



1 in 3 Be Free App: Factsheet

About the 1 in 3 Be Free App

Why create an App? 1 in 3 New Zealand women will experience some form of domestic violence in their lifetime (Fanslow, 2011). Domestic violence is not limited to physical abuse; it also includes emotional, verbal, psychological, financial and sexual abuse. It can be difficult for a woman to work out if what she is experiencing in her relationship is abuse or not, particularly in the absence of physical abuse, and in New Zealand there is a lack of resources and knowledge that can help women with these enquiries.

Inner City Women's Group (ICWG) knows from working directly with women affected by violence, that abusive behaviour can often be downplayed and misunderstood by friends and family and wider society. Therefore, we want to promote an informed, shared understanding of domestic violence by providing a resource to help women examine their relationship and determine if the behaviours they are worrying about are abusive or not.

The 1 in 3 Be Free App is a valuable resource that can help women of all ages, learn more about the dynamics of domestic violence, and recognise that all types of abuse are potentially dangerous and unacceptable and where help is available.

What is the purpose of the App? The 1 in 3 Be Free App is an educational tool, designed to help women screen for abuse in their relationship, educate them about the different types of abuse usually used by abusive men and connect them with support services in their region of New Zealand – should they want it. The App is focused on screening for abuse against women in heterosexual relationships. We hope to develop other versions of the app in time if resources become available.

What does the App do? Users begin by taking a quiz that asks a series of questions about their current relationship or a relationship they are in process of leaving or have left. We've added filtering questions into the App to make sure the quiz is responsive to women's different situations, including whether they have children or a protection order in place. Once the quiz is completed, different types of abuse are highlighted on a results page (modelled closely on the Power and Control Wheel -[the Duluth model](#)) based on the user's answers.

The user can then select highlighted areas and learn more about the indicators of each type of abuse through short videos produced by Scott Miller of DAIP, Duluth, Minnesota. We have included videos from Duluth in the App, as there is currently not a similar resource here in New Zealand. Scott Miller is a qualified domestic violence prevention specialist. PLEASE NOTE: To play the video's the user requires an Internet connection and the videos play with sound.

From the results page the user is connected to a list of current, credible support services and crisis numbers in their region of New Zealand, which they can access. National crisis numbers and helplines are also available in this section, which the user can access regardless of their location.

How does the App address safety and privacy concerns? Users are advised throughout the App to contact the Police if they are in immediate danger. The App has built in safety features to protect the user, including password protection, a panic button and multiple layers of encryption. Inner City Women's Group does not collect or store any of the information provided by the user.

Where is the App available for download? The 1 in 3 Be Free App is currently available free for download from the Google Play Store or the Apple App Store (search '1in3befree') or online at www.1in3befree.org.nz

Who has designed the App? The 1 in 3 Be Free App has been designed by Inner City Women's Group. The App development and coding has been led by Brendan Baber, Senior Coder at Omnisplex. [Omnispex](http://www.omnisplex.co.nz) is a digital collective specialising in website development, branding and digital media. Inner City Women's Group have had support and guidance from Domestic Abuse Intervention Programs (DAIP), in Duluth, Minnesota, USA, where the Power and Control Wheel originated from (an internationally recognised educational tool). DAIP has reviewed the App's questions, provided feedback from survivors and offered advice on how to best present the content to help women based on DAIP's extensive work in the domestic violence sector. The App was tested on a group of New Zealand survivors also and their feedback built into the design and functionality of the App.

What is the origin of the App's name? The name is based on the statistic that 1 in 3 women will experience some form of domestic violence in their lifetime. Only around 20% of women in New Zealand report abuse to the Police - that is equivalent to a Police call out every 5 mins. The remaining 80% of unreported cases is our target audience. Educating women about the different forms of abuse is essential in the prevention of domestic violence in New Zealand. We want to change the statistic and help the 1 woman in 3 to have a life free from violence and abuse.

About Inner City Women's Group

Inner City Women's Group (ICWG) has supported women, especially those affected by domestic violence, since 1988. We specialise in delivering [programmes](#) about:

- ▶ Freedom from abuse and violence
- ▶ Women and anger
- ▶ Assertiveness, communication, confidence building skills and strategies
- ▶ Parenting support for women affected by domestic violence
- ▶ Prevention and violence education
- ▶ Coping with the aftermath of trauma

Our programmes run from 8 – 16 weeks depending on the programme chosen, with evening and daytime programmes available. Donations for the programme are accepted based on a sliding scale, to accommodate women with varying financial circumstances. We offer professional expertise that supports positive change for women whether they are victims or perpetrators of abuse and violence.

Inner City Women's Group has branches in Auckland Central and Papatoetoe, providing programmes in other community-based venues across Auckland. We collaborate with other community agencies to support women and their families. Inner City Women's Group is an independent Charitable Trust, approved by the Ministry of Social Development, the Ministry of Justice and the Department of Corrections. For more information visit www.innercitywomensgroup.org.nz

References

Fanslow, J. L. et al. (2011). Sticks, Stones, or Words? Counting the Prevalence of Different Types of Intimate Partner Violence Reported by New Zealand Women. *Journal of Aggression, Maltreatment & Trauma*, 20, 741–759. 27

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