



## **Scottish Women's Aid Case Study**

Using Elearning to Enhance Frontline Response to Domestic Abuse

### **Setting the Scene**

Scottish Women's Aid (SWA) is the lead organisation in Scotland working towards the prevention of domestic abuse. Established in 1976, they coordinate, influence, and campaign for effective responses to domestic abuse. They work with a network of 34 specialist local Women's Aid groups towards a shared vision of a Scotland where domestic abuse is not tolerated. Their project, "Equally Safe in Practice" (ESiP), is their latest training initiative to support frontline workers and support staff in key topics related to preventing violence against women.

### **The Challenge**

To help them provide effective responses to domestic abuse, it was essential for the training to be accessible and straightforward, yet rich in content. It also needed to be compelling enough to stand alone or complement other forms of training, such as workshops.







## The Solution

To tackle these challenges, SWA engaged eCom Learning Solutions. Leveraging our extensive expertise in the field, we co-developed three focused eLearning modules. These modules hone in on key topics such as awareness and responsibility concerning violence against women.

Each module is underpinned by specific learning goals and is enriched by periodic formative assessments. To facilitate user navigation, the content is structured to swiftly guide both first-time and returning learners to their desired topics. The design is intuitive, helping users to always know where they are within the module. A particular focus has been placed on interactivity, incorporating elements like knowledge checks and carousels to enrich the learning experience.

Towards the end of each module, we offer a customised assessment with options for pass/fail outcomes and randomised questions. Additionally, an optional Certificate of Achievement can be issued upon course completion to recognise learner accomplishments.

eCom thoroughly tested the training content across diverse user environments to ensure uniform high performance, irrespective of where or how the modules are accessed.

To ensure a seamless and accessible learning experience, a critical aspect for SWA given their diverse range of job roles and responsibilities, the content is hosted and delivered via our mobile-first Learning Management System, eNetLearn. This platform not only enables easy content distribution but also helps boost engagement and supports compliance tracking.

## The Benefits

The digital nature of the course has enabled SWA to expand its reach significantly, targeting potential change-makers across multiple locations. This scalability has also proved cost-effective, freeing up valuable resources for other critical areas of SWA's mission.

Learners have praised the course's flexibility, able to access it anytime, anywhere, and on any device. This ease of access has led to higher participation rates, while the data analytics features of eNetLearn have made it straightforward for SWA to track engagement and success.

Streamlined compliance tracking, courtesy of eNetLearn, supports SWA's internal reporting and ensures that the training meets all objectives. Overall, both SWA and eCom are pleased with the outcome: a training programme that is both impactful and efficient.

### Scottish Women's Aid Testimonial

*"Working with eCom has been a game-changer for us. Their LMS and eLearning solutions have met our organisational needs head-on, allowing us to make a lasting impact in our work. We couldn't be happier with the user experience and data insights we've gained."*

Jodie McVicar, National Training Coordinator, Scottish Women's Aid

### User Testimonial

*"The course is so easy to use and has really helped me understand the subject. I can jump in whenever I have a moment, and I can even use it on my phone. It's been a game-changer for frontline staff like me."*

Sarah M., Frontline Support Worker



**Learning Solutions**

Global leaders in digital learning and assessment



[www.ecomlearningsolutions.com](http://www.ecomlearningsolutions.com)



01383 630 032



[connect@ecomlearningsolutions.com](mailto:connect@ecomlearningsolutions.com)