



Building a collaborative  
'Hide this page'  
component in Gov

# Hello! we are...



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# Outline

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- **Why we started this work**
- **The pandemic**
- **“Hide this page” component**
- **Design collaboration**
- **Interactive session on Miro**
- **Q&A - We'll save these for the end**



**We will be talking about domestic abuse in this session.**

If any of the issues we touch on today connect with you, we provide links at the end to support organisations that are ready to help you or someone you know with any questions, either in person or anonymously.

**Why we started this work**

# **Domestic abuse can include, but is not limited to:**

- **Coercive control (a pattern of intimidation, degradation, isolation and control with the use or threat of physical or sexual violence)**
- **Psychological and/or emotional abuse**
- **Physical or sexual abuse**
- **Financial or economic abuse**
- **Harassment and stalking**
- **Online or digital abuse**

**An estimated 2.3 million adults aged  
16 to 74 years experienced domestic  
abuse in the last year**

**5.5% of adults**

Latest ONS figures from the Crime Survey for England and Wales (CSEW) year ending March 2020

**Leaving an abusive relationship**



# Timing

## People usually leave:

- during an acute event and may be unprepared to cope alone
- at a carefully planned moment, after getting many affairs in order such as finances, benefits, housing, schooling etc.

*“About half the people arriving at our refuge come with no phone, no clothes, nothing. The other half have meticulously planned every detail before they leave”*

# Access

**Living with an abuser can make it hard to access services and support online because their actions may be monitored or their time controlled.**

# Planning to leave

**Those that plan in advance will be most at risk if their actions are being watched.**

**They often have snatched moments of time to access information online.**

# Control

**When freedom is controlled, opportunities to plan might be limited to when they are at work, on the school run, walking dogs, when a partner is out of the house or asleep. Time can be short.**

# Device monitoring

**This can be anything from looking over someone's shoulder to see what they are doing, to secretly pairing or installing spyware on their devices.**

# User needs

**People need to access information, support or services in ways that are safe and suitable for each person's environment. It needs to be easy to find and access, at a time that is right for them.**

**March 2020**



**After the Government introduced a national lockdown in March 2020, cases of Domestic Abuse increased significantly, including use of support organisations.**

**40,000**

Number of calls made to the National Domestic Abuse Helpline in the first **3 months** of lockdown

**50**

Number of **women and children that died** in the first 3 months of lockdown (highest number in 11 years)

**950%**

Website traffic **increase** to the National Domestic Abuse Helpline website.

# **Domestic abuse killings doubled during lockdown**

“Without strong action to tackle domestic abuse and support victims during the Covid-19 pandemic, society will be dealing with the devastating consequences for a generation”

Yvette Cooper, MPs committee report  
April 2020

**How we responded**

Each of our services received feedback from users and SMEs that **we needed something to keep people safe.**

We carried out desk research of existing versions of the component, such as **Women's Aid, Refuge and Scot Gov.**



GUIDE

# Domestic abuse: support

Last updated: 20 March 2020

- Staying safe
- Contacting the police
- What is domestic abuse
- Check a partner's history of abuse
- Support for female victims
- Support for male victims
- Ending the relationship

## Staying safe

**!** If you or your children are in immediate danger and need help, call 999.

The most important thing to remember is that domestic abuse is not your fault.

If you're experiencing domestic abuse, you have choices. You can:

- [report domestic abuse to the police](#)
- [leave your home or get the person who is harming you to leave](#)
- talk about your options with someone from a support organisation (services are available for [female](#) and [male](#) victims)

Hide this page now

Use this button or the Esc key on your keyboard to jump to home page.

## DOMESTIC ABUSE

Domestic abuse is when a grown-up threatens, bullies or hurts another adult in the family. Sometimes it's called domestic violence. And it can happen in any family. It can be very hard to deal with but remember that it's never your fault.

### On this page

- [What is domestic abuse?](#)
- [Coping if you feel unsafe at home](#)
- [Why don't they leave?](#)

<https://www.childline.org.uk/toolbox/>

**!** Read our latest COVID-19/Coronavirus safety advice.

EXIT SITE



I need help

I need information

Support our work

Woman's Trust is a specialist mental health charity, providing free counselling and therapy for women who have experienced domestic abuse.



### Types of crime

[Antisocial behaviour](#)[Arson](#)[Burglary](#)[Childhood abuse](#)[Crime abroad](#)[Cyber crime](#)

## Domestic abuse

### What is domestic abuse?

The UK government's definition of domestic violence is 'any incident or pattern of incidents of controlling, coercive, threatening behaviour, violence or abuse between those aged 16 or over who are, or have been, intimate partners or family members regardless of gender or sexuality. The abuse can encompass, but is not limited to psychological, physical, sexual, financial, emotional.'

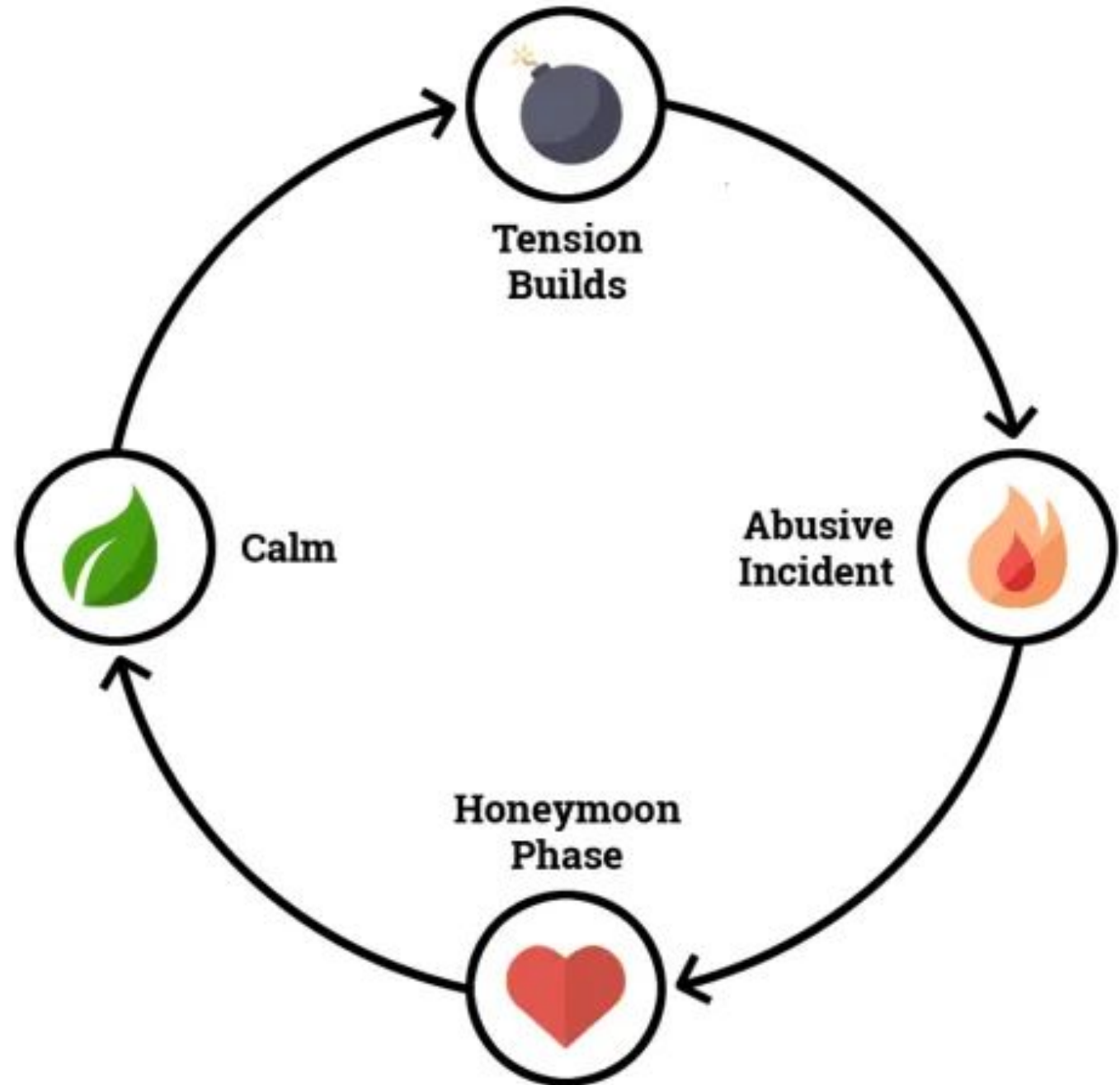
Domestic abuse can take different forms, including:

- physical abuse

Hide this site



- The biggest risk to a victim of DA is **when they are planning the escape or have fled.**
- If a perpetrator finds out a victim is making an escape plan **their risk heightened massively**



# Examples of escalation of abuse

A perpetrator set a task for the victim. The victim would have to complete these tasks otherwise there would be a consequence. This would mean the victim wouldn't have time to research anything because of the time factor.

**This was a result of him finding out she was trying to flee.**

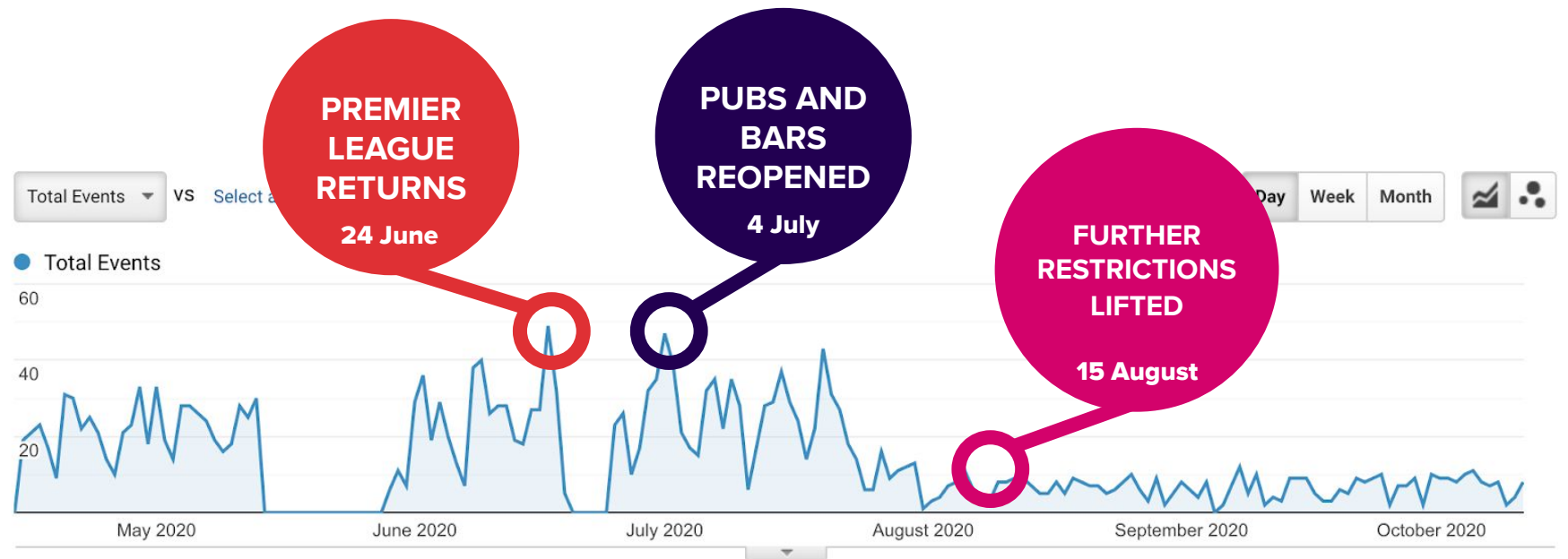
A perpetrator setup CCTV in a victims flat so that he could keep track of what she was doing whilst he was at work. He sent friends over to spy on her which wasn't working so CCTV allowed him to watch her on his phone.

**He found out through this that she was trying to flee.**



# The data - 2020

- We noticed that a few weeks after lockdown restrictions lifted, **usage went down.**



# Hide this page

Scottish Government | Developing the design component

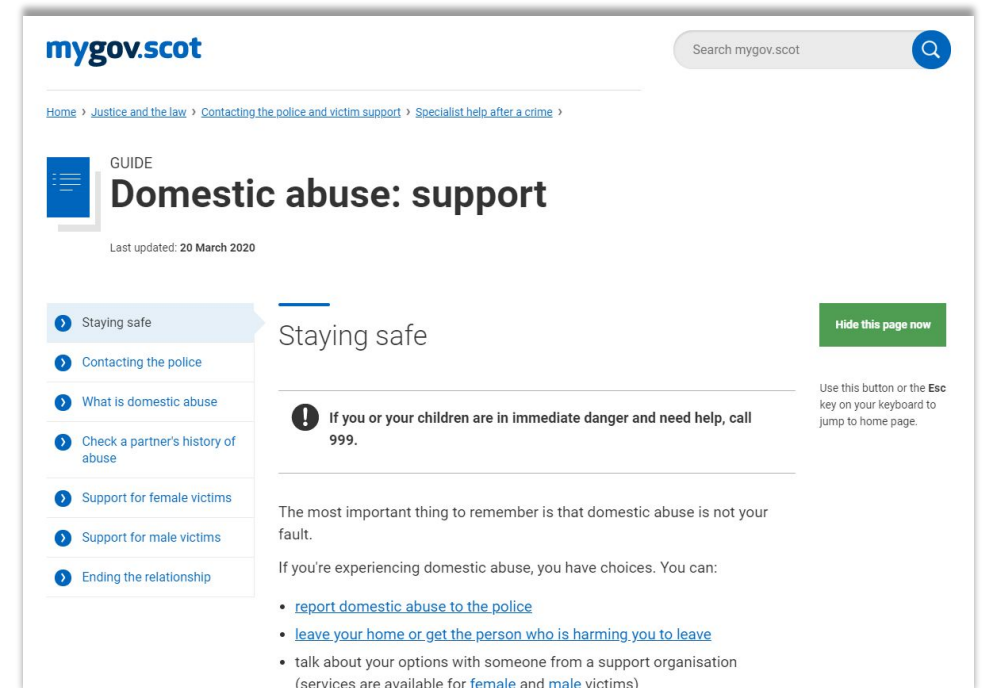
**The 'Hide this page' component helps users to exit a service, website or application quickly and safely.**

This component is highly recommended to be used in services that could put people in danger or at risk of harm. For example, a service about domestic abuse.

**There was an existing component on Scottish Government site since 2015.**

# What we did

- ✓ In 2020, we decided to add a quick exit design component to [Design System](#) to keep users safe by providing a safe way to leave websites and cover their tracks.
- ✓ Reviewed the existing component on mygov.scot.
- ✓ Researched websites of charities and other organisations that have similar functionality.
- ✓ Collaborated with cross-gov channels to build a unified design solution to this problem.



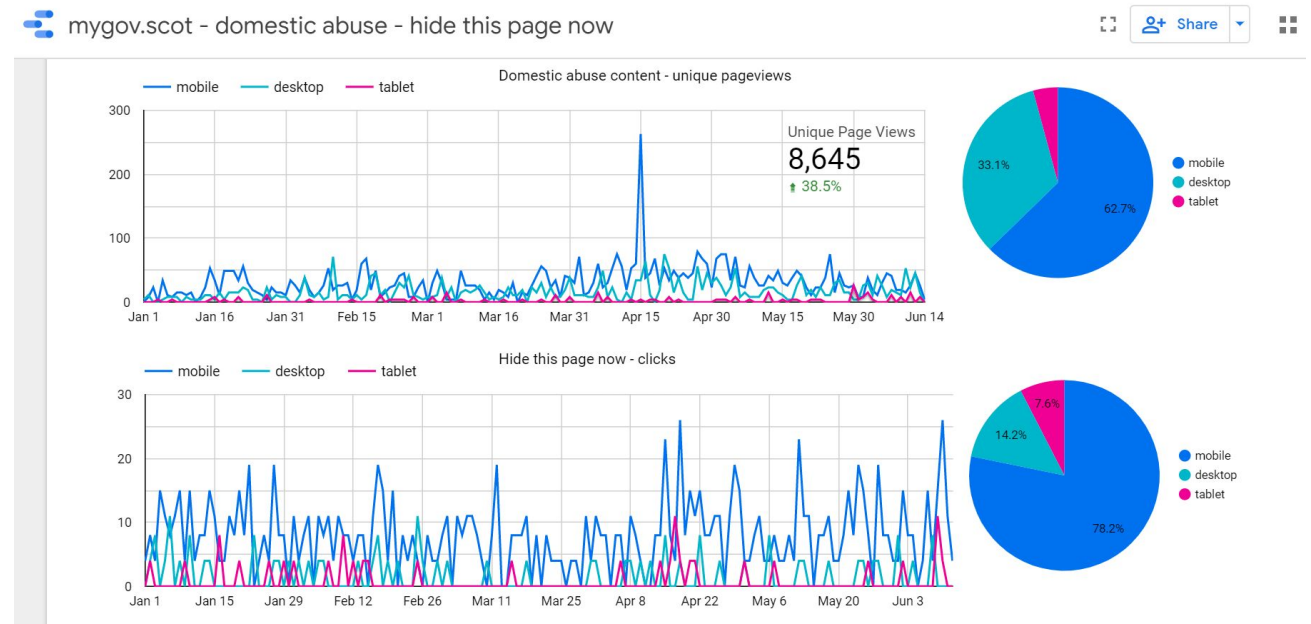
# Research - Analytics

The last time we did significant research into this there was clear evidence that some users click on this button.

**20%** visitors to the page **clicked** the **button** within the 6 month period up to June 2020.

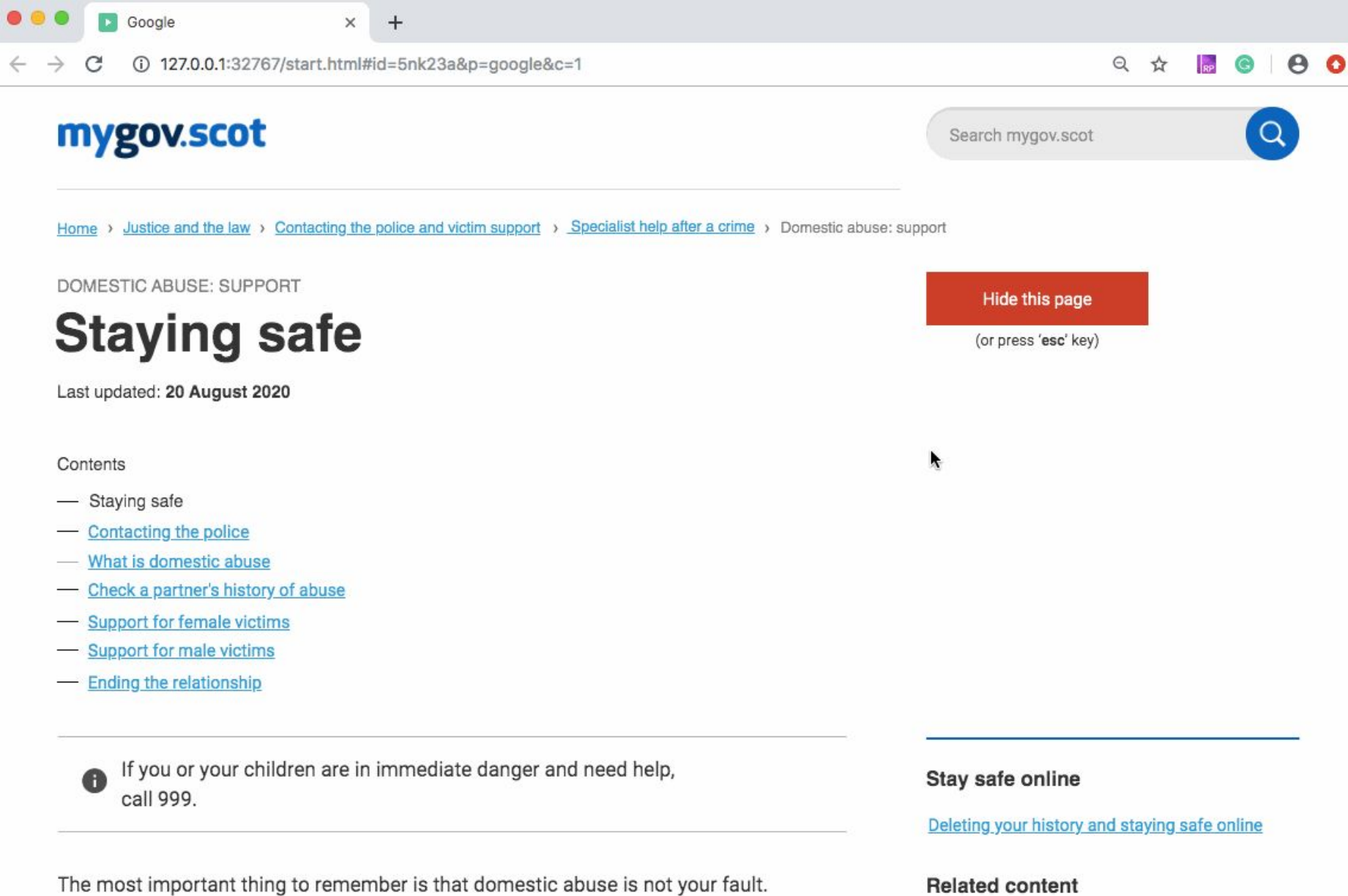
It is used proportionally **more on mobile** than desktop.

**2020:** Dashboard showing performance of 'Hide this page now' feature on <https://www.mygov.scot/domestic-abuse/>



# Design collaboration

**Scottish Government | Ministry of Justice | Department for Work and Pensions**



## Design Update

Worked on the consistent language (button label and help text) with MoJ & DWP

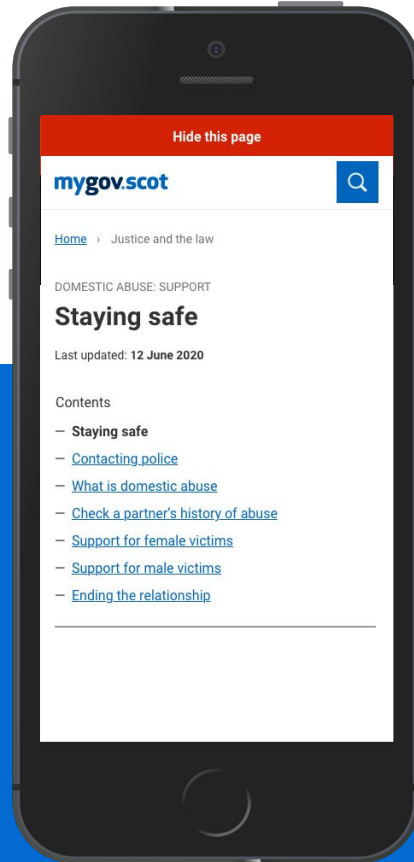
Removed additional text

Used red as this is a destructive action on the page (aligning it to the GDS guidance) and also draws attention.

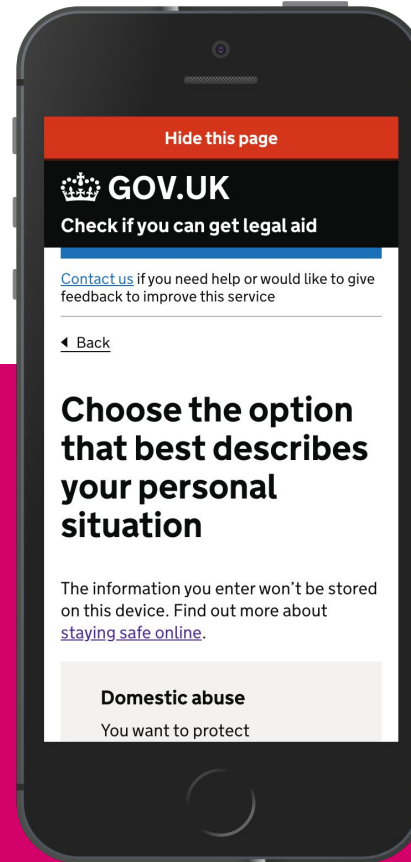
Improved accessibility based on MoJ's DAC audit report.

On click, opens a new tab with BBC Weather and current tab refreshes to Google.

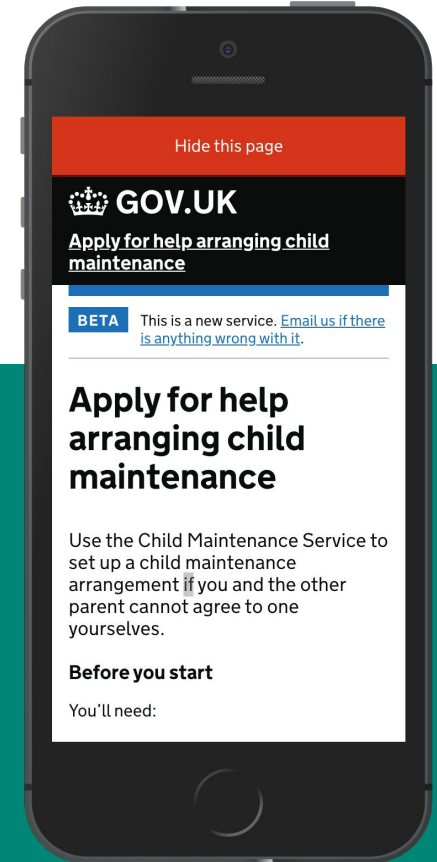
# Unifying our design approach



Scottish Government



Ministry of Justice



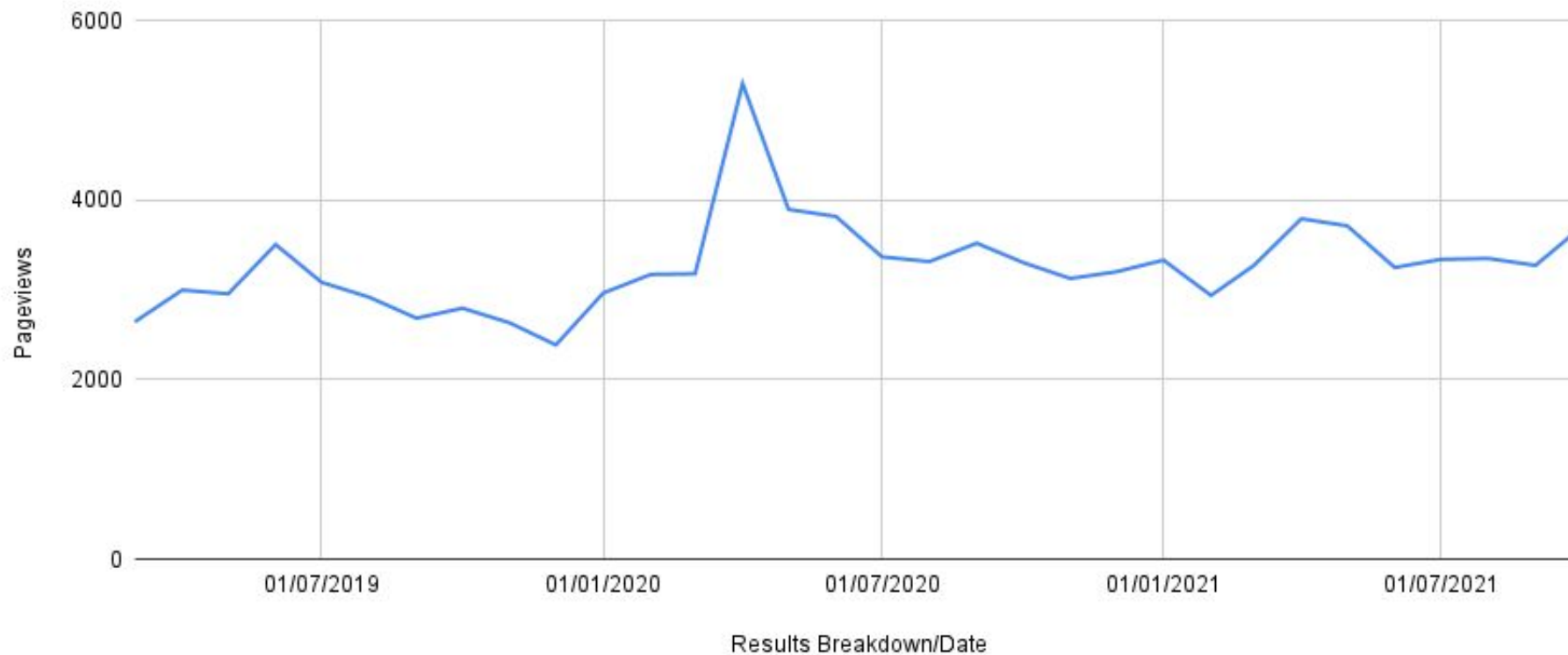
Department for Work  
and Pensions



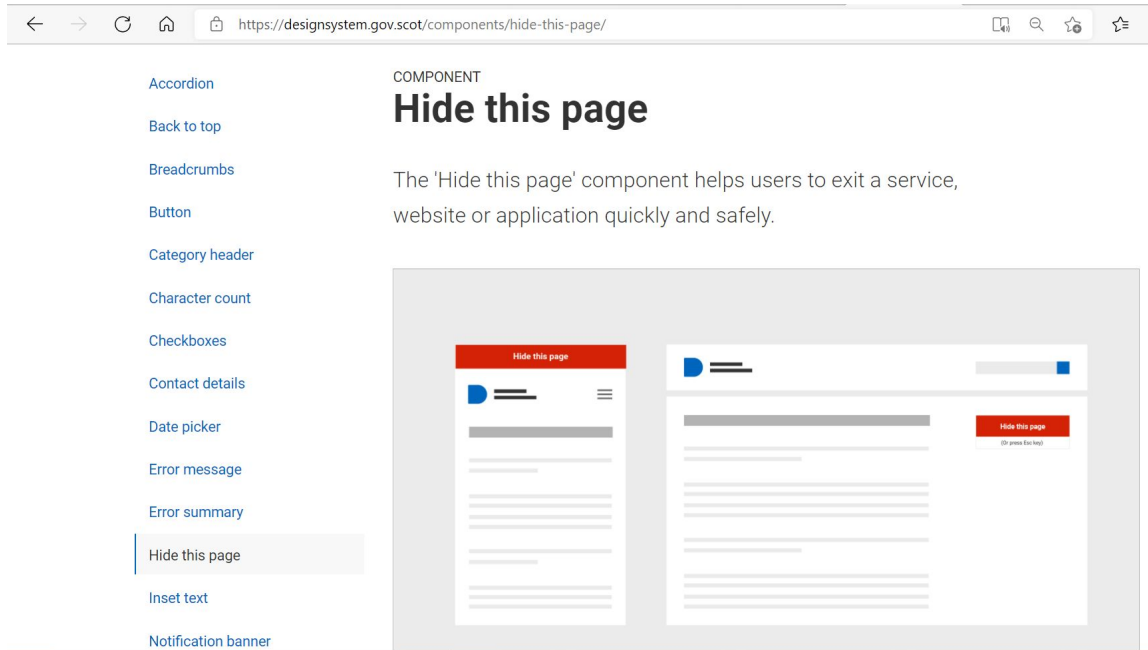
# Current usage of the component

on mygov.scot abuse content

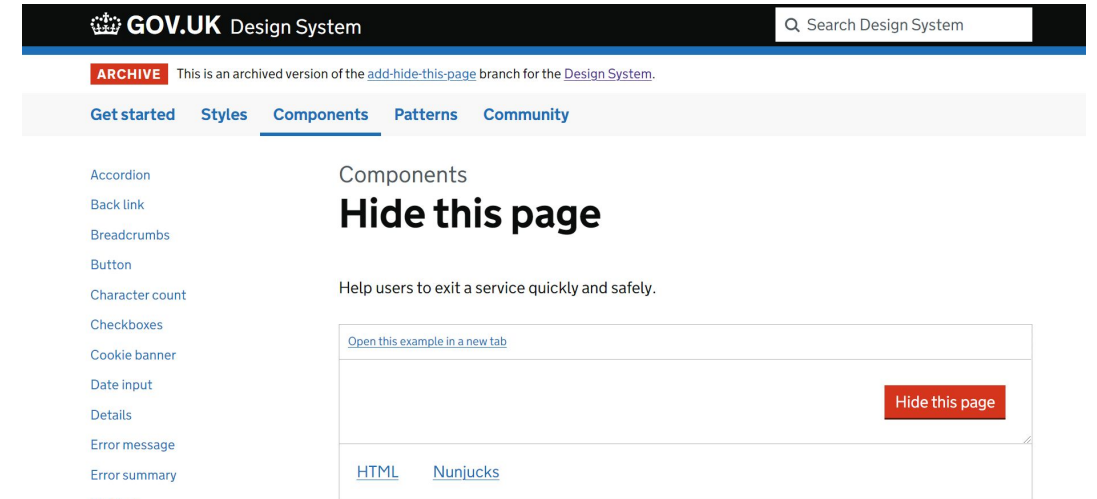
mygov.scot Abuse content traffic 2019 to Oct 2021



# Design system updates



‘Hide this page’ component is **published** on [Scottish Government’s Design System](https://designsystem.gov.scot/components/hide-this-page/)



‘Hide this page’ component **due to be published** soon on GOV.UK Design System.

# Next steps...

- The working group submitted our contribution to the **GOV.UK Design System in October 2020**

There is a draft version of the component ready which will be published soon

- It can be **used across all Government departments**
- We want to be a contributor to the **wider piece of work around online safety**

# Key Learnings & Challenges

Cross gov working group

- **Coordinating** the working group diaries is a big challenge!
- There is **no room for ego's** (we didn't experience it!)
- **Ownership** - when starting out, it needs an owner, someone to drive the work forward and keep the momentum up
- **Commitment** - everyone needs to be invested in the submission!
- **Process** - it's important to have an idea of process and timescales

# Interactive session

# Aims

- **To understand the touch points in a journey of somebody leaving their abuser**
- **At the end of the session we hope you will have an idea how your own service or work may be part of this journey**



**A gentle reminder that we will be touching on issues related to domestic abuse in this interactive session.**

**We have provided links to support organisations that are ready to help you or someone you know with any questions, in person or anonymously.**

# Over to Miro

<https://bit.ly/3nu7fCo>