

Media round-up: 19th January 2024

Statements from Women's Aid

- [Women's Aid statement in response to new CPS data on domestic abuse prosecutions](#)

Our work in the news

- **Teresa Parker quoted in Marketing week** - ['Credibility in the boardroom is critical': CMOs on the future of marketing leadership](#) (subscription only) - Teresa Parker, head of media, brand and relationships, Women's Aid. Marketers need time for professional development, says Teresa Parker, head of media, brand and relationships at Women's Aid. This means marketers having access to spaces to connect with each other is key for nurturing the next generation. Building communities "From my perspective working in the charity sector, I see positive marketing leadership as having a clear vision for your brand that connects the values of the organisation with its ambitions and targets for the future. Within this focus, marketing leaders need to be able to be creative, and encourage team members to be confidently creative, too, by providing a space where it feels safe to share ideas. "Organisations can shape the future of marketing leadership by creating senior marketing roles which work across teams and closely with other members of senior leadership, and by having engagement and support for marketing strategies at board level. Also giving staff time for professional development, and the ability within working time to access marketing networks makes a significant difference. "There needs to be more spaces, both in real life and online, to share good practice and support at a range of levels in people's careers – especially those working in very different marketing roles. As well as learning from each other, there are often significant similarities in terms of challenges and aspirations for future work. A greater sense of community can benefit all."
- **Women's Aid quoted in Glamour** - [Stephen Bear's release sends a grim message to survivors of image-based sexual abuse](#) - Women's Aid, a national charity working to end domestic abuse in England and Wales, has condemned Bear's early release, noting, "From our work with survivors, we know that violence against women not being taken seriously is one of the main reasons preventing many from reporting the crimes to police. "Seeing perpetrators being released from sentences early, in this instance serving under a year, also has an impact on women coming forward in the future."

Social Media Update

Twitter:

- [CPS data thread](#) (20 likes, 9 retweets, 1,181 impressions)

Instagram:

- [CPS data post](#) (618 likes, 21 comments, 10,511 accounts reached)

Facebook:

- [CPS data post](#) (37 likes, 9 comments, 1,343 people reached)