



Joined-up domestic abuse support
in Norfolk.

Spotlight on...Criminal Justice & Court IDVA Campaign (mini)

June 2025

Stakeholder pack



About NIDAS

Norfolk Integrated Domestic Abuse Service ([NIDAS](#)) is a Norfolk-wide domestic abuse support service for high or medium risk victims of domestic abuse.

Delivered by specialist service providers – Leeway, Daisy Programme and Safe Partnership, the service has been commissioned and shaped by OPCCN (Office of the Police & Crime Commissioner for Norfolk), Norfolk County Council, Norwich City Council, South Norfolk and Broadland District Councils.

The support service is the first system of its kind in Norfolk, offering a fully integrated service making one-to-one support, multi-agency response and help towards practical solutions available.

Every person that NIDAS support is allocated a Independent Domestic Violence Advisor (IDVA) who works to understand their needs, and helps to remove any barriers there may be to meet these. NIDAS is also able to refer standard risk victims in to [Norfolk & Suffolk Victim Care](#), to ensure all victims of domestic abuse are supported.

Contact NIDAS

Call: 0300 561 0555

Text: 07860 063464

Email: referrals@nidasnorfolk.co.uk

Web: www.nidasnorfolk.co.uk

Opening hours:

Weekdays: 9am – 6:30pm

Weekends: 9am – 3pm

Campaign overview

Campaign launch date: 23/06/2025 - 29/06/2025

Format: Organic NIDAS social media channels, NIDAS website, partner content sharing

Subject matter: How NIDAS can support clients through the criminal justice system

Target audience: Victims who are at risk of domestic abuse/who are experiencing domestic abuse. All ages and genders. Norfolk-wide.

Aims:

- Raise awareness of the specialist services NIDAS provides victims of domestic abuse through Court IDVA's
- Raise awareness of NIDAS
- Encourage those who are experiencing domestic abuse to seek support

Summary

The Criminal Justice & Court IDVA campaign is a mini focus campaign that will run for one week across the NIDAS social channels. Its designed to educate the Norfolk community on who NIDAS are, how NIDAS can support those who are experiencing domestic abuse and how the Court IDVA can support clients through the criminal justice system.

This campaign is an educational and broad awareness campaign with a copy focus highlighting some of the specialist services NIDAS provides. There will be seven social posts supported by two new website articles and the main domestic abuse and contact page.

It's important to note that due to the budget allocation to this campaign, there are not the resources to do visuals to the level of the Summer and Winter

Campaign overview (cont)

campaign however with focus campaigns such as this, it works in its favour that the 'notecard' style runs through out the week building up audiences knowledge day-by-day.

At this stage there are no plans to utilise advertising spend. Instead the campaign will run across NIDAS socials and has been designed to encourage sharing across social.

Getting involved

We want our campaign to reach as many people across Norfolk as possible.

With that in mind, please share as many of the posts as possible and use the email signature during the campaign period.

So with your teams, please:

- Post any of our suggested graphics and messages
- Re-post any of NIDAS' posts on your channels
- Use our graphics on your social headers or internal communications
- Link to our blogs (please note live dates on new pieces each week)

To ensure brand integrity, please do not mix and match graphics and copy or amend in any way.

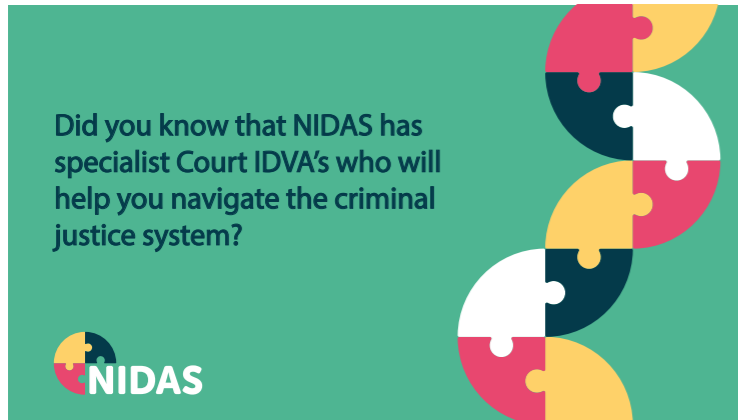
The campaign will be running from 23/06/2025 so please feel free to share as many posts as frequently as you would like during this time.

Asset links

When the campaign is fully approved the asset links will become live, available to access here.

- Landscape social posts
- Social headers (Facebook, Twitter & LinkedIn)

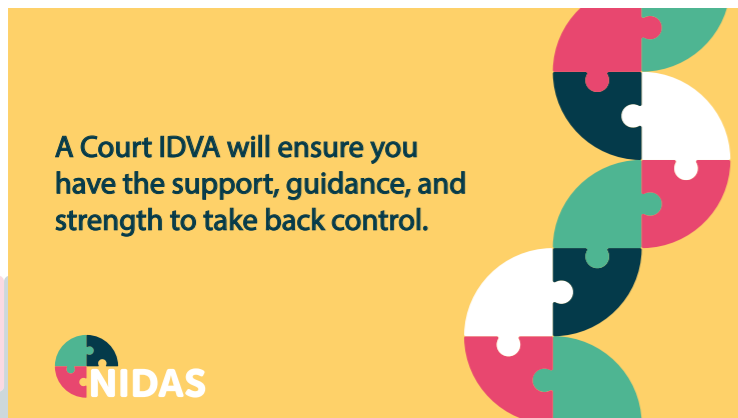
Social posts



Post 1

If you're experiencing domestic abuse in Norfolk, our experienced and dedicated team will listen to your story and ensure that you receive the best quality support that is tailored to your needs.

(Link to Article 1)



Post 2

Did you know that NIDAS has a specialist Criminal Justice & Court IDVA?

Find out more here:

(Link to Article 1)



Post 3

We support people across Norfolk who are experiencing domestic abuse, providing tailored support, unique to them, and their needs.

Find out what happens when you call us for support here:

(Link to Article 2)

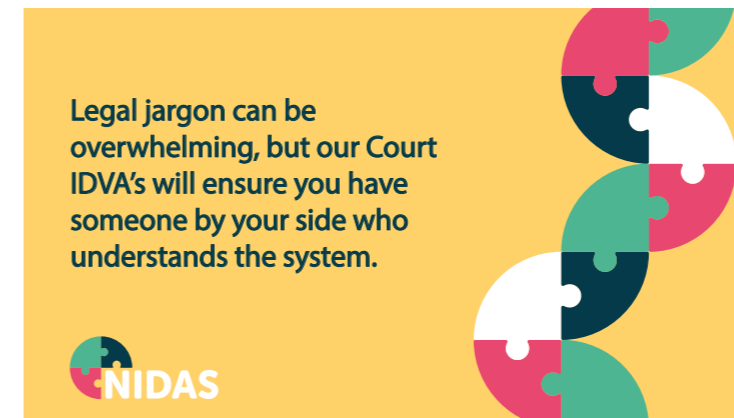
Social posts



Post - 4

If your domestic abuse case goes to court, our specially trained Court IDVAs will support you through the process and you can find out more about what they do here:

(Link to Article 1)



Post 5

NIDAS is here to support you at every stage of your journey.

If you're experiencing domestic abuse and want to know more about how we can support you, please click the link below:

(Link to Article 2)



Post 6

When you call NIDAS, our dedicated team will listen to you and support you ensuring your needs are met.

Here's what you can expect from that first call:

(Link to Article 2)

Social posts



Post 7

Court IDVAs play a vital role in the UK's response to domestic abuse.

If you're experiencing domestic abuse, NIDAS supports people across Norfolk providing tailored support, unique to them, and their needs.

(Link to contact page)

Article links

- Article 1 - What is a Court IDVA and how do they support victims of crime?
- Article 2 - How NIDAS supports you through the criminal justice system

Links will go live on 23/06/2025

Questions

For questions or assistance relating to the campaign please contact:

- **Questions and information about campaign assets and wording:**
Adrienne Hill, Director of Strategic Communications and Brand, Jump (NIDAS marketing partner):
adrienne.hill@wejumphigher.co.uk / 07476 097 068