**DOMESTIC ABUSE AWARENESS WEEK NI 2025 – PARTNER PACK**

**OVERVIEW**

The first NIHE Domestic Abuse Awareness Week will take place from 20th October to 24th October, 2025 with a series of events running throughout the week to promote awareness of domestic abuse and the support available to those affected by it.

The aim of the communications campaign is to raise awareness of domestic abuse and its connection with homelessness, raise awareness of the work of NIHE and partners to support people affected by domestic abuse and encourage uptake of support services.

**OBJECTIVES**

Increased awareness of the connection between domestic abuse and homelessness

Increased awareness of support available from NIHE and partners

Increased uptake of support services

**COMMS ACTIVITY**

A branded, multi-channel communications campaign will run for the duration of the week, promoting events and information about support services.

The theme of the campaign is: #HomeShouldMeanSafe

We welcome support from our partners to amplify the reach and engagement of our messaging. You can support the campaign by changing the banners on your social channels for the duration of the week, posting on your social channels and sharing our posts.

A number of events will also take place throughout the week which partners are welcome to attend. You will find the events listed below. For more details contact [elaine.mcmeekin@NIHE.gov.uk](mailto:elaine.mcmeekin@NIHE.gov.uk)

**ASSETS**

Social banners:

* Facebook
* X
* LinkedIn

Social graphics

Domestic Abuse Awareness Week

We Support Domestiic Abuse Awareness Week

Candlelight Vigil

**HASHTAGS**

#HomeShouldMeanSafe

#DAAWNI2025

**SOCIAL MEDIA MESSAGING**

We have created a number of messages that you may like to post on your social channels during the week:

X

During Domestic Abuse Awareness Week NI we reinforce our commitment to supporting victims of domestic abuse #HomeShouldMeanSafe #DAAWNI2025

We are proud to work with @nihecommunity and other partners to ensure that #HomeShouldMeanSafe throughout the year and during #DAAWNI2025

We believe that #HomeShouldMeanSafe. If you are affected by domestic abuse, help and support is available. Find out more about support services at: [www.nihe.gov.uk/housing-help/domestic-abuse-support/domestic-abuse-support](http://www.nihe.gov.uk/housing-help/domestic-abuse-support/domestic-abuse-support)

#DAAWNI2025

Facebook

During Domestic Abuse Awareness Week NI we reinforce our commitment to supporting victims of domestic abuse #HomeShouldMeanSafe #DAAWNI2025

We are proud to work with @HousingExecutive and other partners to ensure that #HomeShouldMeanSafe throughout the year and during #DAAWNI2025

We believe that #HomeShouldMeanSafe. If you are affected by domestic abuse, help and support are available through a number of different organisations. You can find out more about support services at: [www.nihe.gov.uk/housing-help/domestic-abuse-support/domestic-abuse-support](http://www.nihe.gov.uk/housing-help/domestic-abuse-support/domestic-abuse-support)

#DAAWNI2025

LinkedIn

We are proud to work with @NorthernIrelandHousingExecutive and other partners to ensure that #HomeShouldMeanSafe throughout the year and during #DAAWNI2025

Instagram

During Domestic Abuse Awareness Week NI we reinforce our commitment to supporting victims of domestic abuse #HomeShouldMeanSafe #DAAWNI2025

We are proud to work with @HousingExecutive and other partners to ensure that #HomeShouldMeanSafe throughout the year and during #DAAWNI2025

**EVENTS**

Monday, 20th October – Candlelight vigil, Wallace Park, Lisburn, 6pm.

Tuesday, 21st October – Round table partner event, Twickenham House, Ballymena, XXAM to XXPM

Thursday, 23rd October – Pop-Up Wellbeing event in partnership with Women’s Aid, Fermanagh House, Enniskillen, 12.30pm to 4.30pm

Friday, 24th October – Panel discussion and coffee morning, NIHE Housing Centre, Adelaide Street, Belfast, 11am to 12.30pm.