

Policy Proposal: Print the emergency helplines and the Violence Meter onto the Student Union’s disposable coffee cups

What would you like the Union to do?

Context:

Information about abuse needs to circulate more on campus! This was one of our priorities for this year in our manifesto. Being elected by more than 900 students who self-define as women they supported our ideas. One of them was to put up more resources to fight against violence on campus and within Halls. With its precious tool **Report and Support**, UCL supports students who are being abused or threatened by a partner, ex-partner, or family member but there is a clear lack of engagement with the available content. Students don’t know enough what support is available for them. Priya and I have run a quick survey to understand how students feel on campus and from the feedback we gathered (almost 100 UCL students), more than 80% of our responders don’t know where to seek support from UCL if they experience gender-based violence (see *Figure 1*). Note the students who responded to our form are part of the UCL Women’s Network and might already know about us. Consequently, we believe that the picture is a lot larger than what has been reported.

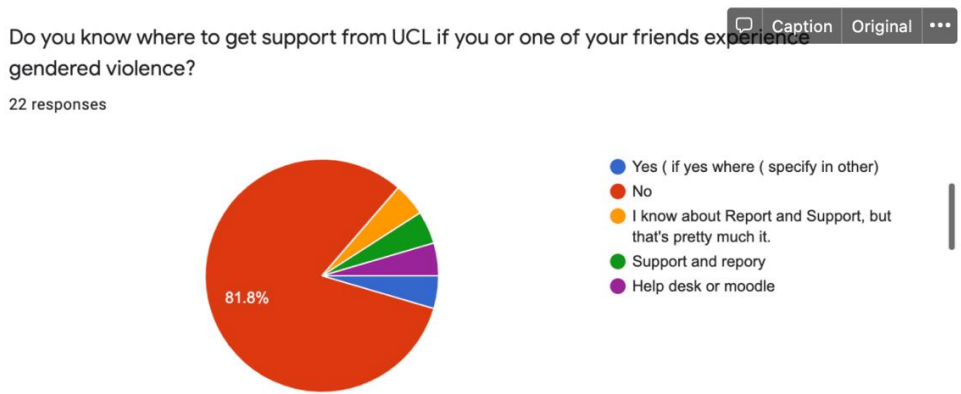


Figure 1- Responses collected through our campaign **Full stop** (January 2022)

Spotting the signs of abuse is very difficult as it takes various shapes (emotional, psychological, physical, sexual, etc.). In most cases, many students would either not recognise or understand that what they are living is not normal. As SU elected Women Officers, we believe that it is our main role to inform the student body that sexual misconduct and harassment does not exempt Academia and that UCL and the Union condemned any act of violence.

The proposal is simple:

Print the emergency helplines and the Violence Meter onto SU’s disposable cups of coffee for the start of next year (January 2023).

Concept & Our research:

We wanted to be something visible from all and that students use in their everyday life around campus. As we read from feminist magazines, the packaging of products is an efficient way to alert and understand certain behaviours or mechanisms.

We would like to also consider put a clear definition of consent and what is available at UCL and how they support you by steps as well as the Violence Meter.

Here is an idea what we are looking for:



[What is the Violence Meter? \(see index\)](#)

This tool raises awareness through concrete situations. The principle is simple, a **scale of values** ranging from 1 to 24, from green to red, to indicate what is considered healthy in a romantic relationship or what is harmful or even dangerous. The examples on the violence meter come from testimonies collected by the association [En Avant Tout \(s\)](#). This allows to compare and situate your relationship.

“ This tool makes it possible to wonder for example about jealousy, which is often described as being a proof of love”
“ But before we get to physical violence, there must have been psychological violence”

Why does it need to be printed on UCL ‘s coffee cups?

- It makes you realise what you are living through by just a glimpse to your cup of coffee or around you.
- Coffee is the number 1 seller at the cafes. Hence, not a single student or staff member would not be aware that UCL condemned any violent action. They would finally know where to go to get support!
- It works very well. We were both inspired by feminist campaigns from France that started last summer. They are starting to do it in more and more bakeries. [Please look at this insightful campaign.](#)
- We discussed this policy with the Representation and Democracy Coordinator who wrote us that the cost of doing this would be roughly 15p per item.

Why would you like to do this?

We want to do this:

- because there is a need for it
- to give the right support to our student community
- to educate UCL students on the notion of consent

How will this affect students?

This will make students aware what is a healthy relationship and where they can get support from their community. It will always send a strong message to any abuser.

References:

Cdn.paris.fr. 2022. *The Violence Meter - PDF*. [online] Available at: <<https://cdn.paris.fr/paris/2020/10/06/3cc6affbe6cfcf39e896c97b9071da59.pdf>> [Accessed 4 April 2022].

News, A., 2021. *French feminists use baguettes to raise awareness about domestic violence*. [online] ABC News. Available at: <<https://abcnews.go.com/International/french-feminists-baguettes-raise-awareness-domestic-violence/story?id=77964934>> (<<https://abcnews.go.com/International/french-feminists-baguettes-raise-awareness-domestic-violence/story?id=77964934>> [Accessed 4 April 2022].

Our form: Full Stop (2021)- Available at: <https://docs.google.com/forms/d/e/1FAIpQLSdYHmBa9CsjeBZDIRZTEyotu4OuEVVSiYk8dPWYq7NgiDUZnQ/viewform>

Index :

