

<b>Institution:</b> University of Huddersfield		
<b>Unit of Assessment:</b> 4		
<b>Title of case study:</b> The None in Three project – Using a Video Game to Prevent Domestic Violence in the Caribbean		
<b>Period when the underpinning research was undertaken:</b> 2014–2019		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b>	<b>Role(s) (e.g. job title):</b>	<b>Period(s) employed by submitting HEI:</b>
Dr Adele Jones	Professor of Social Work	07/2007–present
Gillian Kirkman	Principal Lecturer/RF	11/2009–present
Dr Daniel Boduszek	Professor of Criminal Psychology	11/2012–present
Dr Ertu Unver	Principal Enterprise fellow in 3D & Product Design	06/1999-present
Dr Dominic Wilmott	Research Fellow	11/2017-12/2019
Professor Eunice Ma	Professor of Digital Media and Games	09/2014-06/2017
<b>Period when the claimed impact occurred:</b> 2016–2020		
<b>Is this case study continued from a case study submitted in 2014?</b> No		
<p><b>1. Summary of the impact</b></p> <p>Domestic violence (DV) is a particular problem in the Caribbean, with the UN reporting in 2008 that, on average, at least one in three women are beaten, coerced into sex or otherwise abused by a partner over the course of a lifetime. Research by the University of Huddersfield identified underlying socio-cultural determinants and developed an integrated systems model to tackle the issues and prevent DV before it occurred. The following impact was achieved in three countries of the region, using training and a video game to confront negative gendered attitudes, increase awareness of DV and empower victims.</p> <p>The video game was used by 2,500 children in schools in St Lucia, Barbados and Grenada and it has been identified as an important tool for the Juvenile Justice Reform programme in the seven member states of the Organisation of Eastern Caribbean States (OECS). A public workers' union in Barbados used the research to train 300 professionals and to support domestic violence policy designed to benefit their 10,000 members. The project's innovative public engagement strategy resulted in public marches in Barbados and it was awarded a UK national prize.</p>		
<p><b>2. Underpinning research</b></p> <p>Gender-based violence (GBV) is a global problem (one in three women and girls are subject to physical or sexual violence in their lifetime) and it is acute in the Caribbean. The UN reported that every one of the Caribbean islands has a sexual violence rate higher than the world average (2017). Research, involving six Caribbean countries, revealed that this was due to widely held patriarchal beliefs, unequal gender relations and socio-cultural attitudes which promote the normalization of violence. Described by UNICEF as 'landmark' in the field (the study still informs policy and programming in the region), the research demonstrated the links between violence against women and children and showed that the consequences of GBV extend beyond the victim and can perpetuate intergenerational cycles of violence, highlighting the need to tackle it early.</p> <p>The findings of Dr Adele Jones' (Professor of Social Work since 2007) early work [R1] provided the theoretical framework for the None in Three (NI3) project (the title reflecting the target of reducing the number of women who are subject to GBV to 'none in three') and for three subsequent studies which constitute the underpinning research for this case study. These studies, described below, were carried out at the University of Huddersfield by Jones as</p>		

Principal Investigator, Dr Daniel Boduszek (Professor of Criminal Psychology since 2012) and Gill Kirkman (Principal Lecturer since 2009). Professor Eunice Ma (Professor of Digital Media and Games until 2017) collaborated on the design of the video game. A multi-disciplinary team comprising social work academics; criminal/organizational psychologists; sociologists and GBV experts was established. The studies were carried out in Barbados and Grenada between April 2016 and March 2018 with the support of the Ministries of Education.

The impacts were thus underpinned by research into the prevalence, cultural and social drivers of GBV in the Caribbean, carried out between 2009 and 2018.

Qualitative research (2016–18), including interviews and focus groups, was carried out with 49 female DV survivors from especially vulnerable/marginalised groups (pregnant women, women living with HIV, disabled women and lesbians) and 69 males (16–80 years), including males convicted of DV crimes. The findings highlighted the high levels of intergenerational violence and coercive control and the significance of socio-culturally inscribed gender stereotypes. The study **called for a focus on prevention**, improving access to justice and engaging men and youths. A policy-oriented research report for the governments of Barbados and Grenada [R2] highlighted the needs of these Caribbean women and the perspectives of men.

Face-to-face and paper-based surveys of children's exposure to violence and the correlation with GBV attitudes (Oct–Dec 2016) were undertaken with 1,351 children aged 10–17 years from schools and youth offender centres. Boys reported higher rates of sexual, emotional and physical abuse than previously understood and those exposed to multiple forms of violence were more accepting of DV against females and showed reduced empathic capacity. Girl victims were more accepting than others of male violence and viewed it as normal. The research findings [R2, R3, R4] **led to the creation of a prosocial video game** (encouraging emotional intelligence and non-adversarial problem solving skills) called JESSE as part of an integrated systems model. It was found that appropriately designed immersive games can enhance moral reasoning and foster empathy better than presenting facts through other media [R5].

JESSE is a 3D point-and-click adventure game, supported by 'wrap around' curricula materials. The main objectives were to: i. build awareness of DV and its links with gender inequality; ii. challenge control and domination as signifiers of masculinity and demonstrate positive male role models; iii. increase understanding of causative factors; iv. challenge perceptions of DV as a normative; v. enhance empathy; vi. empower children who are exposed to DV. The game was evaluated (2017) using randomized control trials. These involved 450 young people 10–17 years; 278 children participated in a study to validate the instrument and 172 took part in trials to test the short- and long-term impact of the game on participants' empathy towards victims. The results **demonstrated the game's long-term effectiveness** as a preventative intervention [R6].

The research led to the establishment in 2017 of the None in Three Research Centre for the Prevention of Gender-Based Violence, a multi-disciplinary team of national and international experts now conducting research in India, Jamaica, Uganda, the UK and Brazil.

### 3. References to the research

1. Jones, A. D., Jemmott, E. T., Maharaj, P. E., & Da Breo, H. (2014). An Integrated Systems Model for Preventing Child Sexual Abuse: Perspectives from the Caribbean. Palgrave Macmillan. <https://doi.org/10.1057/9781137377661> [can be supplied on request]
2. Jones, A. D., Da Breo, H., Trotman Jemmott, E., Joseph, D., and Möller, C. (2017) Twenty-one Lessons: Preventing Domestic Violence in the Caribbean, Huddersfield: University of Huddersfield ISBN 978-1-86218-141-0, <http://dx.doi.org/10.5920/21lessons.2017>
3. Debowska, A., Boduszek, D., Jones, A., Willmott, D., & Sherretts, N. (2017). Gender-based violence-supportive cognitions in adolescent girls and boys: The function of violence exposure and victimisation. *Journal of Interpersonal Violence*. 36, 1233-1255. ISSN 0886-2605. <https://doi.org/10.1177%2F0886260517741628>
4. Debowska, A., Boduszek, D., Sherretts, N., Willmott, D., & Jones, A. (2018). Profiles and behavioral consequences of child abuse among adolescent girls and boys from Barbados

and Grenada. *Child Abuse & Neglect*, 79, 245–258. ISSN 0145-2134.

<https://doi.org/10.1016/j.chiabu.2018.02.018>

5. **Smith, D., Ma, M., Jones, A. and Unver, E.** (2017). 'None in Three: The Design and Development of a Low-cost Violence Prevention Game for the Caribbean Region' in Alcañiz M., Göbel S., Ma M. et al. (eds) *Serious Games. Lecture Notes in Video Science*, vol. 10622, pp. 259–270. Springer, Cham. DOI: [https://doi.org/10.1007/978-3-319-70111-0\\_24](https://doi.org/10.1007/978-3-319-70111-0_24) [can be supplied on request]
6. **Boduszek, D.,** Debowska, A., **Jones, A. D., Ma, M., Smith, D., Willmott, D.,** Trotman Jemmott, E., Da Breo, H., and **Kirkman, G.**, (2019). Prosocial video game as an intimate partner violence prevention tool among youth: A randomised controlled trial. *Videos in Human Behavior*. 93, 260–266. ISSN 0747-5632. <https://doi.org/10.1016/j.chb.2018.12.028>

The publications arising from this body of work are published in leading high-quality international academic journals and have undergone rigorous peer review. The associated reports and books are of a similar high quality standard. They are internationally recognized as being leading in the field. The quality of the research is further demonstrated by the consecutive award of multiple research grants to continue to develop and deepen understandings of causes and consequences of GBV and to evaluate the use of new technologies for its prevention: UNICEF, 2009 – USD350,000; DfID, 2009 – GBP73,000; EU, 2016–18 – EUR 397,000; UKRI/GCRF, 2017–21 – GBP4.3 mil., University of Huddersfield Research Fund, 2017–21 – GBP370,000 and End Violence Fund 2020–23 – USD750,000.

#### 4. Details of the impact

This case study reports on impact achieved in Barbados, Grenada and St Lucia from 2016–2020 in confronting negative gendered attitudes, increasing awareness of DV and empathy, and empowering victims and others in disrupting patterns of violence.

The impacts can be summarized under five headings:

1. Educational benefits of the computer game
2. Impact on professional and charity practice
3. Impact on criminal justice and penal practice
4. Impact on international organizations
5. Attitude change

#### Educational benefits of the computer game

The computer game (JESSE) [R5] was trialled (2017) in 10 schools across Barbados and Grenada with the support of the Ministries of Education. As a result of its efficacy, St Lucia adopted the game as part of the school curriculum in 2018, following a pilot in seven schools [E1]. The roll-out to all 27 secondary schools continued throughout the assessment period, but stalled due to Covid-19. An estimated 2,450 children (2020) have already played the JESSE game in school.

Feedback from a teacher indicated children demonstrated an increase in empathy and awareness; they also felt more empowered and had increased confidence in talking about DV: *"It.. actually boosted the children's self-esteem .. it also provided them with skills and knowledge .. Now the students know what number to call if their parents, siblings, friends are in trouble, .. and some of the things they can do to protect themselves"* [E2]. The level of engagement generated in the children and their teachers was notable. One school organized plays acting out scenes from the video game. Another adopted the mantra: *"Jesse, changing lives one child at a time"* and two students were inspired to write an 'Ode to Jesse': *"Jesse, Jesse, Jesse, you Caribbean boy; through pain in a game, .. we learnt from you domestic violence is bad"* [E3].

#### Impact on professional and charity practice

The research findings [R2] led to a request from the Barbados National Union of Public Workers (NUPW) Gender Affairs Committee for training in order to cascade the information to their 10,000 members, and in Barbados and Grenada (2017) 300 professionals (social workers,

police officers, psychologists, nurses, probation officers, teachers, counsellors) were trained while 35 others were certified as qualified DV prevention trainers [E4]. One participant anonymously commented: *“The entire workshop was enlightening .. It really challenged me .. as an individual who grew up .. with domestic violence, it really made me re-examine my thoughts and views .. and by extension I had a greater appreciation/empathy for persons in difficult situations ... The opportunity to apply what was learnt during the sessions has been very useful”*.

The work led to further requests for training. New services for male victims were established by the Sweet Water Foundation in Grenada, whose Director, after the introduction of JESSE to the children said, *“A profound shift in self-image occurred, followed by the transformation of perspectives on gendered violence, and this is the foundation for social action”* [E6].

### **Impact on criminal justice and penal practice**

Following the NUPW project in Barbados, the Probation service requested training. A senior probation officer in Barbados stated: *“since the NI3 training... all programmes with probationers and parents include sessions on domestic violence... All sessions speak to power and control, cycle of violence and equality in relationships...”*. A programme to help men address anger/dominance was established in 2019 [E5].

The Organisation of Eastern Caribbean States (OECS) recognized the game’s potential as a rehabilitation tool in young offender institutions within its Juvenile Justice Reform Programme (2019): *“As the OECS Commission prepares for the Regional Advisory Meeting... there is a request for information on the use of the Computer Based Game in youth behaviour interventions...”*. JESSE is now an intervention promoted for use in all seven member countries. Additionally, the government of Trinidad and Tobago also requested permission to use the game with high risk youth.

### **Impact on international organizations**

The EU recommended (2019) JESSE to UN Women (the UN entity dedicated to gender equality) as a model of good practice for wider adoption. The EU Ambassador in the Eastern Caribbean said: *“We had a meeting with UN Women today.... The ... thematic focus area for the Caribbean will be Family Violence. In that context we were also asked about existing/past models for replication, and I have of course used the opportunity to talk about None in Three’s Jesse”*. They also recommended it to the governments of Mauritius and Trinidad and noted that there were active projects in Jamaica, India and Uganda [E8]. They commented: *“None in Three’ has left a truly remarkable list of achievements and legacies - most notably the project’s centrepiece: ‘JESSE’, the pro-social computer game that is set in the Caribbean”* [E7].

The research was translated by the None in Three project into policy and practice briefings and distributed to 18 countries across the rest of the Caribbean region in 2017. They enabled women’s and human rights and child protection organizations to advocate for, and develop new services, and the research has informed policy formulation. For instance, it is quoted as a key intervention in a report by the government of Grenada to UN Women, where it is noted that *“one of the programmes that brought academia, civil society and state together was ‘None in Three’”* [E10].

### **Attitude change**

The None in Three project and JESSE benefited from a very comprehensive dissemination programme [E9] that led to broad global awareness. The resultant engagement produced demonstrable attitude change and increased understanding of the issues surrounding DV [E1, E4].

Continuing engagement with local groups led to community marches being organised to raise awareness of DV, including a march in 2019 in Grenada by the police, and in Barbados by Action for Children and Life in Leggings (the Caribbean Alliance against Gender-based Violence). Poems inspired by the None in Three research were written about the impact of DV

(one poem won the Barbados national cultural award) and several Caribbean musicians dedicated their songs to the elimination of DV.

N13 was awarded first prize out of 180 entries in 2016, in the 'Health and Wellness' category of a UK-based competition organized by the National Coordinating Council for Public Engagement [E9].

Four awareness raising films, which gave an overview of the None in Three project, were distributed to 34 TV stations in 20 Caribbean countries, Canada, the US and Europe. These led to further coverage by the BBC, with interviews on four BBC radio stations and two inclusions in the BBC World Service 'Click' global digital technology programme [E8].

##### 5. Sources to corroborate the impact

E1: Attitude change – effectiveness of JESSE in increasing victim empathy among children independent non-academic report of implementation of JESSE in St Lucia - <http://www.noneinthree.org/wp-content/uploads/2019/11/St-Lucia-Pilot-Project-Report-Web-Version.pdf>

E2: Testimonial from school teacher, describing how the game was used in a school setting.

E3: Ode to Jesse. Poem written by school children demonstrating the level of engagement the game generated

E4: Video from NUPW (National Union of Public Workers) showing how they used the research findings with their members -

[https://www.youtube.com/watch?v=VxBIhot\\_opE&feature=youtu.be](https://www.youtube.com/watch?v=VxBIhot_opE&feature=youtu.be)

E5: Barbados Probation Service – Email that describes how practice was changed

E6: Sweet Water Foundation in Grenada – Letter describing the new interventions the charity designed using the research findings

E7: Evidence from EU that they recommended JESSE to EU Women and other countries

E8: Document summarising the media coverage achieved for JESSE (A total of 33 newspaper articles and radio interviews covered the project. Also see (<http://www.noneinthree.org/global-policy-hub/> ([public policy section](#)))

E9: Evidence of first prize in the 'Health and Wellness' category of the National Coordinating Council for Public Engagement (NCCPE) 2016 competition -

<https://www.publicengagement.ac.uk/do-engagement/inspire-me/case-studies/none-three>; social media demographic data

E10: Report from the government of Grenada to UN Women (sections 29.25 and 29.26) May 2019