

# RSA



## CASE STUDY

**RSA Insurance Limited is a multinational general insurance company.**



### ABOUT RSA

- Around 5,000 employees across the UK, Europe, and Ireland
- Heritage dating back over 300 years
- Global company serving more than 9 million customers worldwide

"At RSA, we are committed to protecting the health, safety, and wellbeing of all our colleagues. Our Domestic Abuse support provisions strengthen this commitment by sensitively helping those affected by domestic abuse through caring for victims, educating leaders, and signposting support for perpetrators to recognise and seek help for their behaviour. We hope this focus will have a positive impact on the collective lives of our workforce."

**Gemma Jackson** - Head of Diversity, Equity & Inclusion

### Why did you start your domestic abuse journey?

Following the pandemic, there was a huge uptick in calls to the National Domestic Abuse helpline, and we wanted to do our bit to help tackle this issue. Initially, we set out to create some guidance which would outline the support and resources available, including signposts to internal resources, such as our Employee Assistance Programme, HR and Mental Health First Aider contact details. From there it grew and grew.

### How has your work evolved?

Following on from our Employee and Leader guidance, we created a network of Domestic Abuse Awareness Champions (DAAC). We have over 20 committed advocates who support our people and actively drive increased awareness, education, and action to tackle domestic abuse and support provisions in the workplace. As a DAAC community, we meet regularly to share updates, progress against our plans and to discuss next steps. Our original guidance has since evolved into a Domestic Abuse Awareness toolkit which we share externally.

### Have you made a difference to any employees?

In breaking the wall of silence that surrounds domestic abuse, and the many forms it can present in, we have seen an increase in disclosures, which is heart-breaking but, as an outcome to our actions, demonstrates that we are providing individuals with a safe space. Brave individuals have shared their personal stories, which has further opened the dialogue and we have had first-hand feedback that our work has supported people in taking action that has resulted in their increased wellbeing.

### How do you ensure your domestic abuse work/policy isn't forgotten?

We use every opportunity to signpost our resources, and to gauge insights into how we can further support our people facing abuse. We run regular articles on our intranet homepage, we signpost support at a local site level and tap into occasions where abuse typically spikes i.e., Christmas, over sporting events, cost of living etc. We work with partners inside and outside the industry, including within government, to drive change.

### **What challenges have you faced?**

We are fortunate to have had a great deal of senior leader engagement in the development of this work and were pushing against an open door. Like others, our biggest challenge remains keeping this work visible and adaptive. Domestic abuse comes in various forms, and we need to continue to educate and enhance how we tackle and support those impacted.

### **Did you find Sharon's Policy a useful tool?**

Becoming members of Employers Initiative on Domestic Abuse (EIDA) provided us with the opportunity to tap into key resources, one of which was Sharon's Policy. We used this as a template to create our own version. Sharon's Policy was the catalyst for our own and provided a critical framework to shape a policy that would meet the needs of our workforce.

### **Have your employees had any training/education?**

Our DAAC's underwent training through Women's Aid. Following this, our champions developed an internal Domestic Abuse Awareness Training session which has been rolled out to over 150 people to date and is regularly oversubscribed.

### **Did you have a budget?**

Yes, investments have and continue to be made.

