

THE DOMESTIC VIOLENCE SERVICE SYSTEM JOURNEY



CANUX 11•04•2018
Karen Woods
WCS

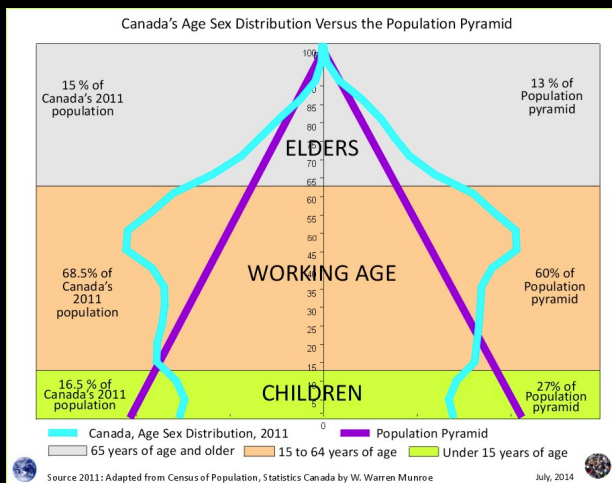
THINGS I am NOT...

AN **EXPERT** IN JOURNEY MAPPING

AN **EXPERT** IN DOMESTIC VIOLENCE

Canada

THE VALUE OF NUMBERS (QUANTITATIVE DATA)



- **20-30** year olds have the highest rates of intimate partner violence
- **25-34** years highest risk for being murdered by an intimate partner.
- Every **6 days** a woman is killed by an intimate Partner.
- Women are **6 times more likely** to be killed when leaving or legally separated

DO THE MATH...

APPROXIMATELY 550 PEOPLE
ATTENDED THIS YEAR'S CONFERENCE



67% of the Canadian population has personally experienced or knows at least one woman who has experienced physical or sexual abuse.

DOMESTIC VIOLENCE IS A WICKED PROBLEM!

70% of children who witnessed spousal violence saw or heard assaults against their mothers.

**QUALITY
OF LIFE**



**QUALITY OF
ENVIRONMENT**

These events have lifetime implications that impact all areas of a child to adult development!

Quantitative Data does not tell the whole story...

THE EVENT



THE FIFTH ESTATE

<https://watch.cbc.ca/media/the-fifth-estate/season-43/episode-10/38e815a-00d65065d14>

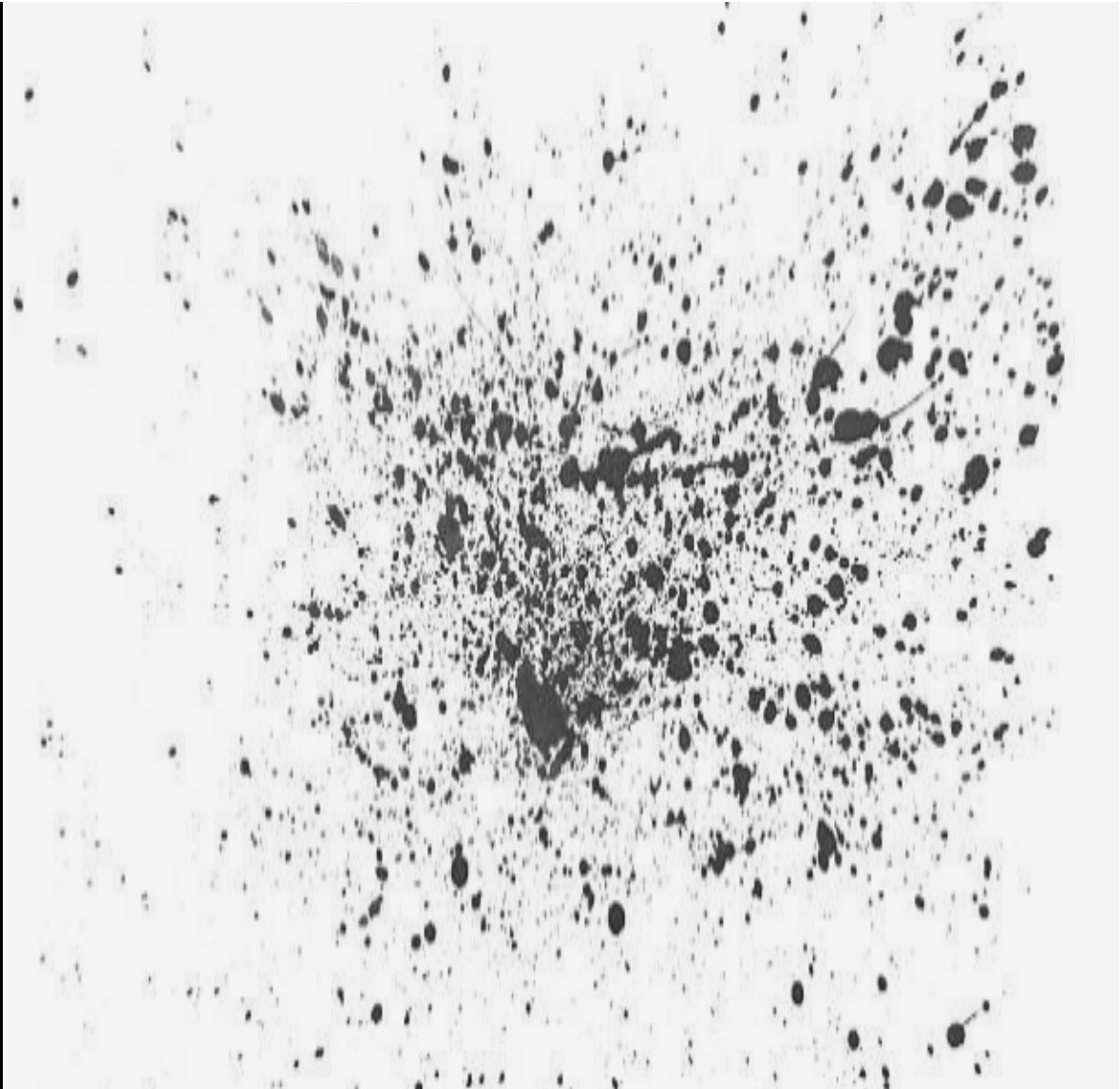


A Single Event?

In Renfrew County, ON-

- Since the early 70's, there have been 22 women murdered by male intimate partners in Renfrew County.
- In the early 1990's a Domestic Violence billboard campaign along the 150 km stretch of Hwy 60 that read,

"Don't Beat A Woman"



Failure is not a single, cataclysmic event. You don't fail overnight. Instead, failure is a few errors in judgment, repeated every day."

— Jim Rohn



"The System that failed to protect them."

Awww...Don't Cry.

It's just a 404 Error!

What you're looking for may have been misplaced
in Long Term Memory. OR HIDDEN IN THE CULTURE

What is stopping the System from working well for users?

404 Errors
DV Service System

- The Cause of Failure
- The Failure itself
- The Failure of a Process

“...failure is a few errors in judgment, repeated every day.

“It’s very common for rural women not to leave. This is a life style for most of these women.” Lora Hanson on September 24, 2015 at 6:45 pm

“Some women seem to be attracted to the ‘just-out-of-prison’ type. Usually it’s those women that end up in the news.” Jerry on September 26, 2015

“It is not the Community or the County people’s fault.” Kevin, September 25, 2015 at 9:38 am

Chatelaine Article, What the Renfrew County murders tell us about rural violence



What Happened? ▷

- Observable
(Behaviours/artifacts)
- Interpreted
- Explicit in nature

Concrete
Thinking

THE EVENT

(Sept 22, 2015)



Conscious

Subconscious

◁ Why it Happened?

PATTERNS OF BEHAVIOUR

- Sense making using trends

SYSTEM STRUCTURES

- Relationship between the interrelated parts
- The patterns of influence
- Unspoken expectations

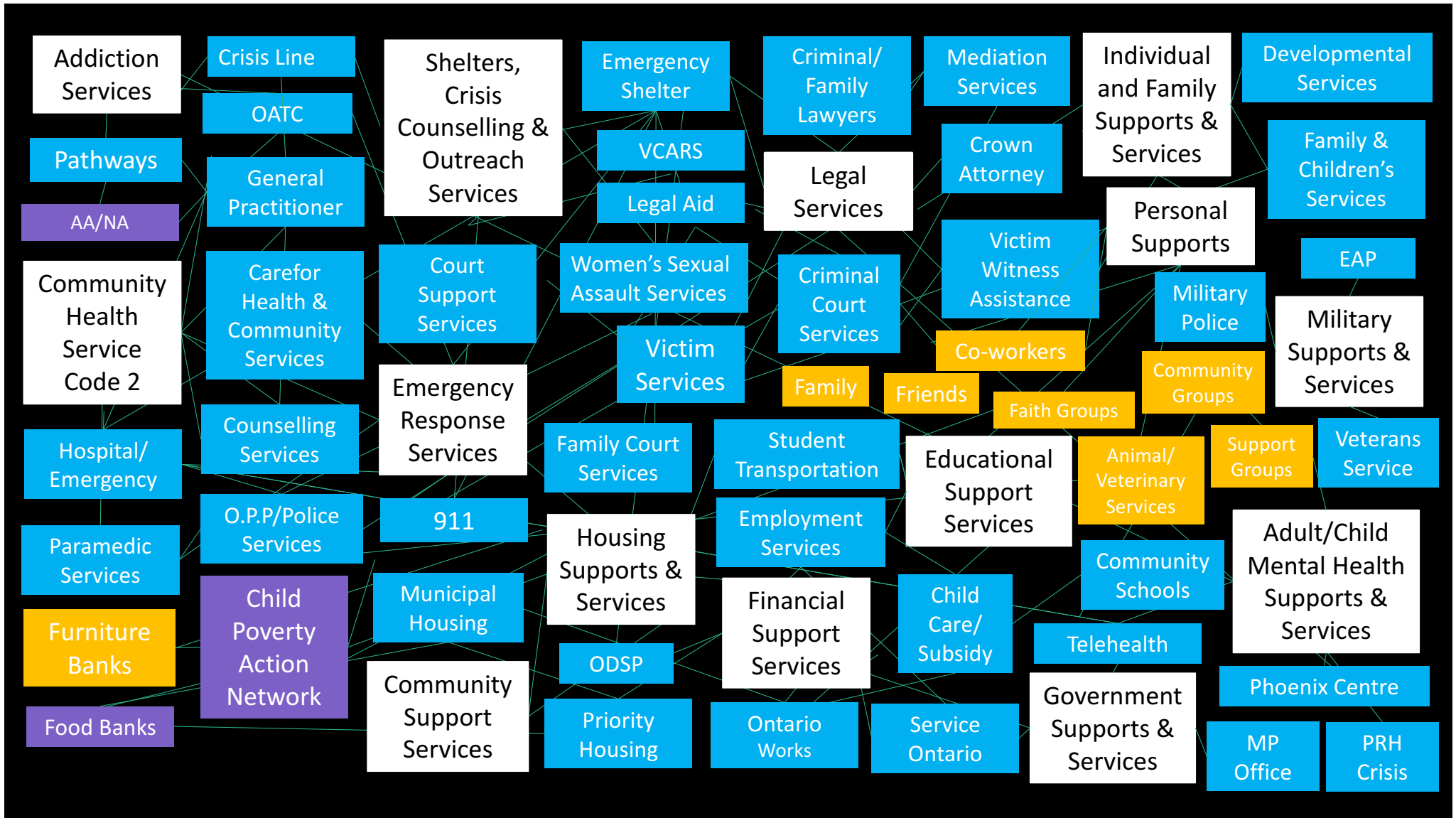
MENTAL MODELS

- Values, assumptions and beliefs that shape the system

**Abstract
Thinking**

EXPLORE THE DEEP WATER

(Searching for context in the data through Journey mapping)



The DV System is Complex

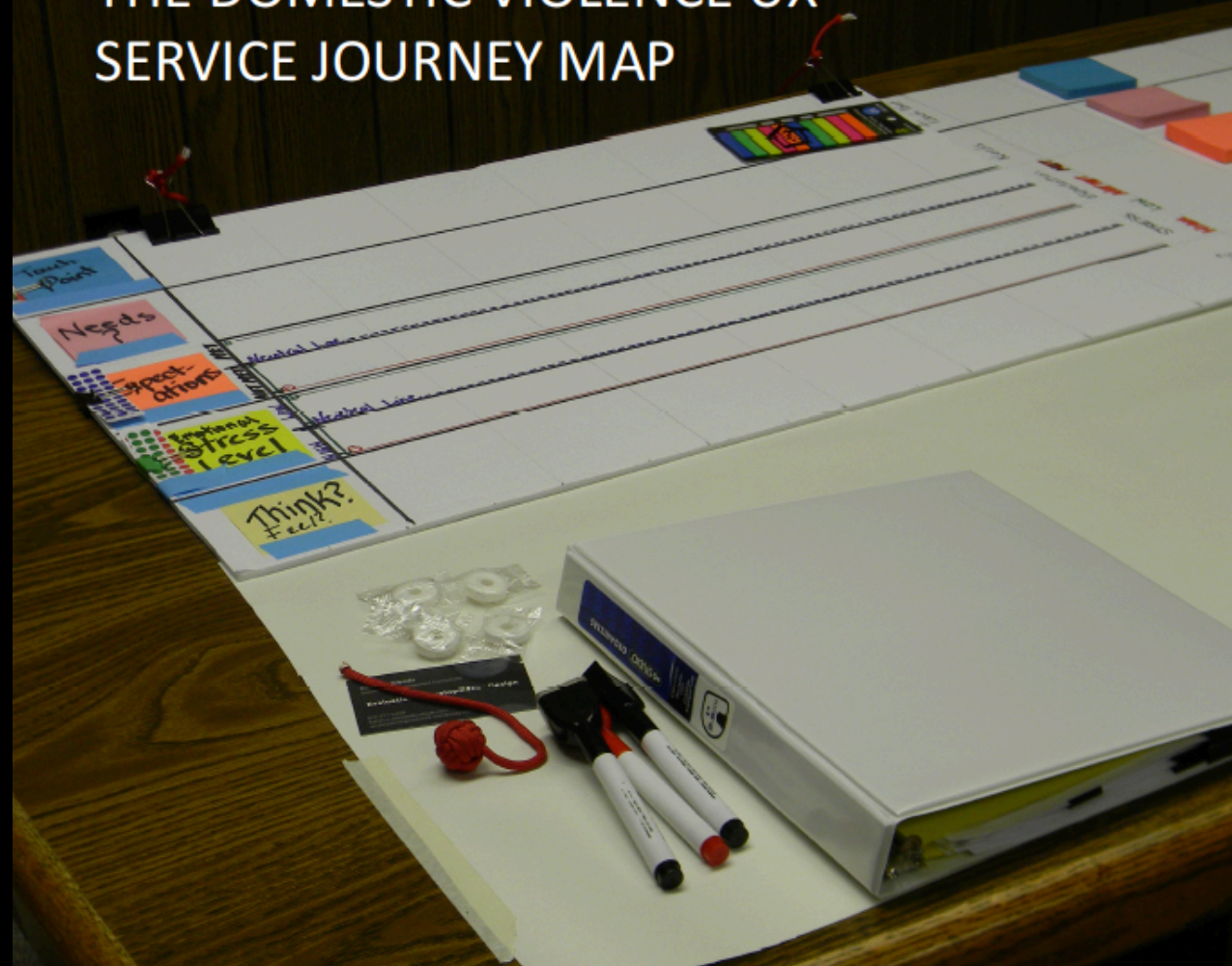
- Multiple entry points or pathways (touch points) into the system (no two women's journeys are alike)
- Complex service system mainly comprised of formal supports services, NFP service providers and government agencies.

In addition to publically funded DV services-

- informal support systems that contribute to the behaviour of the system.
- Currently no collective accountability for the System's effectiveness-- Meaning individual services are only accountable for their part of the service system.
- NO COLLECTIVE ACCOUNTABILITY OF THE SERVICE SYSTEM/
- NO PERFORMANCE MONITORING OF THEIR COLLECTIVE ACTIVITIES.

The behavior of a System cannot be known just by knowing the elements of which the System is made.
-Donella Meadows

THE DOMESTIC VIOLENCE UX SERVICE JOURNEY MAP

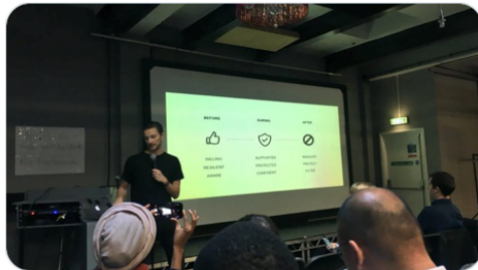




Kara Kane @Kara... · 35m ▾

Psychological safety is important for teams especially when you're working on sensitive, tough subject areas. Plan ahead for psychological safety before, during, and after the research.

[#xgovUR](#)



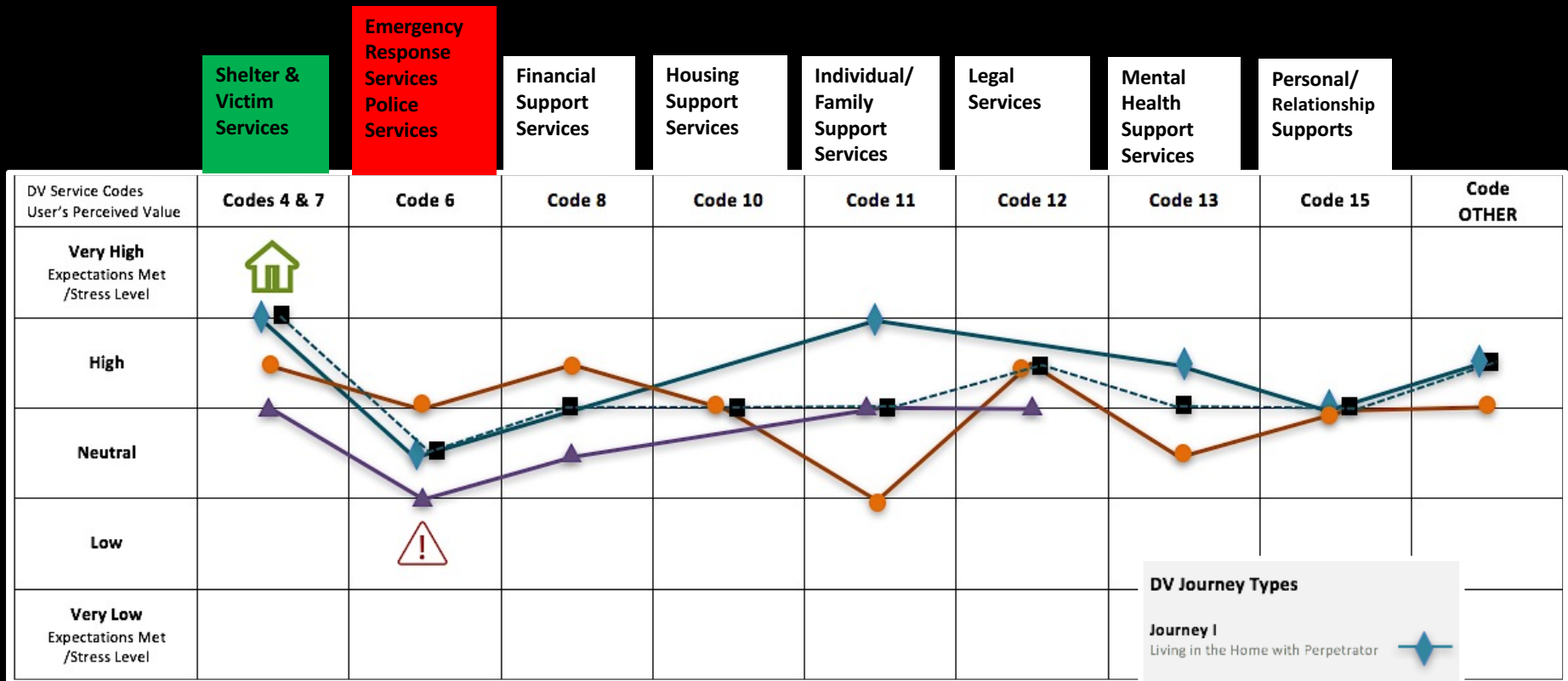
Be prepared for the worst CASE SCENARIOS

When mapping traumatic/emotional events be sure...

You participants and Team are safe and feel safe!

LIFE OR DEATH

We can no longer afford to only focus our evaluation efforts on the individual parts of the DV SYSTEM...



DV Journey Types

- Journey I**
Living in the Home with Perpetrator
- Journey II**
Living away from the Perpetrator
- Journey III**
Perpetrator Removed from Home
- All DV Journeys**
Journey I, II & III combined

RENFREW COUNTY, ON 2017
 DOMESTIC VIOLENCE SERVICE SYSTEM JOURNEY
 Green (Positive Moment) Red (Pain Point)

WHAT DOES IT FEEL LIKE TO TRAVEL THROUGH
THE DOMESTIC VIOLENCE SYSTEM?

The Determinants of a successful Service Journey

User's Stress Level & Expectations Met


To understand the user experience, it is important to not only capture service expectations met but also the user's mood immediately before the service interaction.



“The role of emotion is especially important to assess service quality”

Using Perceptual Maps (WCS Performance Matrix) Determining Individual Service and Overall System Performance

DV Journey Types

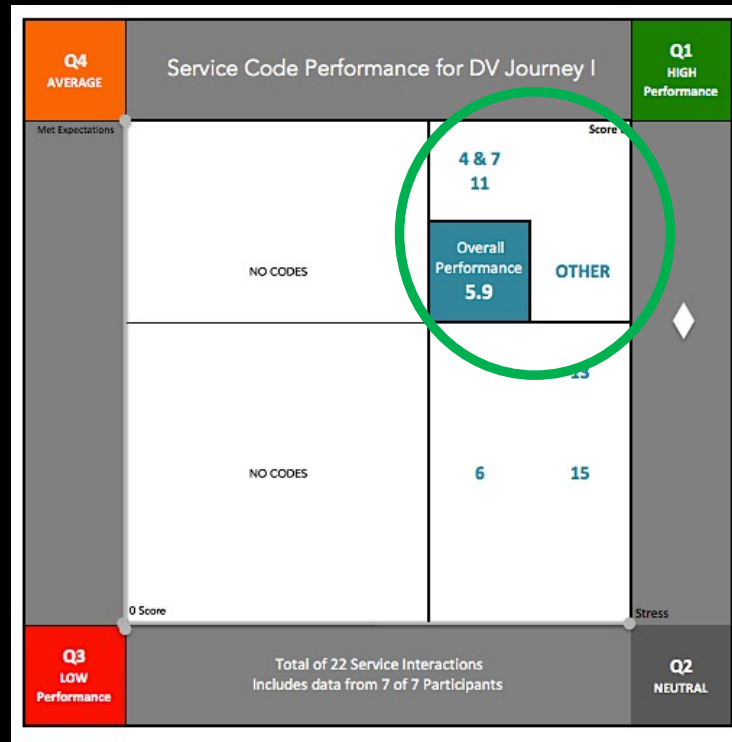
- Journey I**
Living in the Home with Perpetrator 
- Journey II**
Living away from the Perpetrator 
- Journey III**
Perpetrator Removed from Home 
- All DV Journeys**
Journey I, II & III combined 

Q4 SERVICE PERFORMANCE
AVERAGE USER STRESS
HIGH EXPECTATIONS MET

Q3 SERVICE PERFORMANCE
LOW USER STRESS
LOW EXPECTATIONS MET

Q1 SERVICE PERFORMANCE
HIGH USER STRESS
HIGH EXPECTATIONS MET

Q2 SERVICE PERFORMANCE
HIGH USER STRESS
LOW EXPECTATIONS MET



JOURNEY TYPE 1 SYSTEM PERFORMANCE

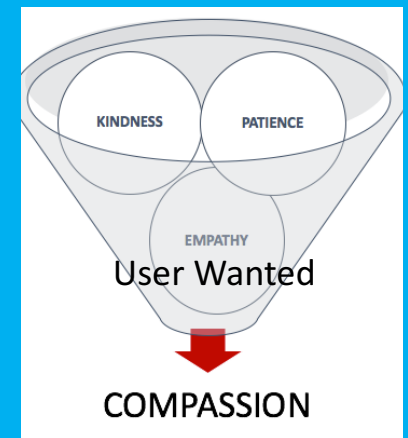
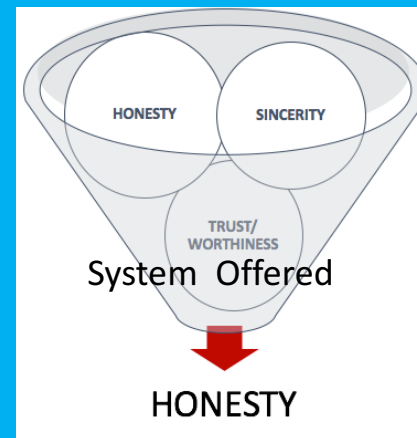
Some of our findings...

- One of the biggest surprises of this project were the total number of services the women interacted with --- a combined total of 61 services and supports were identified.
- On average women experiencing domestic violence interacted with 22 different services or supports Formal and informal which also depended on Journey Type.
- 24 service interactions if the women had children.
- Different needs for different DV Journey Types and at different points in time.
- Victims identified the Journey Mapping process as empowering.

Journey Type I- Living with the Perpetrator

“Once your family and friends don’t like your husband...

they stop talking to you, stop visiting and then they stop supporting you because you stay married to him.”



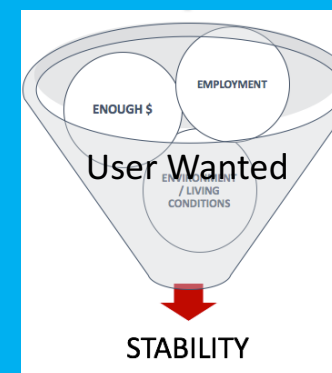
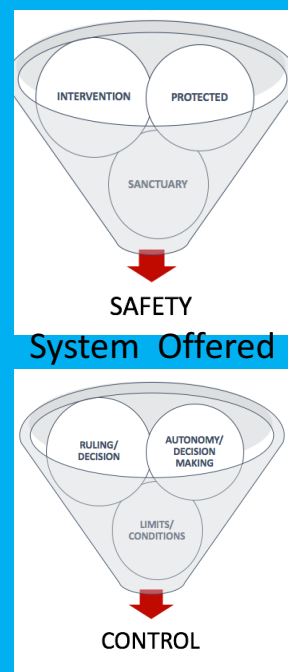
CODE 15 Personal Supports Interactions

Journey Type I- Living with the Perpetrator

“I was in shock that we got to this point...”

At the end of it, they did their job---they enforced the law.

The problem was they didn't really protect me.”

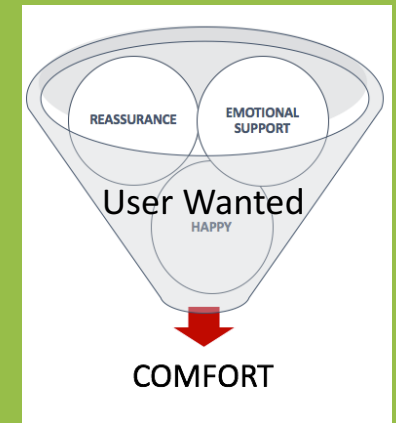
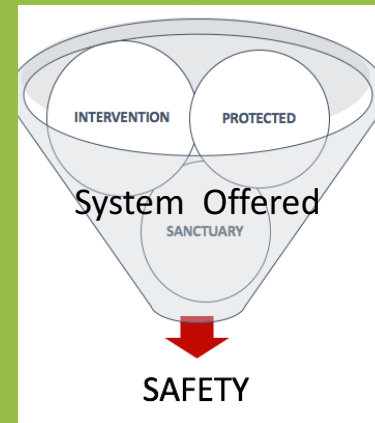


CODE 6 Emergency Response Services (Ontario Provincial Police)

Journey Type II- Living Away from the Perpetrator

“When I called, they focused on keeping me safe.

I was always covering my tracks but I knew I could call them whenever I needed help, no matter the time.”

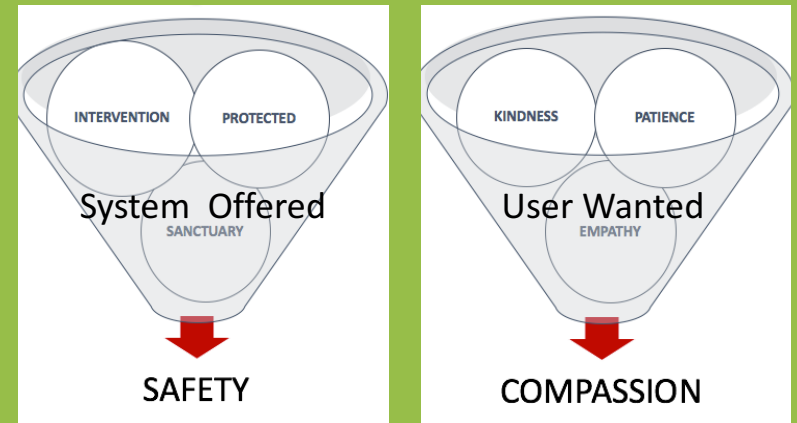


* CODE 4 Service Interactions

Journey Type II- Living Away from the Perpetrator

“At the shelter I was required to go to programs...

My son was so young, I needed to know he was safe in his bed at night **but there were no night-time children’s staff.”**



* CODE 7 Service Interactions

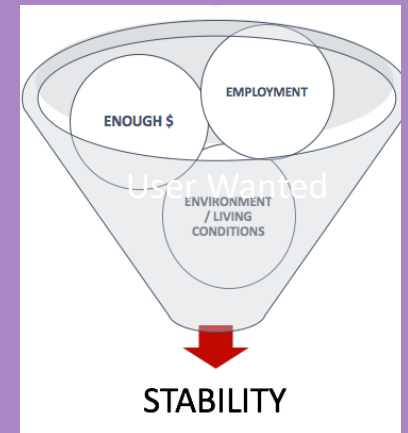
* Women’s Emergency Shelter Services

Journey Type III- Perpetrator removed from Home

“Looking for resources when your family is in crisis is traumatic...

then you cross a system that isn't working for you and you realize **there is no way at all to fight against it.”**

System Offered
Nothing



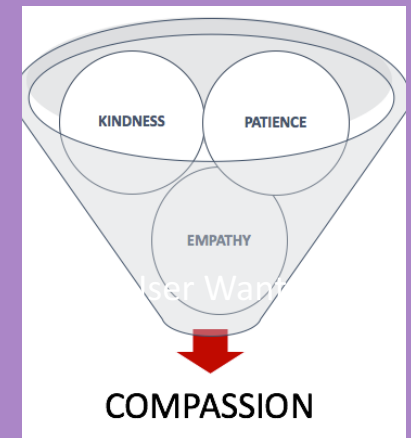
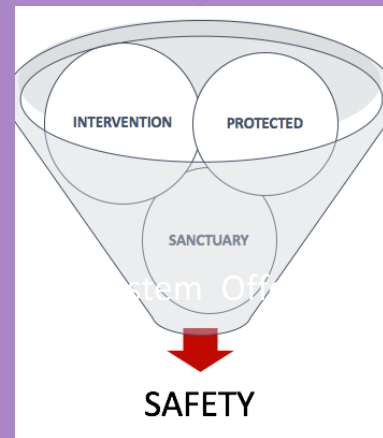
*CODE 8 Interaction

* Financial Support Services

Journey Type III- Perpetrator removed from Home

"When I wouldn't go through with the charge, I was called uncooperative."

There is no greater pain in this world than not having **someone willing to listen to your story.**"



CODE 12 Legal Supports and Services

What are the unintended consequences of not mapping DV?



Silence.

Thank you!

Karen Woods
WCS Leadership Network
@woolseynarrows
karen.e.woods@outlook.com