

2021 2022



IMPACT

*Report*

**IT IS THAT DEEP**

**SEPTEMBER 2021 JULY 2022**







*What is it?*

## IT IS THAT DEEP

The It Is That Deep Campaign equips young women with the tools to understand different forms of sexual harassment and safeguard each other, supporting girls in knowing when and how to set boundaries, in order to prevent girls from becoming victims, giving them the power to influence change systematically.

BelEve UK has created a safe space for girls and young women to access practical resources and training, explore ideologies and exercise their voice, thereby changing the narrative for many young women in London.





## *What we've achieved*

# 2022 IN NUMBERS

**The 2021-2022 academic year has been a busy year for It Is That Deep. Here's what we've done so far...**

- We worked with 1,605 young people between September 2021 and July 2022.
- We worked in 6 schools in South London.
- We delivered multiple sessions over the year!

# *What we've achieved*

## RESULTS

### By Age (15+ vs. 14 and under)

Age is an important factor in determining how workshop attendees understand the issues and how they affect them. Older young people seem less confident understanding boundaries, and calling inappropriate behaviour out, compared to younger participants. We found that those aged 15 and over were...

- ... LESS confident identifying sexual harassment (26% compared to 74% of those 15 and under, reporting 'fairly' or 'very' confident) [n=1386]
- ... LESS confident knowing the facts about sexual harassment (26% vs. 74% of all other ages reporting 'fairly' or 'very' confident) [n=1399]
- ... LESS confident knowing the boundaries between flirting and harassment (26% vs. 74% for all other ages... ) [n=1373]
- ... MORE confident calling out harassment (28% vs. 72%...)

# What we've achieved

## RESULTS

### By Gender

Gender can be significant in determining how young people think about sexual harassment.

- At the end of the programme more girls, on average, reported being 'very' or 'fairly' confident compared to boys in being able to say what sexual harassment looks like (91% (girls) vs. 82% (boys) reporting 'fairly' or 'very' confident) [n=1560]
- Slightly more girls than boys reported being 'fairly' or 'very' confident in knowing the different forms of sexual harassment (92% (girls) vs. 85% (boys) reporting 'fairly' or 'very' confident) [n=1560]
- Girls and boys equally understood the difference between flirting and other forms of behaviour (90% (girls) vs. 83% (boys) reporting 'fairly' or 'very' confident) [n=1564]
- Girls are more confident 'calling out' sexual harassment than boys (64% (girls) vs. 57% (boys) reporting 'fairly' or 'very' confident) [n=1554]
- Girls enjoyed this workshop far more than boys did! (95% (girls) vs. 91% (boys) reporting 'that they 'enjoyed' the workshop 'a lot') [n=1546]

# *What we've achieved*

## RESULTS

For all genders and ages....

Nearly all attendees were generally 'very' or 'fairly' confident in their ability to identify, and understand, inappropriate behaviour.

- 88% of respondents said that they are 'fairly' or 'very' confident in recognising the signs of sexual harassment. [n=1593]
- 89% of respondents said that they are 'fairly' or 'very' confident in knowing the different forms sexual harassment can take. [n=1591]
- 87% of respondents said that they are 'fairly' or 'very' confident in knowing the difference between flirting and sexual harassment. [n=1595]

Most attendees are also 'fairly' or 'very' confident in their ability to practically apply their understanding and knowledge about sexual harassment to everyday life.

- 61% of respondents were either 'very' confident or 'fairly' confident that they would call out behaviour they considered sexually inappropriate. [n=1603]
- 93% of respondents told us that the workshops are interesting and helpful to them. [n=1089]
- 94% of attendees enjoyed the workshops A LOT! [n=1576]

# What we've achieved

## RESULTS

For all genders and ages....

Our attendees know what sexual harassment looks like, that it can take different forms, and that it covers a broad range of behaviours. Just over 40% (n=456) think sexual harassment involves 'Harassment'. Others suggested that it means...

Coercive Sexual Behaviour	46	4%
Exposure	11	1%
Harassment	456	43%
Intimidation and Abuse	20	2%
Invasion of privacy	23	2%
Online Abuse	68	6%
Unsolicited Touching	241	23%
Unwanted Sexual comment	194	18%
Other	6	1%
	1065	100%

We also asked a smaller group of n=476 attendees about their own experiences of sexual harassment. This is what they told us...

- 38% of female participants (n=80) had experienced sexual harassment
- 24% of male participants (n=63) had experienced sexual harassment
- 30% of participants describing their gender as 'other' (n=3) had experienced sexual harassment

# *What we've achieved*

## RESULTS

Older young people (15yrs+) attending the workshops reported higher proportions of harassment compared to young people under 15yrs.

- A higher proportion of girls over 15 (75%, n=18) reported experiences of sexual harassment compared to those under 15 (33%, n=62)
- A higher proportion of boys over 15 (46%, n=16) reported experiences of sexual harassment compared to those under 15 (21%, n=47)
- Participants over 15 describing their gender as 'other' reported experiencing no sexual harassment (n=1)

We also asked a smaller group of n=476 attendees if they knew someone who had experienced sexual harassment. This is what they told us...

- 27% of female participants (n=130) know someone who has experienced sexual harassment
- 30% of male participants (n=144) know someone who has experienced sexual harassment 3% of participants describing their gender as 'other' (n=12) know someone who has experienced sexual harassment.



# *What we've achieved*

## RESULTS

Higher proportions of older young people (15yrs+) attending the workshops reported knowing someone who has experienced sexual harassment compared to young people under 15yrs.

- Overall, 63% (n=130) of girls attending a workshop, 56% (n=144) of boys, and 80% (n=12) who described their gender as 'other' told us they know of someone who had experienced sexual harassment in some form.
- More young women aged over 15 who attended a workshop reported knowing someone who had experienced some form of sexual harassment compared to those under 15yrs (61% of girls under 15, compared to 83% of those 15 and older).
- More young men aged over 15 who attended a workshop reported knowing someone who had experienced some form of sexual harassment compared to those under 15yrs (53% of boys under 15, compared to 71% of those 15 and older).

# *What we've achieved*

## RESULTS

We asked what sexual harassment means to our participants. This is a sample of what they told us it means to them:

- "Verbal visual or physical harassment to someone in a hostile way"
- "Whistling at someone in the streets"
- "When someone or a group act in an unwanted and unwelcome way, verbally, physically or mentally"
- "when someone Harasses someone or a group of people with a sexual nature"
- "If someone says something about you that make you feel bad"
- "Someone repeatedly pulling on your hair when you ask them to stop"
- "Sending pictures of nudes on social media"
- "If someone walks down the corridor and touches you in a sexual way when you go past"
- "Touching without consent, commenting about someone about how they dress"
- "Being forced to do something you don't want to do"
- "Being intimidated or pressured in a sexual way"

# *What we've achieved*

## RESULTS

- "non consensual touching"
- "Sexual behaviour that is non consensual"
- "Sexual behaviour that you don't want"
- "Unwanted sexual pressure"
- "unwanted/ pressured sexual activity"
- "When someone forces you to do something you don't want to do"
- "When something happens to you and you don't give consent"
- "When you're forced to do something you don't want to do"
- "Illegal unwanted actions"
- "Inappropriate sexual actions"
- "Inappropriate sexual behaviour"
- "It's unwanted sexual behaviour or comments"
- "Making sexual advances that make someone feel uncomfortable"
- "Making unnecessary comments about a person's body"
- "Physical verbal or visual sexual contact that is not wanted"



# About the report authors

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**Community Impact** supports charities to move beyond simply collecting and reporting data to using this to build organisational and community capacity. We do this by:

- Showing organisations how to use evaluation data operationally to support service/programme delivery
- Supporting performance and programme improvement
- Using data to support business development and fundraising
- Undertaking longer term studies to show how service users go on to play active roles in their communities.

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