Volume To Voices: Plugging the data gap on survivors of sexual violence

The what:
Volume to Voices is a global study focused on filling the significant data gap around survivors of sexual violence. This will predominantly be a trauma-informed survey, designed by and for survivors, augmented with data from social media and Google search.
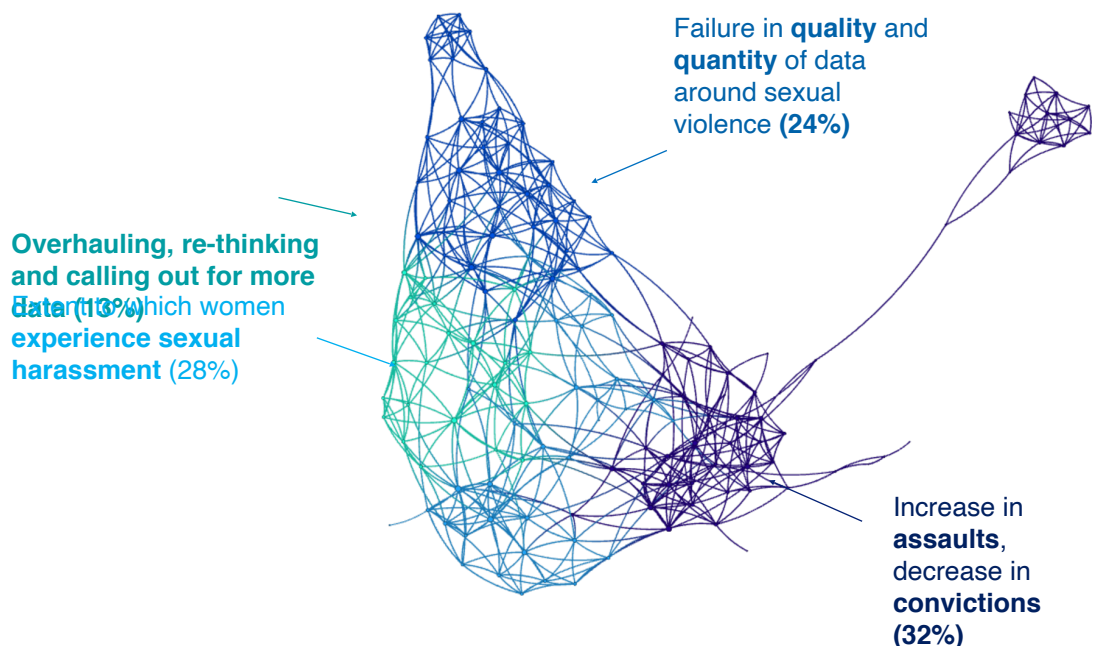
The why:
1. **Societal: existing data around sexual violence is limited in both quality and quantity overall:**
   - It is emotionless and faceless
   - It focuses on the violence itself, rather than on the survivor and the impact on their lives
   - It doesn't include verbatim responses from survivors; it doesn't tell their stories
   - It isn't actionable

This segmentation shows the top themes present in online and social media content about data on sexual violence survivors:
There is more content about the lack of useful data on sexual violence than there is data itself

Failure in **quality** and **quantity** of data around sexual violence **(24%)**

Overhauling, re-thinking and calling out for more data (13%) rate at which women **experience sexual harassment** (28%)

Increase in **assaults**, decrease in **convictions (32%)**

2. **Healthcare specific focus: There is no data on how survivors experience healthcare.**
   This leads to a lack in the quality and quantity of services for survivors (there is, for instance, only one clinic in the UK that provides smear tests and sexual health treatment for survivors), and HCPs not having any official training on how to help survivors from an empathetic or practical POV.

This word cloud shows the top terms present in social media conversations from survivors about their experiences with healthcare, and what they need:

Survivors describe being ignored, dismissed, blamed and left embarrassed, anxious and re-traumatised by healthcare providers. They describe needing better understanding, resources, services and trauma-informed support.

This bar chart ind ... **ons from survivors about their exper** ... **ic:**
When discussing t ... *73% more* **sadness,** *67% more* **discomfort,** *and* **110% less trust** *than the general public*

The objective: Design a study with survivors in mind, dedicated to telling their stories and informing real change. Collect and cut by demographics to understand groups least catered for and most at risk.

Societal focus: use numbers to myth-bust, challenge perceptions and raise awareness of survivors' realities

Examples of categories we'll focus on:

1. Short-term & long-term reactions to assault: outside of therapy, there is very limited knowledge of the varied way that survivors react to violence. When survivors act in a way that is 'not normal,' or 'doesn't make sense,' they're less likely to be understood and believed, particularly within the legal system. Nothing comes up on Google – this can be extremely isolating.
   We want to create Google ads that appear on top when survivors Google 'is it normal if X?' For example: x% of survivors maintain a relationship with their perpetrator(s), x% of survivors experience conflicting feelings towards their perpetrator(s), % of survivors experience 'freeze,' 'flop' or 'friend' trauma responses...

2. Representation of sexual violence: how survivors feel about how they, and sexual assault, is portrayed in the press, media, TV and pop culture

3. Awareness of what counts as a crime

4. Experiences with police and the legal system

5. Survivors' attitudes towards MeToo 5 years on: Did it work? What was left out? What impact has it had on survivors' lives?

Healthcare specific:

1. Inform improvement of services for survivors by understanding how they feel about the treatment they receive, what they wish HCPs knew, procedures they find particularly difficult and how they could be improved etc…
2. The healthcare specific part of this research will also be turned into e-learning materials for HCPs, as well as an accreditation

Volume to Voice's visual identity - a kaleidoscope:

-   Kaleidoscopes, with their varieties of intricate colours and shapes, represent the variety of survivors' experiences
-   We have included soundwaves, to represent amplifying voices
-   Our survey will be hosted on a visual portal, rather than the typical survey format. As respondents answer each question, part of the kaleidoscope will be filled in. At the end of the survey, they will have their own, individual image that can be easily shared: a visual translation of their own personal experience, just as unique as their story is.

VOLUME TO VOICES

THANK YOU.

By completing this survey, you've helped **thousands of survivors like you** to get better treatment.

Each of your answers is an element of this kaleidoscopic image, a visual representation of your experience. Unique and valid, like all others.

Feel free to share it and invite more people to take part.

Download your kaleidoscope »