

My CWA Press Release

19th October 2020

Cheshire domestic abuse charity launches communication video for children

Cheshire domestic abuse charity, My CWA has launched a communication video for children with the help of its very own superstar, Monkey Bob.

Communication with Monkey Bob is the second in a series of videos designed to help primary-aged children who've been affected by domestic abuse, following *Keeping Safe with Monkey Bob*, which the charity released in the Summer.

In the latest video – which is also subtitled – Monkey Bob explores different forms of communication and learns that the way we communicate with other people shapes our relationships with them.

Beverley Wrighton, deputy chief executive at My CWA says: “Domestic abuse doesn't just affect adults the adults involved – it affects children too. And it can have a devastating impact on them.

“Through our Monkey Bob work, we help children to recover from traumatic early childhood experiences. And the earlier they get help, the greater their chances of making a full recovery. That's why videos like this are so important.”

Beverley continues: “As well as funding from the Holroyd Foundation, we've had the help of some amazingly talented creative people to help bring this video to life – including illustrator Grace Davies and video producer, Peter Ewan – and they've far exceeded our expectations, yet again.”

“We're absolutely delighted to be releasing this video already – and we can't wait to see the reaction from the children we work with!” Bev concludes.

At the end of the video, viewers are asked to think about the way they communicate...

- When things are going well
- When problems arise
- When you're feeling anxious

Could you communicate differently for a better outcome?

more...

Do you feel what I feel?

The Monkey Bob **Do you feel what I feel?** campaign helps children talk about their wishes and feelings. It helps them open up when they're struggling. It gives children the confidence to speak out when something isn't right.

By using clear simple messaging and a range of Early Years tools (such as colouring books, a therapeutic story and a series of self-help guides) Monkey Bob helps children who have been affected by domestic abuse to cope with their emotions.

My CWA's self-help guide entitled *Communication* perfectly complements the charity's new video. The guide – which is available from the Monkey Bob online shop as a **free** digital download (or £2 for a hard copy) – introduces children to Feelings Faces, helping them think how the way they communicate makes other people feel.

You can watch *Communicate with Monkey Bob* at: <https://www.monkeybob.org.uk/videos> and you can get your copy of *Communication* self-help guide at: <https://www.monkeybob.org.uk/shop>

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Notes to editors:

Watch *Communicate with Monkey Bob*: <https://www.monkeybob.org.uk/videos>

Purchase Monkey Bob therapeutic tools: <https://www.monkeybob.org.uk/shop>

About My CWA

My CWA supports anyone affected by domestic abuse. The charity runs counselling and recovery programmes for victims and perpetrators of domestic violence and offers temporary crisis accommodation to people who need to leave their homes urgently.

My CWA has a clear vision – a healthy community where adults and children can live free from the fear of domestic abuse. Please visit the My CWA website for more information: www.mycwa.org.uk

About Monkey Bob

Domestic violence can have a profound effect on children. Play therapy and other counselling programmes can make a huge difference to the way children who have witnessed domestic violence learn to cope with what they've experienced. And that's where Monkey Bob can help.

Monkey Bob – the colourful character at the heart of the Do You Feel What I Feel? toolkit – was born in 2016. He's been used successfully with parents and professionals alike to encourage children across the UK to engage with their feelings.

A friendly, likeable character, Monkey Bob helps Early Years children (those aged seven and under) to open up when they're struggling with their feelings. My CWA has a clear vision – a healthy community where adults and children can live free from the fear of domestic abuse. Please visit the My CWA website for more information: www.monkeybob.org.uk

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