th>Data analysis</th>
<th>Campaign pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repeated violence is more common by partner than by non-partner (67.1% against 52.9%).</td>
<td><img src="image" alt="Campaign pictures" /></td>
</tr>
<tr>
<td>The peak is for sexual violence by the current partner (91.1% of repeated violence).</td>
<td></td>
</tr>
<tr>
<td>Injuries, life felt in danger and heavy consequences more frequent for domestic violence.</td>
<td></td>
</tr>
</tbody>
</table>

**Key message**

Violence is most from someone you know

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<table>
<thead>
<tr>
<th>Data analysis</th>
<th>Campaign pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partner psychological violence is common and often means escalation of violence.</td>
<td><img src="image" alt="Campaign pictures" /></td>
</tr>
<tr>
<td>7 million 134 thousand women (43.2% of women with actual partner) were or are victims of psychological violence.</td>
<td></td>
</tr>
<tr>
<td>isolation and attempted isolation (46.7%), control (40.7%), financial violence (30.7%) and berating (23.8%), followed by intimidations (7.8%)</td>
<td></td>
</tr>
<tr>
<td>21.1% of total victims have always or often suffered this kind of violence.</td>
<td></td>
</tr>
<tr>
<td>6 million 92 thousand women were - only victims of psychological violence by their current partner (36.9% of women living as couple)</td>
<td></td>
</tr>
</tbody>
</table>

**Key message**

Violence is hidden and pervasive

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<table>
<thead>
<tr>
<th>Data analysis</th>
<th>Campaign pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unreported violence: 96% by a non-partner; 93% by a partner. Not reported rapes: 91.6%; 94.2% for attempted rapes</td>
<td><img src="image" alt="Campaign pictures" /></td>
</tr>
<tr>
<td>Victims talk of violence with No one: 33.9% of victims by partners – the 45% for victims of actual violence – and 24% by a non-partner.</td>
<td></td>
</tr>
<tr>
<td>Victims do not seek help (only the 2.8% of victims has reported to shelters or has keep contacts with other associations supporting women)</td>
<td></td>
</tr>
<tr>
<td>Only 27.3% of raped women by partner consider the suffered violence as a crime (one of the reasons for under-reporting, also for new women generations)</td>
<td></td>
</tr>
<tr>
<td>20% of victims of violence by partner say they feared for their life, a very at risk set as domestic murders often happen after an escalation of violence</td>
<td></td>
</tr>
</tbody>
</table>

**Key message**

Violence is often not reported
**Key messages from the VAW research**

<table>
<thead>
<tr>
<th>Data analysis</th>
<th>Campaign pictures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Injuries, life felt in danger and heavy consequences more frequent for domestic violence</td>
<td></td>
</tr>
<tr>
<td>Partner uses or the threat to use pistols or knives (52.5%); Attempted strangulation and burning (78%)</td>
<td></td>
</tr>
</tbody>
</table>

**Key message**

Violence is very serious

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Data analysis

risk factors: partners’ behaviors, women’s considerations and previous experiences of violence in childhood:

- when actual partner is violent physically 35.6% versus 7.2% or verbally 25.7% versus 7.2% outside the family too
- when women suffer psychological violence (in particular when partners humiliate and downgrade them) 35.9% versus 7.2%.
- When men were witnesses or victims of violence in childhood 30-35% versus 6% for no childhood experiences. Same tendency when women experienced violence in childhood

Women have to be aware that their children differently exposed to violence will tend to reproduce learned models and the violence itself too, daughters tolerating it, sons perpetrating it

**Key message**

Children learn very fast

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21. The aims of the awareness campaign is to make the phenomenon visible, widespread, for public, also using blogs, web sites, face book pages, by private citizens, foundations, cultural organization, firms and companies, local administration, schools, editors, TVs, political parties and associations.

22. Planning a dissemination strategy also means identifying tools and indicators useful for assessing their impact on the different targets identified. In this respect the dissemination plan should be regularly monitored with specific indicators. These indicators should respond to certain evaluation questions and in relation to the purpose of the plan, as the following table suggest.
Table 2 – Example of Indicators to evaluate a dissemination strategy

<table>
<thead>
<tr>
<th>Effectiveness of dissemination data</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are data portals/Hub effective ways to disseminate aggregate data?</td>
<td>Measure public access and use of certain sites by “google analytics“</td>
</tr>
<tr>
<td>Are there other ways to disseminate data?</td>
<td>Number of informal phone calls received for data</td>
</tr>
<tr>
<td></td>
<td>Number of emails requesting data and what data</td>
</tr>
<tr>
<td>Which institutions in the country are most active in data use?</td>
<td>Number of researchers and agencies actively engaged in a partnership with statistical agencies</td>
</tr>
<tr>
<td>What are the most effective public information campaigns for increasing data use?</td>
<td>Increase in web site traffic after promotional campaigns</td>
</tr>
<tr>
<td></td>
<td>Using a sentiment analysis</td>
</tr>
</tbody>
</table>

23. Communicating official data and statistics requires concerted efforts. When data are communicated well, it is easy to appreciate their positive influence on the consumption.

D. When to disseminate results and raise public awareness?

24. In order to increase the likelihood that a target audience will pay attention and use data made available, one must consider the appropriate timing and channels for data delivery. For instance, organizing workshop and events, publishing info sheets and papers, possibly coinciding with international days such as the international day of violence against women (25th of November) or international women’s day (8th of March).

E. References

