

Press release

19 May 2013

## **Charity thanks British Soap Award winners Coronation Street for making a difference to the lives of male victims of domestic abuse**

Following Coronation Street's success at the British Soap Awards for its cutting edge domestic abuse storyline involving the character Tyrone Dobbs as a male victim, UK charity The ManKind Initiative, believes the storyline has made a difference to hundreds of thousands of men who suffer in silence behind their front door.

The charity experienced treble the number of calls to its national helpline when the episodes featured the domestic abuse storyline (including from mothers and sisters wanting help for their son or brother). One caller<sup>1</sup> remarked that after seeing the storyline with his abusive partner, he wrote the number of the charity's helpline number down, called and has now escaped from the relationship he was in.

The charity also believes the storyline has given more confidence to the 500,000<sup>2</sup> men who suffer from partner abuse each year to get help and also realise they are not alone in suffering in this way. The storyline will also have opened the eyes of the public that domestic abuse also happens to men as well as women.

**Mark Brooks, Chairman of the ManKind Initiative, said,** "Coronation Street, Alan and Natalie deserve all the plaudits for such an accurate portrayal of the domestic abuse men can face behind their front doors.

"The storyline has changed the lives of so many men in giving them the confidence to get help and opening the eyes of the public that men are also victims of this terrible crime. As a charity working in this field, we cannot thank them enough."

At the British Soap Awards 2013, the domestic abuse storyline won actor Alan Halsall, the best actor award, Natalie Gumede, the most dramatic performance award and villain of the year, and Coronation Street itself for the best storyline.

According to government figures<sup>2</sup> in 2011/12, 4% of men (491,000) experienced partner abuse.

## **ENDS**

### **Notes to Editors**

1. The caller's name/details are not available
2. British Crime Survey 2010/11: Office for National Statistics: Crime Survey (Focus on Violent Crime and Sexual Offences, 2011/12 - [http://www.ons.gov.uk/ons/dcp171778\\_298904.pdf](http://www.ons.gov.uk/ons/dcp171778_298904.pdf) Page 66 and table 4.03)

### **4. About the ManKind Initiative**

The ManKind Initiative ([www.mankind.org.uk](http://www.mankind.org.uk)), based in Taunton, Somerset, is a national charity which runs a help-line, information and referral service for male victims of domestic abuse and domestic violence. The help-line number is 01823 334244 (weekdays 10am-4pm and 7pm-9pm).

It received 1,500 calls from male victims (or from people on behalf of victims – often mothers and sisters) in 2012, an increase from 1,000 in 2011.

### **Media**

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