An initiative made for you

STOPPING VIOLENCE AGAINST WOMEN BEFORE IT HAPPENS:
a practical toolkit for communities
Part One: Understanding Violence Against Women
This section provides an overview of the definitions, prevalence and causes of violence against women and the specific issues relating to rural communities.

1. What is it?
2. Why does it happen?
3. How can it be prevented?
4. What are the issues for rural communities?
5. How can I speak out?

Part Two: Primary Prevention Methods and Approaches
This section reviews some common primary prevention approaches to violence against women and includes case studies of activities that could be replicated or adapted for your community.

1. Raising awareness and changing attitudes
2. Encouraging respectful relationships
3. Improving women’s financial independence and leadership
4. Engaging men and boys
5. Supporting families

Part Three: A Step-by-Step Guide to Taking Action
This section provides five simple steps to getting started and taking action to prevent violence against women in your community.

1. Working in partnership
2. Community mapping
3. Setting goals and objectives
4. Program design and delivery
5. Monitoring and evaluation
How to use this toolkit

The toolkit was developed to assist rural communities contribute to the implementation of the primary prevention focus of the National Plan to Reduce Violence Against Women and their Children (2010-2022). The toolkit consists of 15 fact sheets that can be used individually or together as a series to help your community understand and take action to stop violence against women before it happens.

The toolkit was designed to meet the specific needs of rural and regional communities by providing straightforward advice and practical resources and ideas for community-led action. The toolkit can be used by anyone, but has been specifically designed for people working in the community services sector, including social workers, case managers, policy officers, teachers, youth workers, police and community leaders.

The toolkit contains discussion questions, group activities and case studies that can be used by small groups (such as students, community groups or project teams) to help further explore issues relating to violence against women.

Acknowledgements

Thanks to the following people and organisations that made the development of this toolkit possible:

Advisory Group

- Heather Nancarrow, Annie Webster, Terese Kingston (QLD Centre for Domestic and Family Violence Research)
- Julie Oberin, Amy Blain (Australian Women Against Violence Alliance)
- Sandra Stoddart, Val Lang (National Rural Women’s Coalition and Network)
- Queensland Centre for Domestic and Family Violence Research, CQUiversity

Project Management

Kiri Dicker, Think Out Loud Consulting

Design

Andrew Wapling, www.andrewwapling.com

Consultations

Our sincere gratitude to the women and men of Emerald (QLD), Broken Hill (NSW) and surrounding communities who travelled great distances to share their advice, ideas, and experiences of violence against women.
PART ONE: UNDERSTANDING VIOLENCE AGAINST WOMEN

WHAT IS IT?

Violence against women refers to:

- any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women.


Violence against women does not only include physical and sexual violence, it refers to a range of different violent and abusive behaviours as shown below.

This toolkit focuses on domestic and family violence and sexual assault, as these are the most common forms of violence against women in Australia.

HOW COMMON IS VIOLENCE AGAINST WOMEN?

About 1 in 3 Australian women experience physical violence and almost 1 in 5 women experience sexual violence in their lifetime.¹

In 2005, over 350,000 women experienced physical violence (about the population of Canberra) and over 125,000 women experienced sexual violence (about the population of Toowoomba).²

Violence can happen to anyone, but some groups of women are at higher risk of experiencing violence, including Aboriginal and Torres Strait Islander women, young women, women with disabilities, and immigrant and refugee women.

WHY FOCUS ON VIOLENCE AGAINST WOMEN?

Although both women and men can be perpetrators or victims of domestic and family violence and sexual assault, research shows that the majority of violence is perpetrated against women by men.³

This toolkit focuses on violence against women because of the scale and complexity of the problem and the unique strategies and approaches required to effectively reduce and prevent it. These strategies must start by acknowledging and addressing the fundamental link between violence against women and gender inequality. This relationship is discussed in more detail throughout the toolkit.

¹ ² ³ Australia Bureau of Statistics Personal Safety Survey, 2006

1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
THE NATIONAL PLAN TO REDUCE VIOLENCE AGAINST WOMEN AND THEIR CHILDREN

In February 2011 a long-term strategy of all Australian governments to reduce violence against women, the National Plan, was released. Over 2,000 Australians were consulted and 350 written submissions reviewed in its development. The release of the National Plan was a huge step in Australia’s efforts to reduce violence against women and their children. The National Plan is a must-read for anyone working to reduce violence against women. Details of how to obtain a free copy are included in your recommended reading list.

DISCUSSION QUESTIONS

1. What was your first reaction when you read these facts about violence against women?
2. What are some of the attitudes that your community has towards violence against women? Are these different among certain groups?
3. Are there any statistics or information on rates of violence against women in your local community? If so, how do they compare with the statistics in this toolkit?
4. Why does violence against women require a different approach than others types of violence, such as violence against men?

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Duluth Model Power and Control Wheels</td>
<td>Domestic Abuse Intervention Programs</td>
<td><a href="http://www.theduluthmodel.org/training/wheels.html">www.theduluthmodel.org/training/wheels.html</a></td>
</tr>
</tbody>
</table>
Violence against women is never caused, invited or deserved by the victim. Everyone has the right to live safe and free from violence, regardless of what they say or do.

Research shows that violence against women occurs in all socio-economic, age and cultural groups and locations in Australia.

The diagram shown here explains that there are many complex and interlinked factors that cause and contribute to violence against women. If we want to reduce violence against women we must address the issues at all of these levels.

THE ECOLOGICAL MODEL OF VIOLENCE

INDIVIDUAL
Strategies aim to develop and change the skills, attitudes and behaviours of individuals through information, support and training. Factors can, but don’t necessarily include exposure to violence as a child, alcohol and drug abuse and poor education.

RELATIONSHIP
Strategies aim to influence close interpersonal relationships with partners, family, and friends. Factors include attitudes and behaviours that tolerate and perpetuate violence against women.

COMMUNITY
Strategies aim to influence environments such as groups, organisations and social settings, through policy, changing attitudes and providing training and skills development. Factors include isolation, unemployment and poverty.

SOCIETAL
Strategies aim to influence and change institutions, systems and social and cultural norms through media, legislation and opportunities. Factors may include narrow gender roles, inequalities and acceptance of violence.

Remember: None of these things alone justifies or causes violence against women. It is caused by a complex interaction of many factors.
Gender equality is the belief that men and women have equal value in our society and therefore deserve the same rights, choices and opportunities. While Australia is making progress in advancing gender equality, many women still experience fewer opportunities, poorer outcomes and more restricted choices than men.

The relationship between gender inequality and violence against women is complex, as gender inequality is both a cause and result of violence against women. While progressing gender equality will reduce violence against women in the future, violence and abuse also act as a barrier to achieving gender equality as it has serious impacts on women’s health and wellbeing.

Even more complex is the fact that some women experience multiple inequalities, such as those based on culture, ethnicity, age, sexuality and disability. For example, immigrant and refugee women may be more likely to experience violence but less likely to report it if they do not have access to relevant information, or fear being deported.

**GROUP ACTIVITY**

**Draw** the diagram on the first page onto a whiteboard or butcher’s paper.

**Make** a list of all of the issues that might influence violence against women at the individual, family, community and society levels. On one side list the things that contribute to violence against women and on the other side, list the things that protect against it.

**Discuss** what can be done at a community level to eliminate the things that cause violence against women and encourage the things that protect against it.

**RECOMMENDED READING**

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>GenderWorks Toolkit: We’re Stronger Together</td>
<td>Oxfam UK</td>
<td><a href="http://www.oxfam.org.uk/resources/ukpoverty/genderworks">www.oxfam.org.uk/resources/ukpoverty/genderworks</a></td>
</tr>
<tr>
<td>We Are Equals</td>
<td>Equals USA</td>
<td><a href="http://www.wearequals.org">www.wearequals.org</a></td>
</tr>
</tbody>
</table>
The most effective way to reduce violence against women is to stop it from happening in the first place. This is known as the primary prevention of violence against women.

The Australian Government has successfully used primary prevention approaches to tackling other public health problems such as smoking and drink driving. Primary prevention approaches are effective because they address the root cause of the problem to stop it from happening in the first place.

This checklist will help you know if a particular program or service is using a primary prevention approach to violence against women:

- Does it aim to challenge and change attitudes and behaviours that enable violence against women and not just maintain the status quo?
- Is it implemented before the violent behaviours and attitudes occur?
- Does it aim to reduce or eliminate the factors that place people at risk of using or experiencing violence?
- Does it target the broader population and not only ‘at risk’ groups?
- Does it promote gender equality and respectful relationships between men and women?

If you answered ‘yes’ to these questions then chances are that a primary prevention approach is being used.

This diagram explains the differences between primary prevention and other types of violence prevention. The most important difference is that primary prevention must take place before violent attitudes and behaviours occur, whereas secondary and tertiary prevention happen after the violence has already occurred and aim to stop it from happening again.

1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
PART TWO OF THIS TOOLKIT

Part Two of this toolkit provides some examples of common primary prevention approaches to violence against women.

GROUP ACTIVITY

Draw the diagram on the first page onto butcher’s paper or a whiteboard.

Make a list of all of the programs and initiatives in your community that might reduce violence against women.

Decide if these programs and services are primary, secondary or tertiary prevention and record them on the diagram.

Discuss whether there are any gaps in community efforts to address violence against women and what could be done to stop violence before it happens.

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Partners in Prevention Web Portal</td>
<td>The Domestic Violence Resource Centre (VIC)</td>
<td><a href="http://www.partnersinprevention.org.au">www.partnersinprevention.org.au</a></td>
</tr>
</tbody>
</table>

NOTES

This is 3 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au
Even finding them is hard…the gate’s padlocked. You park the car, you jump the fence and you walk and hope … you pass the bulls in the paddock and hope they are not wild and then you come up to the dogs and then you have got to get over another fence to get into the house and then you get greeted with a guy standing there with a gun…

A rural nurse’s description of visiting an Isolated property where violence was occurring

Most national data on violence against women does not provide information for specific geographical areas. This makes it difficult to get an accurate picture of violence against women in rural and regional areas. However, evidence suggests that rates of sexual assault and domestic and family violence are just as high as in other areas of Australia. Some groups of women within rural and remote communities experience particularly high rates of domestic and family violence, especially Aboriginal and Torres Strait Islander women. Australia’s rural and regional communities are very diverse, yet they often face similar challenges when it comes to addressing and reducing violence against women. Specific issues for rural communities include:

**Isolation**

Women might have to travel long distances to seek support from friends, family and services. This can be even more difficult in areas without regular public transport.

**Lack of Services**

Some areas do not have specialist domestic and family violence support services, such as counselling and supported crisis accommodation. This means women may have to leave their community to get the help and support they need.

**Confidentiality**

Living in a small community where everyone knows each other can make it difficult to report violence. Especially if the perpetrator is a respected member of the community.

**Community Attitudes**

Sometimes, rural communities can have certain attitudes and beliefs about the roles of men, women and children in society and how they should behave – these can stop women getting help. Sometimes, people might think domestic violence only includes physical violence.

Workers and community leaders in rural and regional areas also face barriers to implementing primary prevention initiatives. These include:

**Access to Resources and Information**

Primary violence prevention can be a difficult concept to understand and implement effectively. Workers in rural and regional areas often lack access to the information and skills they need to assist them in preventing violence.

**High Demand for Services**

Domestic and family violence services in rural and regional areas are often very full or busy. When there are so many women seeking help after experiencing violence, workers often don’t have time to focus on violence prevention.

**Limited Funding**

Finding funding to implement primary prevention initiatives in smaller communities can be difficult, as it is not always seen as a priority. When lots of organisations and groups are competing for limited funding, it can make it harder to work together.

**Spread-Out Communities**

Organisations in rural and regional areas often deliver services over a large geographical area, travelling long distances to reach isolated areas. This can make it difficult to get people to participate and engage in violence prevention initiatives.

1800 RESPECT (1800 737 732)

A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
DISCUSSION QUESTIONS

1. Which of the issues above apply to your local community? Are there any others that haven’t been mentioned?

2. How might some of the beliefs and values that are common to rural communities influence violence against women?

3. What can rural communities do to overcome some of the challenges to preventing violence against women before it happens?

4. Who are the influential people and key decision makers that need to be engaged in your violence prevention work?

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic Violence in Rural Australia (ISBN 9781862877511)</td>
<td>Sarah Wendt</td>
<td>Purchase through <a href="http://www.federationpress.com.au">www.federationpress.com.au</a> or ask for it at your local library</td>
</tr>
</tbody>
</table>

NOTES

This is 4 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au
We all know that violence against women is wrong, but it’s not always easy to speak out about it. Both men and women can feel embarrassed, ashamed, resentful, confronted or just ambivalent about violence against women.

There are lots of reasons why it can be difficult to talk about violence:

- Our community might not think violence is a problem – they might treat us like we are making a big deal about nothing.
- Both men and women might feel confronted or challenged at the thought of changing their behaviour and attitudes about violence.
- People might believe that what happens in the home is a private matter and shouldn’t be discussed in public.
- We might not feel like we know the facts or the ‘right’ things to say.
- Women might be worried that they’ll be accused of being a ‘man-hater’ or a ‘lesbian’. Men who speak up against violence are often worried they’ll be labelled ‘gay’ or less masculine.
- People might think that the only kind of domestic and family violence is physical violence.
- The person we are talking to may be a perpetrator or a victim of violence and not want anyone to find out.

Violence against women is sometimes described as a ‘hidden problem’ because people do not like to talk about it. Speaking out about violence against women is everyone’s responsibility!

Talking about violence against women can be difficult. The best way to respond to difficult questions is to:

- Acknowledge and validate what the person has said
- Challenge any myths or attitudes and beliefs that support violence
- Inform the person of the facts in a way that is easy to understand

Don’t worry if you don’t have all the answers or facts right away. It’s okay to leave a conversation and come back to it later when you have done some research.

1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
ARTS, SONG AND DRAMA

Arts, song, and drama can be an effective way of speaking out about violence against women. Songs such as Archie Roach’s *Walking Into Doors*, send a powerful message about ending violence.

DISCUSSION QUESTIONS

1. How can we start a conversation about violence against women in our community? How can we engage ‘hard to reach’ groups?
2. How can we convince people that reducing violence against women is everyone’s responsibility?
3. How can we talk about violence against women in a way that empowers people to take action?
4. What is the best way to deal with people who become disruptive or aggressive when we talk about violence against women?

QUICK COMEBACKS

Here are some quick responses to some of the most common questions and comments that people might make about violence against women.

**Q:** But what about all the women who abuse men?
**A:** It is true that sometimes women are violent towards men, however research continually shows that the majority of victims of domestic violence and sexual assault are women. Resources and services need to respond to this research.

**Q:** Violence is not a big problem in the country…
**A:** Actually research has shown that violence against women is a problem all over Australia, including in country areas. Just because you don’t see it, doesn’t mean it doesn’t happen.

**Q:** Aren’t you accusing all men of being violent?
**A:** No! The majority of men choose to not abuse women, but unfortunately they often do not speak out about it either. One of the most effective ways of ending violence against women is for men to speak out against it.

**Q:** What did she expect? Dressing like that!
**A:** No one ever deserves violence because of what they are wearing! Men need to take responsibility for their behaviour, not blame women for their choice of outfit.

**Q:** If it’s so bad, why doesn’t she just leave?
**A:** Sometimes it’s hard to understand why women stay in violent relationships. They might be scared, ashamed, or have nowhere else to go. They may think that staying in a violent relationship is what is best for the children, or her partner of other family members might convince her that she should stay. Women may not know what services are available to help. Leaving a violent relationship can be more dangerous than staying if a woman does not have proper support and protection.

**Q:** Violence is just part of their culture…
**A:** Violence against women happens in all cultures – but that doesn’t make it okay. All women have the right to live free from violence regardless of their culture.

This is 5 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at [www.nrwn.org.au](http://www.nrwn.org.au)
Even though almost all Australians recognise that the physical and sexual assault of women is wrong, some still have attitudes and beliefs that tolerate and promote violence against women. For example, in a 2009 survey on attitudes to violence against women:

- Around 1 in 6 people believed that a woman is partly responsible for being raped if she is drunk or drug affected\(^1\).
- 34% of people believed that ‘rape results from men being unable to control their need for sex’\(^2\).
- 3% of people said that ‘women often say no when they mean yes’\(^3\).
- More than half of all people believed that a woman could leave a violent relationship if she wanted to\(^4\).

To effectively change attitudes and behaviours like these, primary prevention initiatives need to inform people about the facts of violence against women and give them the skills to change and adopt new attitudes and beliefs.

Evidence has shown that raising awareness about violence against women by itself is not always enough to make people change their beliefs, attitudes and behaviours. Effective and long-term social change requires engaging communities and fostering local activism and advocacy.

Use a strengths based approach! Focusing on the benefits of non-violence and gender equality can sometimes be more effective than ‘scare campaigns’ about violence.

You can use this advocacy planning cycle to help raise awareness about violence against women in your community.

**ADVOCACY PLANNING CYCLE**

1. **Identify the issue**
2. **Gather evidence**
3. **Know your audience**
4. **Set goals and outcomes**
5. **Develop a clear message**
6. **Build support**
7. **Develop an action plan**
8. **Evaluate and learn**

---

\(^1\) VicHealth: National Community Attitudes towards Violence Against Women Survey, 2009

\(^2\) 1800 ResPeCt (1800 737 732)

A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
ADVOCAICY:
The act of supporting or arguing in favour of something, such as a cause, idea, or policy.

CASE STUDY: SUMMER OF RESPECT

In 2011, members of the Women's Services ACT network decided to combine all of their community awareness events and initiatives into a single, summer long campaign to reduce and prevent violence against women. The Summer of Respect campaign started with Reclaim the Night in October 2011 and finished on International Women's Day in March 2012. The aim of the campaign was to create a sustained conversation in the local community about sexual violence and its impact.

Throughout the Summer of Respect campaign there were lots of opportunities for the public to engage in activities, issues, and conversations around sexual violence and respectful relationships. This included a social media campaign targeting young people. By pooling the time and resources of a number of different organisations and creating a strong, consistent and sustained advocacy message, members of the ACT Women's Services Network were able to increase the scope and visibility of their campaign.

RECOMMENDED READING

- **Title**: Advocacy Fact Sheets
  **Author**: Our Community
  **Link**: www.ourcommunity.com.au/advocacy

- **Title**: SASA! An Activist Kit for Preventing Violence Against Women and HIV
  **Author**: Raising Voices (Uganda)
  **Link**: www.raisingvoices.org/sasa/kit_download.php

- **Title**: INSTIGATE! – An Online Toolkit for Community Mobilisation
  **Author**: Transforming Communities (USA)
  **Link**: http://tc.clientrabbit.com/files/resources/instigate/welcome.html

- **Title**: Points of Departure: Advocacy Toolkit for Immigrant and Refugee Women
  **Author**: The Multicultural Centre for Women's Health
  **Link**: www.mcwh.com.au/leadership/resources.php

- **Title**: National Survey on Community Attitudes to Violence Against Women (2009)
  **Author**: Victorian Health Promotion Association (VicHealth)

This is 6 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au
Encouraging children and young people to develop respectful and non-violent relationships is one of the most effective ways to prevent violence against women.

This is because boys and girls begin forming their beliefs and attitudes about how women and men should behave within relationships from a very young age. Helping young people develop respectful and non-violent relationships early can have a lasting and positive impact on their relationships later in life.

Young people are much more likely to witness, experience and tolerate violence against women than older people. Research shows that:

- As many as one in four young people report having witnessed an act of physical violence against their mother or stepmother.
- One in seven girls and young women aged 12 to 20 have experienced rape or sexual assault.
- 1 in 20 young people considered that forcing a partner to have sex, throwing things at each other, and regular slapping or punching are part of “normal conflict” rather than relationship violence.

Young people who are exposed to physical and sexual violence in their daily lives as well as in the media, are more likely to report a higher level of acceptance and tolerance for violence against women.

Respectful relationships education programs support young people by

- Promoting attitudes and behaviours that support equality and respect.
- Discouraging attitudes and behaviours that enable violence against women.
- Giving them the skills to negotiate safe and mutual sexual relationships.
- Highlighting the positive side of respectful relationships instead of simply telling them not to be violent.
CASE STUDY: SOLVING THE JIGSAW

Solving the Jigsaw was developed in 1997 by the Centre for Non-Violence, a domestic violence support service based in Bendigo, Victoria. The program was developed in response to the devastating statistic that 25% of children and young people in Australia witness violence in their homes.

The award-winning program helps kids learn to manage the growing threats of bullying at school and violence at home and in the community. It does this by working with young people to develop their skills in conflict resolution, assertive communication, decision-making, anger-management and to promote increased self-knowledge, awareness, optimism and resilience. The program also takes a whole-of-school approach by developing curriculum-based strategies and strengthening the school’s capacity to prevent and respond to violence.

In 2012, Solving the Jigsaw reached over 20,000 children throughout Victoria and is now available in Queensland and New South Wales. The program has also trained 650 teachers in violence prevention. To find out more about Solving the Jigsaw, visit their website www.solvingthejigsaw.org.au

RECOMMENDED READING

- **Title**: The National Standards for Sexual Assault Prevention Education
  **Author**: The National Association of Services Against Sexual Violence
  **Link**: www.nasasv.org.au/Standards.htm

- **Title**: The Line – A national social media campaign on respectful relationships
  **Author**: Australian Government
  **Link**: www.theline.gov.au

- **Title**: Violence Prevention and Respectful Relationships Education in Victorian Secondary Schools.
  **Author**: Victorian Health Promotion Association (VicHealth)

- **Title**: Love: The Good, the Bad and the Ugly
  **Author**: Domestic Violence Resource Centre Victoria
  **Link**: www.lovegoodbadugly.com

- **Title**: Relationship Things community resources
  **Author**: YWCA Canberra
  **Link**: www.ywca-canberra.org.au/community_resources/relationship_things

- **Title**: Sex and Ethics: Young People and Ethical Sex
  **Author**: Dr. Moira Carmody
  **Link**: Available for purchase online at www.sexualethics.org.au
Women must be supported to claim their rights by speaking out and taking action to reduce and prevent violence against women in their communities.

**FINANCIAL INDEPENDENCE**
In some cases, financial dependency increases women’s isolation and vulnerability to violence. It is also used as a controlling tactic by violent perpetrators. Initiatives that support women to live economically independent lives are an effective way to prevent violence against women.

Examples of things that could improve women’s financial independence:

- Workshops that help women plan for their financial future, including savings, insurance and superannuation.
- Support to help women return to further education and training.
- Support to help women gain employment, or re-enter the workforce after time off.
- Flexible working arrangements and parental leave provisions that allow women to remain in the workforce.

**LEADERSHIP**
In Australia, women are still underrepresented in decision-making roles across many areas, including all levels of government and virtually all sectors of the paid workforce. Improving women’s leadership is an important strategy to achieving gender equality and preventing violence against women.

Examples of things that can improve women’s leadership:

- Training and skills development programs that build women’s self confidence and leadership abilities.
- Provisions that ensure women’s equal representation at all levels of decision-making.
- Mentoring programs that support women to achieve their goals.

---

1 Australian Human Rights Commission, Gender Equality Blueprint, 2010

---

1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
CASE STUDY: 10THOUSANDGIRL CAMPAIGN

10thousandgirl is a social enterprise that aims to improve the financial literacy of 10,000 Australian women. The 10thousandgirl programs assist women to develop a life plan and understand the cornerstone financial principles, strengthening their ability and confidence to create financial security. 10thousandgirl achieves this by offering webinars, one day Life Planning Workshops and supporting women across Australia to form Girl Investment Groups (GIGs) in their local areas. The programs help women help each other share knowledge and plan for the future by developing savings plans, having the necessary insurance in place and learning to effectively manage their superannuation and investments for the future. The programs are fun and lighthearted and women leave with increased confidence to live inspired independent lives.

In the near future, 10thousandgirl aims to expand their programs with a specific focus on reaching young women in remote and regional communities. You can find out more about the Campaign and request a workshop in your town by visiting the website at www.10thousandgirl.com

CASE STUDY: RURAL WOMEN’S E-LEARNING AND LEADERSHIP PROGRAM

An initiative of the National Rural Women Coalition, the E-Learning and Leadership Program aims to build the leadership and representative capacity of women in primary industries and further develop the resilience of rural, regional and remote Australian communities.

At the beginning of the program, participants are paired up with mentors to support them through their journey. Mentors and mentees then participate in a series of live webinars and online forum sessions throughout the course of the Program, as well as work on a range of tasks together to further each other’s skills and knowledge. Topics covered in the program include leadership, business development, social media, capacity building and climate change action.

Find out more about the program by visiting the website at www.nrwc.com.au/projects/recognising-women-farmers-project

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title</td>
<td>Author</td>
<td>Link</td>
</tr>
<tr>
<td>Money Smart Website</td>
<td>The Australian Government</td>
<td><a href="http://www.moneysmart.gov.au">www.moneysmart.gov.au</a></td>
</tr>
</tbody>
</table>

This is 8 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au
Engaging men and boys is an important part of effective violence prevention work. When men examine their own beliefs and attitudes and speak out about violence against women, they become positive role models for other men in their community. This can be an effective strategy in the primary prevention of violence against women.

Men can help stop violence against women by:

• Not using violence or abusive behaviour of any kind.
• Challenging their own sexist and violent attitudes and developing relationships with women that are based on respect and equality.
• Informing themselves and others about the realities of violence against women and challenging the social and cultural causes of violence.
• Challenging attitudes and behaviours that are violent or abusive or that perpetuate and tolerate violence against women.

Any man can be a positive role model for ending violence against women, including fathers, teachers, community leaders, elders, tradespeople, politicians and businesspeople.

CASE STUDY: THE WHITE RIBBON CAMPAIGN

The White Ribbon Campaign is a global, male-led campaign to end violence against women. The campaign uses ‘White Ribbon Ambassadors’ who make an Oath to never commit, excuse or remain silent about violence against women. In taking the Oath, Ambassadors become the local leaders and faces of the White Ribbon Campaign in their community. Men who are committed to ending violence against women can become a White Ribbon Ambassador.

Find out more at www.whiteribbon.org.au/ambassadors

Every year, on the International Day for the Elimination of Violence Against Women, White Ribbon Day is celebrated. On this day, communities all around Australia and the world hold events and activities to raise awareness about violence against women.

A full list of ideas and resources for hosting White Ribbon Day events can be found online at www.whiteribbon.org.au/host-event/resources
CASE STUDY: MENTORS IN VIOLENCE PREVENTION PROGRAM

Mentors in Violence Prevention (MVP) program was developed in the US in 1993 and is now delivered throughout the world, including in Australia through Griffith University. It is a leadership program that uses a bystander approach to preventing all forms of violence, including violence against women. The program views all participants, not as either perpetrators or victims of violence, but as empowered bystanders who can confront, interrupt or prevent violence. It seeks to engage all people in the fight against violence by equipping them with the skills to be effective bystanders.

The MVP program’s highly interactive training sessions help participants develop concrete options that they can use in a range of school or social situations. Additionally, the training sessions get people talking about issues such as domestic and family violence, sexual assault, fighting, and bullying. The MVP program aims to challenge participants to understand the importance of taking ethical action when faced with violent situations and empowers them with realistic options intervening in real-life situations.

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Be the Hero</td>
<td>The Victorian Women’s Trust</td>
<td><a href="http://www.bethehero.com.au">www.bethehero.com.au</a></td>
</tr>
</tbody>
</table>
Violence can be an intergenerational cycle – in other words, attitudes, beliefs and behaviours that lead to violence against women can be passed down from parents to their children.

We know that children learn their attitudes and behaviour from those around them, including their parents, the media and religious and cultural institutions.

Experiencing abuse and neglect as a child is one of the biggest risk factors in becoming a victim or a perpetrator of violence against women later in life\(^1\). Therefore, supporting families and reducing children’s exposure to violence can be an effective way of preventing violence against women in the future. This is sometimes referred to as ‘breaking the cycle of violence’.

Types of family support programs that have shown promise in the prevention of violence against women include:

- Programs that promote equal and respectful relationships between men and women during the transition to parenthood.
- Parenting education programs that help parents manage their children’s behaviour.
- Programs that support families who are vulnerable or likely to experience disadvantage before there are any signs of violence.
- Supporting young people that have experienced child abuse and neglect to reduce the likelihood of them perpetrating or experiencing violence in the future.

CASE STUDY: BABY MAKES THREE

The Baby Makes 3 was a project led by the Whitehorse Community Health Service (Victoria) in partnership with the City of Whitehorse Maternal Child Health Service. The project is an example of promising practice in the emerging field of preventing violence against women. It is a primary prevention program that seeks to stop violence before it happens by promoting equal and respectful relationships between men and women during the transition to parenthood.

Baby Makes 3 aimed to increase the capacity of first time parents to build equal and respectful relationships in response to the lifestyle and relationship changes that follow the birth of a child. It also aimed to increase the capacity of health professionals and organisations to promote equal and respectful relationships during the transition to parenthood. A recent program evaluation found it to be effective in achieving these goals.

Find out more about the Baby Makes 3 program by visiting the program website at www.wchs.org.au/services/groups/baby-makes-3

\(^{1}\) World Health Organisation. (2010)
CASE STUDY: REMOTE AREA FAMILIES SERVICE

The Remote Area Families Service (RAFS) provides support to families living in rural and remote Queensland and parts of the Northern Territory. The aim of the service is to meet the needs of families living in isolated areas, particularly focusing on early childhood development, as many rural and remote families cannot access mainstream early childhood services.

RAFS is an innovative, flexible program that is tailored to the specific needs of rural dwelling families. Travelling across large distances (a combined 160,000 km every year!), the program’s dedicated staff make home visits to isolated families, provide advice and support in the area of early childhood development, bring local families together by organising playgroups and offer guidance on a range of family-related matters.

You can learn more about the RAFS program by visiting the website of the auspicing agency, Frontier Services at www.frontierservices.org

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Through Young Black Eyes – Family Violence Toolkit</td>
<td>Secretariat of National Aboriginal and Islander Child Care (SNAICC)</td>
<td>Available for purchase online at <a href="http://www.snaicc.asn.au/tools-resources">www.snaicc.asn.au/tools-resources</a></td>
</tr>
</tbody>
</table>

NOTES

This is 10 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au
Effectively preventing violence against women requires collaboration, teamwork and a long-term approach. The best way to get started is to bring together a range of different stakeholders who have a shared interest in the primary prevention of violence against women.

BRINGING A DIVERSE RANGE OF PEOPLE TOGETHER TO WORK ON AN ISSUE CAN BE MORE EFFECTIVE BECAUSE:

- People can share their different opinions and perspectives, which could lead to new ideas and solutions that were not previously considered.
- Everyone is kept ‘in the loop’ – this avoids duplication and helps people learn from previous successes and mistakes.
- Everyone can contribute something, so it makes better use of limited funding and resources.

WHO SHOULD YOU BE WORKING WITH TO PREVENT VIOLENCE AGAINST WOMEN?

- Domestic Violence Services
- Rape Crisis Centres
- Sexual Assault Services
- Local Government
- Sexual Health Services
- Aboriginal and Torres Strait Islander Organisations
- Refugee and Immigrant Support Services
- Youth Groups
- LGBTI Support Services
- Nurses
- Social Workers
- Counsellors
- State Government
- Sporting Clubs
- Police
- Teachers and Schools
- Businesses
- Universities and TAFEs
- Legal services
- Women’s Health Services
- Local Radio Stations
- Newspapers

1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
ONCE YOU HAVE FORMED YOUR PARTNERSHIP, THINK ABOUT TAKING THE FOLLOWING FIRST STEPS:

1. Make sure group members have a thorough and accurate understanding of gender analysis, violence against women and primary prevention. Make plans to conduct any training required by the group.

2. Develop the group’s Terms of Reference. This document includes things like: who can be a member, the roles and responsibilities of members, the frequency of meetings and the main focus of the group.

3. Work towards developing a shared vision for preventing violence against women in your community. If the group is all working towards the same thing, it is less likely that there will be conflict between members.

RECOMMENDED READING

- **Title**: Listening to the Stars: The Constellation Model of Collaborative Social Change  
  **Author**: Lien Center for Social Innovation Singapore  
  **Link**: www.lcsi.smu.edu.sg/downloads/MarkSurmanFinalAug-2.pdf

- **Title**: Collaboration Fact Sheets  
  **Author**: Australian Research Alliance for Children and Youth  
  **Link**: Go to the Publications and Resources section of www.aracy.org.au

- **Title**: Online Community Organising Toolkit  
  **Author**: Kansas Coalition Against Sexual and Domestic Violence (USA)  
  **Link**: www.kcsdv.org/toolkit/commorgtoolkit.html

- **Title**: Bridging Gaps – From Good Intentions to Good Collaboration  
  **Author**: Women Against Violence Europe (WAVE)  
  **Link**: Go to www.wave-network.org and follow the ‘Publications’ link

NOTES

This is 11 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au
Community mapping is a process that is used to get a better understanding of your community. It involves talking to different organisations and community members and reviewing research on the issue. This information is then used to inform the design and delivery of events, programs and services.

Community Mapping involves:
- Inviting and recording responses and observations from community members about the issue.
- Reviewing research and gathering evidence.
- Finding out what other stakeholders are doing to address the issue.
- Compiling information that will be used to inform your program, event or initiative.

When you are undertaking a community mapping exercise, you may wish to consider information from the following sources:
- The Australia Bureau of Statistics
- The Australian Institute of Health and Welfare
- Universities and research institutions
- Your Local Council Website
- The stories and opinions of community members

THE DIAGRAM BELOW CAN ASSIST YOU IN MAPPING YOUR COMMUNITY:

1. **People**
   - What are the community demographics?
   - Is the population stable or transient?
   - Who are the community leaders?

2. **Locations**
   - Are there certain places where violence is common?
   - Where are the popular meeting places for different groups?
   - Is there any locational disadvantage?

Continued overleaf …

1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
3. GROUPS
- What are the needs of different cultural groups?
- Are there any prominent political/lobby groups?
- What unofficial social groups exist (e.g. surfers, skaters)?

4. IDENTITY
- What is your community and its people known for?
- Does the community have a sense of unity?
- What beliefs and attitudes are common?

5. COMMUNITY SERVICES
- What is the range of services provided?
- Are there any gaps in service provision?
- How accessible are these services?

6. SUPPORT
- Who are your key supporters?
- Who could provide funding and resources for your initiative?
- Who are the social connectors, leaders and influencers?

7. INFORMATION
- What are the opportunities to communicate your message?
- Where do people go for information on certain issues?
- Is there research or statistical data on the issue?

USE A STRENGTHS-BASED APPROACH
When undertaking a mapping exercise, remember to focus on the strengths and assets of your community, not just the problems!

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>id Community Demographic Profiles</td>
<td>Informed Decisions</td>
<td><a href="http://home.id.com.au">http://home.id.com.au</a></td>
</tr>
<tr>
<td>Community Readiness: A Handbook for Successful Change</td>
<td>The Tri-Ethic Centre for Prevention Research (USA)</td>
<td><a href="http://www.triethniccenter.colostate.edu/CRhandbookcopy.htm">www.triethniccenter.colostate.edu/CRhandbookcopy.htm</a></td>
</tr>
<tr>
<td>Community Mapping Resources</td>
<td>The Asset Based Community Development (ABCD) Institute</td>
<td><a href="http://www.abcdinstitute.org/resources">www.abcdinstitute.org/resources</a></td>
</tr>
</tbody>
</table>
When designing a primary violence prevention initiative, it is essential that you set clear goals and objectives before you start. This stage should never be rushed, because it is these goals and objectives that will keep your work on track and determine whether your intervention has been effective.

GETTING SMART
When setting goals and objectives, make sure that they are:

- Specific: They identify tangible events or actions that will take place.
- Measurable: They express the statement in a way that can be quantified and measured.
- Achievable: They can be realistically achieved within the resources and timeframe.
- Relevant: They logically relate to the overall problem and desired effects of the program.
- Time-bound: They specify a time within which the objective will be achieved.

Not SMART
Project Goal: “Increase social work students’ knowledge of primary violence prevention”.

SMART
Project Goal: “Deliver a workshop on primary violence prevention for 20 social work students before the end of December”.

A useful way to set goals for your primary prevention initiative is to consider your Impact, Outcomes & Outputs.

**OUTPUT**

- Short-term: Under the control of the person implementing the project. Measured periodically during project implementation. Example: Program delivered to at least 100 young people across three schools.

**OUTCOME**

- Medium-term: Determined by the people participating in the program. Measured at end of project. Example: Young people completing the program report that they feel more confident in developing respectful and safe relationships.

**IMPACT**


1800 RESPECT (1800 737 732)
A free 24 hour national domestic and family violence and sexual assault counselling service for people who have experienced violence, and for workers supporting them.
WHEN SETTING GOALS AND OBJECTIVES YOU WILL ALSO NEED TO CONSIDER THE FOLLOWING THINGS:

- What resources are available to achieve your objectives?
- Who will be responsible for leading and supporting each action?
- What is a realistic timeframe in which to achieve your goals?

Fact Sheet 15 has more information on how to monitor and evaluate primary prevention.

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Setting SMART Goals</td>
<td>Ashoka Youth Venture</td>
<td>Go to <a href="http://www.youtube.com">www.youtube.com</a> and search ‘SMART Goals Ashoka’</td>
</tr>
</tbody>
</table>

NOTES

This is 13 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at www.nrwn.org.au.
When designing a primary violence prevention program, you will need to consider the following things:

**WHO WILL DELIVER THE PROGRAM?**

It is essential that primary prevention educators have the following skills and qualities:

- A thorough and accurate understanding of gender inequality, violence against women and primary prevention concepts and approaches.
- Approachable and have good communication skills.
- Comfortable talking about ‘taboo’ issues like sex, relationships and violence.
- Understand the need to keep things strictly confidential (unless required by law).
- Have the skills and training to appropriately deal with disclosures of physical and sexual abuse.
- Have the skills and training to recognise women and children at risk and how to make appropriate referrals.
- Assertive enough to confront damaging stereotypes and hurtful behaviour.
- Able to make the program or event interesting, fun and enjoyable.

**WHAT WILL YOUR PROGRAM LOOK LIKE?**

There are lots of different ways to do primary violence prevention work in your community, including:

- Education and training delivered directly to men and women in a range of settings, such as schools and workplaces.
- Community awareness and advocacy campaigns.
- Legislative and policy reform.
- Training and skills development program delivered within organisations.
- Research and information gathering.
- One-off or regular events, such as White Ribbon Day.

**DON’T RE-INVENT THE WHEEL!**

You don’t always have to start a new program from scratch. Think about ways you can adapt programs from elsewhere or integrate primary prevention approaches into your existing work.

**THINK CAREFULLY**

About the gender and cultural background of your facilitators. It is important to create a space where people feel comfortable and safe to participate and share experiences.
WHEN AND FOR HOW LONG WILL THE PROGRAM RUN?
Considerations must include:
- Total duration of the program.
- Timing of the program (e.g. school holidays, after school etc.).
- Length, number and spacing of activities/events.
- Opportunities for ‘refresher’ or follow up activities.

WHERE WILL THE FUNDING AND RESOURCES COME FROM?
Ask yourself:
- Can the project be done without funding? If not:
  - Where will the funding to deliver the program come from?
- Are there ‘in kind’ contributions that can be made to save money?
- Will the program be delivered ‘in house’ or outsourced to contractors?
- How will the program continue when the funding ceases?

HOW WILL THE PROGRAM BE DELIVERED?
Primary prevention programs should be:
- Respectful of people’s existing skills and strengths.
- Practical and teach people the skills they need in real life.
- Responsible about recognising when people are at risk and knowing how to make an appropriate referral.
- Relevant to people’s individual needs and contexts.
- Consultative and engage target groups in the program design.
- Goal-oriented and have clear outcomes and objectives.
- Transformative and aim to challenge and change the inequalities that cause violence against women.
- Capacity building so that they leave people and organisations more able to take action in the future.
- Evidence-based and informed by best practice standards.

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tools 4 Good – Ideas Database</td>
<td>Project Australia</td>
<td><a href="http://www.tools4good.org.au">www.tools4good.org.au</a></td>
</tr>
</tbody>
</table>
Monitoring and evaluation is one of the most important aspects of program planning. It helps you make sure that you are on track to achieve your goals and objectives and determines whether your program has been effective.

It can be difficult to measure whether a primary prevention program or initiative has led to an actual reduction in rates of violence against women. This is because primary prevention aims to stop violence against women before it happens. It is, however, possible to measure people’s attitudes, beliefs and behaviours regarding violence against women and gender roles. It is also possible to measure whether or not a person confronts and challenges violent or sexist attitudes towards women, often known as ethical bystander behaviour.

It is important to build a culture of reflection into your primary prevention work. You can do this by continually asking yourself the following questions:

- Did we achieve what we set out to achieve?
- Were there any unintended benefits that we did not anticipate?
- Did we model ethical behaviour ourselves and challenge violent and abusive attitudes and beliefs?
- How could we learn from our experiences to improve in the future?
- Was the cost of the program relative to the benefit experienced?

CONDUCTING AN EVALUATION

An evaluation assesses your project’s progress towards achieving intended outcomes and helps to improve the effectiveness of future programs. There are three main times where you need to conduct an evaluation.

- At the beginning: This is often called a needs assessment or formative evaluation.
- In the middle: A mid-term evaluation can make sure the program is on track to achieve its outcomes and see if any early changes need to be made.
- At the end: A final evaluation is essential to ascertain the effectiveness of the program in achieving its goals.

There are several methods that can be used when evaluating your work:

- One-on-one interviews
- Focus groups
- Story-telling (long, unstructured interviews)
- Surveys (online or paper based)
- Questionnaires
- Feedback forms completed by participants
- Observations made by program staff

It is a good idea to use a mix of all of these methods in your evaluation.
SEX DISAGGREGATED DATA

This simply means that information you collect can be separated by whether the person is male or female. This is essential because it helps us to understand how men and women experience violence prevention programs differently.

Think of planning a project as an ongoing cycle!

RECOMMENDED READING

<table>
<thead>
<tr>
<th>Title</th>
<th>Author</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>The ‘Most Significant Change’ Technique: A Guide to Its Use</td>
<td>Rick Davies and Jess Dart</td>
<td><a href="http://www.kstoolkit.org/Most+Significant+Change">www.kstoolkit.org/Most+Significant+Change</a></td>
</tr>
</tbody>
</table>

NOTES

This is 15 in a series of 15 fact sheets to help communities stop violence against women before it happens. Download the full set at [www.nrwn.org.au](http://www.nrwn.org.au)
ABOUT THIS TOOLKIT
This toolkit was developed in 2012 by the National Rural Women’s Coalition (NRWC) in partnership with the Australian Women Against Violence Alliance (AWAVA) and the Queensland Centre for Domestic and Family Violence Research (CDFVR). The project was funded by the Office for Women, Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA).

PROUDLY BROUGHT TO YOU BY

DOWNLOAD A COPY OF THIS TOOLKIT
BY VISITING www.NRWN.ORG.AU

COLOUR HARD COPIES AVAILABLE FOR $35
PLEASE EMAIL ADMIN@NRWCN.ORG.AU

STOPPING VIOLENCE AGAINST WOMEN BEFORE IT HAPPENS: a practical toolkit for communities

This work is licensed by the National Rural Women’s Coalition under a Creative Commons Attribution-NonCommercial 3.0 Unported License. To view a copy of this license, visit http://creativecommons.org/licenses/by-nc/3.0/

This work is not designed to replace expert advice on any area covered. While every care has been taken to ensure the information is accurate at the time of publication the National Rural Women’s Coalition takes no responsibility for any errors or omissions.

This toolkit is printed on FSC Certified 100% post consumer recycled stock. Design by www.andrewwapling.com

TOOLKIT ORDER FORM

National Rural Women’s Coalition
PO Box 928
KYNETON Vic 3444
admin@nrwcn.org.au

Download the kit FREE at www.nrwn.org.au/toolkits/ or order hard copies at $35

<table>
<thead>
<tr>
<th>QUANTITY</th>
<th>DESCRIPTION</th>
<th>UNIT PRICE</th>
<th>LINE TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Family Violence Toolkits</td>
<td>$35.00 each + GST</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Postage</td>
<td>1-10 copies FREE postage</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Subtotal
GST Amount
Total

HOW TO PAY
To pay by direct debit:
BSB 633 000
Account No143533107
Account Name National Rural Women’s Coalition Ltd
and email form to admin@nrwcn.org.au

Make all cheques payable to National Rural Women’s Coalition Ltd
and forward to
PO Box 928 Kyneton Vic 3444.
THANK YOU FOR YOUR ORDER!

PROJECT PARTNERS

[Logos of National Rural Women’s Coalition, AWAVA, and CDFWR]