

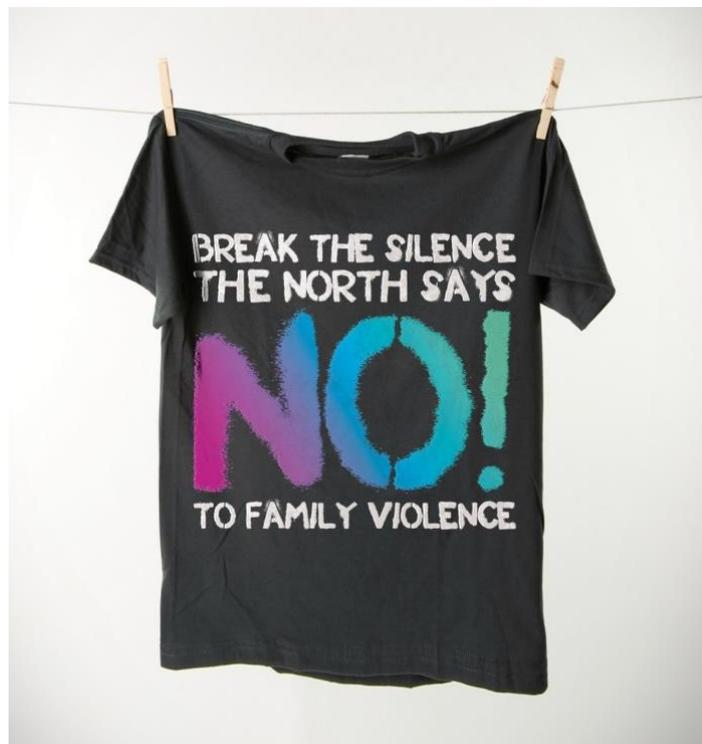


Working towards the Elimination of Family Violence

Global Campaigns

Giving Women a Voice in

Melbourne's Northern Region



Week Without Violence and the Clothesline Project:
A Campaign Tool Kit

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Introduction to the Campaign Tool Kit

This tool kit has been developed to assist those who are interested in participating in Week Without Violence and the Clothesline Project. These campaigns play a crucial role in the prevention of family violence in Victoria and, guided by the voices and experiences of women, they highlight the prevalence of family violence in our communities.

There is a significant amount of skill and experience, creativity and resourcefulness in the northern metropolitan region (NMR) of Melbourne. It is important that those who facilitate and participate in Week Without Violence and the Clothesline Project take ownership over this document and support its growth. This tool kit is a 'living' document and we look forward to receiving your feedback and valuable contributions.

The purpose of the tool kit is to offer additional context to the campaigns including documenting their history in the region, and to promote effective and consistent regional approaches to family violence prevention. Additionally, it is an attempt to support the work, advocacy and activism in the lead up to and during Week Without Violence and the Clothesline Project.

Acknowledgements

Northern Integrated Family Violence Services (NIFVS) and Women's Health In the North (WHIN) acknowledges and honours the work of those who began, believed in and progressed Week Without Violence and the Clothesline Project campaigns. We are proud to support and resource the campaign in Melbourne's northern region.

We would like to thank the following people for their support, photos, resources, memories, anecdotes, consultation and tireless efforts to eliminate violence against women and children:

Cath Lancaster, Emily Maguire, Flora Culpan, Kerry Laidlaw, Kylie Stevens, Libby Eltringham, Lucy Forwood, Priscilla Salloum, Sandra Morris, Sharon Simon, Sue Finucane, Vicki Heal, and Vig Geddes.

We acknowledge the Local Family Violence Networks in the NMR for their ongoing contribution and commitment to Week Without Violence and the Clothesline Project.

<p>For more information about getting involved in Week Without Violence and the Clothesline Project, or to order more tool kits, please contact the NIFVS Coordination Team at WHIN on (03) 9484 1666.</p>
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WHIN acknowledges the traditional owners of the land on which we provide our services. We pay our respects to their Elders past and present, and express our hope for reconciliation, justice and the recognition of the ongoing living culture of all Aboriginal people.

International History

Week Without Violence

Internationally, Week Without Violence is an initiative created by YWCA USA in 1995 to mobilise communities to take action against all forms of violence, wherever it occurs. Over the past two decades, the campaign has grown from a grassroots initiative into a global movement with women, men and children participating in events in over 20 countries. Organisations and communities around the world plan week-long series of community events during Week Without Violence promoting diverse approaches to creating a violence-free world. Events take place in schools, workplaces, public forums and community organisations to mark this annual violence prevention initiative aimed at making violence a thing of the past.

The Clothesline Project



58,000 US soldiers died in combat during the Vietnam War. During that same period of time, 51,000 women were killed by their partners in the US alone¹. In the summer of 1990, that statistic became the catalyst for a coalition of women's groups on Cape Cod, Massachusetts (MA), to develop a program that would break the silence and bear witness to the prevalence of violence against women.

This small group of women, many of whom had experienced violence, wanted to find a unique and effective way to take these staggering statistics and turn them into a provocative, educational and healing tool.

One of the women in the group, visual artist Rachel Carey-Harper, was very moved by the power of the AIDS quilt² and presented the concept of using T-Shirts hanging on a clothesline as the vehicle for raising awareness about violence against women. The idea behind using a clothesline to display T-Shirts came about because doing the laundry was always considered 'women's work' and in the days of close-knit neighbourhoods women often exchanged information over backyard fences while hanging their clothes out to dry.



¹ Men's Rape Prevention Project in Washington DC: History of the Clothesline Project <http://www.clotheslineproject.org/History.html> Accessed August 2013

² The NAMES Project AIDS Memorial Quilt, often abbreviated to AIDS Memorial Quilt, is a quilt made as a memorial to and celebration of the lives of people who have died of AIDS-related causes.

The concept was simple: let each woman tell her story in her own unique way, using words and/or artwork to decorate her T-Shirt. Once finished, she would hang it on the clothesline. The campaign was designed with the following objectives in mind:

- to act as an educational tool for those who come to view the clothesline;
- to act as a healing tool for anyone who made a shirt; and
- to allow those who are still suffering in silence to understand that they are not alone.



This idea became the Clothesline Project and provided a vehicle for women affected by violence to express their experiences and emotions by decorating T-Shirts. Since its inception, it has become a worldwide campaign. The original Clothesline Project campaign, held in October 1990, saw 31 T-Shirts displayed on a village green in Hyannis, MA, as part of an annual 'Take Back the Night' March and Rally. The Clothesline Project displays often have different coloured T-Shirts. The colour code below is used to identify the different forms of abuse.

Currently, there are an estimated 500 projects and 50,000 to 60,000 T-Shirts across 41 US states and internationally in five countries from Tanzania to Australia.

Creating a shirt.
We would like each shirt to reflect the woman's personal experience. You may include a name, date, and meaningful words or symbols or symbols of interest. Some suggestions for making durability:
• use natural fabric
• use colors that won't fade
• photograph photographs onto fabric
• use acrylic or acrylic paint
• color like dye or indigo dye
Break displays, shirts and materials will be available for people who wish to design a shirt at the time.

For women killed.
You may want to submit a shirt that belonged to her. Please show us the shirt the woman's name, date of birth and date and location. When the shirt is complete you may wish to take the time to write a description of the person you have memorialized. Please include information you wish to share about her death. Tell us where the person lived so you and how you think she should be remembered. Include a photograph of the person if you have one you are willing to part with. We cannot be responsible for returning photographs or memorabilia.

For survivors.
Because making a shirt is part of the healing process for survivors of violence, shirts should be submitted by the survivor. If not possible, a shirt for someone should be submitted with her written permission. We ask that you request their consent by not using their name. Last name or last names are not required. We would appreciate reference information you would like to share. We will request copies for confidentiality.

Names.
Naming the perpetrator is an important part of the healing process. When the shirt is complete, we request display shirts with full names of the perpetrator. We ask that shirts contain our full names or initials if they wish to name their violator.

Some facts about violence against women:
• One out of ten women will be in a violent relationship.
• Every single minute of every day more than 100 women report to the police.
• More than one of 10 men out of three girls and one out of five boys will be victims of sexual or sexual assault in their lifetime.

Submit to Clothesline Project, leave mail, no post approval.
To participate, take a shirt or more shirts (donations accepted) to the Clothesline Project display. We hope that the display will show the women who have displayed will be our own Clothesline campaign.

Publishing the Clothesline.
We request that you publish in any area in which the Clothesline Project will be displayed. We hope that the display will show the women who have displayed will be our own Clothesline campaign.

If you would like to start a Clothesline in your area or organize a display.
Please write for publication, show how you can organize and what information. Please contact a clothesline project or write to include a return and request card.
The Clothesline Project, Inc.
1111 Vermont Road
Beverly Hills, CA 90212
www.clotheslineproject.org

WHAT DO THE COLORS OF THE T-SHIRT MEAN?

While each survivor selects the t-shirt color they feel best represents their experience, in general the various colors represent specific types of violent acts.

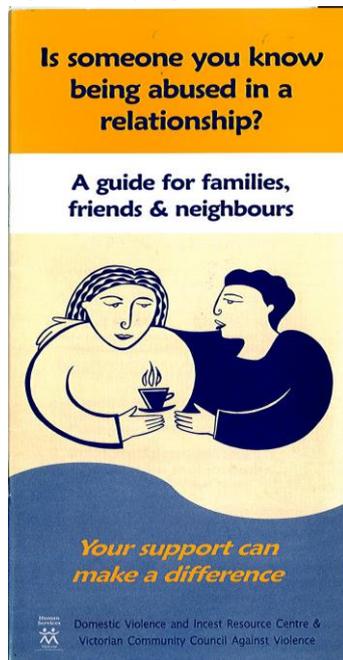
For individuals who died as a result of violent acts	For survivors of domestic violence and other forms of physical assault	For survivors of rape or sexual assault	For survivors of rape or sexual assault
For survivors of rape or sexual assault	For survivors of incest or childhood sexual abuse	For survivors of incest or childhood sexual abuse	For individuals attacked due to (perceived) sexual orientation
For individuals who became disabled as a result of an attack, or for those attacked	For survivors of verbal and/or emotional abuse	For survivors of spiritual abuse	

Statewide and Regional History

Prior to the Victorian Integrated Family Violence Service Reforms in 2006, the Local Family Violence Networkers from each region met at the Domestic Violence and Incest Resource Centre (now Domestic Violence Resource Centre Victoria - DVRCV) in Brunswick. In 1999, they received funds from the Victorian State Government to run a coordinated family violence prevention campaign throughout the state with the theme 'Family and Friends', as a way to create awareness about family violence throughout the community. They chose the YWCA campaign, Week Without Violence, to 'hang their hat on, as it was an already established campaign that had momentum'³.

Project Coordinator for the statewide campaign, Sue Finucane, and a small reference group met several times during May, June and July of 1999. The reference group focused on the development of a campaign poster, the production of community radio announcements in English and other community languages, materials for print media and television, and advertisements on trams and buses. Together with Lucy Forwood, Sue Finucane developed and submitted a media training proposal for funding by the Department of Human Services (DHS). The training was planned in the lead up to Week Without Violence to enable Networkers to increase their media skills and a media tool kit was developed. Sue Finucane reported that whilst her role as campaign coordinator involved a lot of work, she recalls the strength of the local networks in promoting consistent messaging and supporting the campaign.

On 25th October, 1999, at the YWCA, there was a statewide launch and media event for Week Without Violence. The campaign was launched by Felicity Hampel, a prominent barrister and human rights campaigner, who spoke about the need to change attitudes and laws relating to family



violence. The DVRCV publication *Is Someone You Know Being Abused in a Relationship? A guide for families, friends and neighbours*, otherwise known as the *Family and Friends Booklet* was launched at this event. The theme for this booklet was chosen following research by the Office of the Status of Women in 1998 that found women are more likely to tell a friend or family member about their experiences of abuse before they speak to family violence services or police, and that how the friend or family member responds can make a significant difference to a woman's future help-seeking behaviour. The guide was produced to support those family and friends to whom a woman may choose to disclose. Guided by the voices of survivors, the publication and the campaign in general filled a gap in information and provided much needed support to victim/survivors of family violence. The National Women's Justice Coalition and Women's Health West Week Without Violence web page from 1999 highlights the importance of victim/survivors having a strong support network: 'Sally admits that despite all the expertise and "wonderful support" from the professionals, it was her sister who saved her life. "Without her I wouldn't be here. She was not ready to lose me".'⁴

In 1999, two Victorian regions chose to incorporate the Clothesline Project into their activities (Hume and the NMR). The Hume Networker based at Women's Health Goulburn North East, Kylie Stevens, stated that she had adapted the idea for the Clothesline Project from the USA as she believed that it was a way to ensure a coordinated approach a consistent message and draw on the expertise of women who had experienced family violence. She stated that the Clothesline Project

³ As recalled by Sue Finucane in an interview with Ada Conroy, August 2013.

⁴ National Women's Justice Coalition and Women's Health West *A Survivor of Domestic Violence tells Her Story Information Sheet No 4 Sally's story: Week Without Violence 24-30 October 1999*, Available: www.nwjc.org.au/sallyfin.htm Accessed August 2013.

was an ideal project as it was both local and global, empowering, participatory and engaged the local community, victim/survivors, networks and CEOs. In addition, she felt it had the power to breakdown the isolation often felt by women who are experiencing or have experienced family violence.

The Family Violence Networker for the NMR, Libby Eltringham, introduced the idea of the Clothesline Project to this region. She organised workshops for each local government area (LGA), coordinated materials, and designed and coordinated publicity and promotion. She also drove the idea of a common regional identity for Week Without Violence, which is a process that still continues.

In the NMR, Week Without Violence was a visual event, with T-Shirts from the Clothesline Project pegged up throughout the region. Convener of the Hume Family and Domestic Violence Network (Broadmeadows), Flora Culpan, said that the Clothesline Project was 'so successful because women could contribute to a message for others to see'. Libby Eltringham, stated that 'the Week Without Violence Working Group invited several Shadow Ministers to launch events in each LGA, and by the time October came around, they were in Government, which was a bonus'. Influential women in politics at the time were highly involved and lent their support to the campaign including Joan Kirner AC who launched the campaign in Whittlesea, Jenny Macklin in Banyule/Nillumbik, Liz Beattie in Hume, Mary Delahunty in Yarra and Christine Campbell in Moreland. The Family Violence Network for the western metropolitan region, Lucy Forwood, recalled that women from the West were bussed to Clothesline Project events in the northern region and that Week Without Violence events continued in the west until 2006⁵.

Regional Activities across Victoria in 1999

In 1999, the regional activities that took place during Week Without Violence were diverse and included⁶:

Gippsland

Television awareness advertisement; a family violence conference with Jocelyn Scutt as a keynote speaker; training on current legal issues provided by DVRCV in the Magistrates' court; community education activities.

Loddon Mallee

Community awareness campaign.

Loddon Campaspe

Reclaim the Night, Bendigo; Launch of *Family and Friends Booklet* in Kyneton and Bendigo.

Barwon South West

Reclaim the Night; information sessions for networks on establishing men's programs; Ecumenical Service; community awareness projects.

Hume

Fourteen Clothesline Projects across the region; community arts project; television coverage on five stations; a worker's breakfast; Reclaim the Night in Seymour, Shepparton and Albury; Child Witnesses of Domestic Violence training.

⁵ Lucy Forwood as stated in an interview with Ada Conroy, August 2013

⁶ Family Violence Networker Meeting Minutes, November 1999

Southern Metropolitan

Four 'Out the Door' Theatre Group Performances; community awareness activities.

Eastern Metropolitan

A billboard on 'Families and Friends', Maroondah Highway; a forum on Pregnancy and Family Violence; radio interviews.

Northern Metropolitan

Six Clothesline Project workshops; joint report with Women's Health In the North on Newly Arrived Women; regional family violence card in eight languages; forums for facilitators of family violence support groups.

Western Metropolitan

Stalls at Highpoint Shopping Centre; Inter-Faith Forum; Service Providers Luncheon; poster competition for high school students; Leaders' Forum on Domestic Violence and media awareness campaign.

Statewide

Posters and Guide for Families and Friends; Statewide Launch on October 25th 1999; community awareness radio advertisements in Russian, Mandarin, Spanish, Turkish, Vietnamese, Arabic and English (see below)⁷.

SCRIPT FOR IMMIGRANT WOMEN - SBS RADIO STATION
WEEK WITHOUT VIOLENCE
September 1999

Voice 1: Do you know someone you think is being abused at home?

V2: Someone being called names, having their money taken away?

V2: Physical or emotional abuse can destroy lives

Being stopped from going out, being threatened or hit

V1: Listen and believe her

V2: Talk about Safety

V1: Keep In Touch

V2: Your Support Can Make a Difference

V1: There are services that can help

V2: For confidential information and support you can call

V1: The Immigrant Women's Family Violence Crisis Service

V2: ON 9898 3145

V1: Make a Difference – find out how you can support her

⁷ National Women's Justice Coalition (1999) <http://www.nwjc.org.au/script.htm>, Accessed August 2013

Obstacles to Holding Activities in Past Campaigns

Publically addressing family violence can be challenging and, therefore, it takes courage to speak out against family violence. Past campaigns have attracted negative backlash from some communities. For example, during the campaign in the Hume Region, Victoria in 1999, the Week Without Violence banner was torn down three times in one week, until finally the Network displayed a banner that stated 'We Will Not Be Silenced'. This was torn down too, and the decision was made to leave the tattered banner there as a testament to the obstacles they were up against. Kylie Stevens reported to Sue Finucane in the 2004 publication *101 Ways Great & Small to Prevent Family Violence* that one worker had been threatened and there was a rising 'sense that involvement [in the campaign] would lead to trouble, and that participants would be judged'⁸. She went on to say:

This is the story of just one town in our region, but it does raise questions about our work practice. In this town, it seems the banner vandals were very successful. In effect, women were threatened not to speak out, for their experiences not to be heard. Many were silenced. This, of course, reflects patterns of family violence. We can see from the comments from workers it goes beyond just the women who have experienced the family violence. Workers too, feel the impact of the dominant rural culture of denial and silence about family violence.

The Hume Family Violence Prevention Network undertook Week Without Violence activities in the following year. However, they found that a considerably reduced number of women, workers and organisations participated. It demonstrated that speaking out against family violence can come at a personal cost, particularly in a rural setting.

It is important that anyone who experiences threatening behaviour from community members, documents the incident and alerts the Police, and informs their organisation, the Regional Integration Coordinator and/or their network.

The Continuation of Week Without Violence in the NMR

Both Week Without Violence and the Clothesline Project continued to be held in the NMR after 1999 due to the commitment of workers in the region from family violence organisations, local councils, community legal centres, community health centres, women's health services and women's support groups.

In 2000, the campaign was run under the banner of 'Family Violence Hurts Kids Too' and 'Women go to Town Over Family Violence'. Among other events, activities included community art workshops, a forum organised by Berry Street for Year 10 students entitled 'Expect Respect: Health and Relationships', the launch of the 'Relationships' booklet developed by DVRCV, and the launch of 'Tuff Stuff', a joint project between the Southern and Northern Metropolitan Regions on early intervention and prevention strategies aimed at boys aged 11 – 16 who have experienced family violence. Week Without Violence activities culminated in a celebration in Edinburgh Gardens, with children's activities and T-Shirt displays, launched by Joan Kirner AC.

⁸ Finucane, S.S & Finucane, M.C.G *101 Ways Great & Small to Prevent Family Violence* (2004), p40



In 2002, Week Without Violence and the Clothesline Project was centred around the launch of the Victorian Government's *Women's Safety Strategy*.⁹

The Family Violence Networker in the NMR (2001 – 2006), Vicki Heal, recalls that whilst Week Without Violence activities occurred each year, the Clothesline Project was not always part of it. She reported that during her time as the Networker, the Local Family Violence Networks held stalls at shopping centres, designed and displayed posters, held launches, developed websites, events, forums and the Sunbury Family Violence Network organised for contact details for family violence support services to be printed on supermarket shopping docketts. Some events included women, like the Banyule/Nillumbik outings for women and Darebin's Self-Care Day. She believes that, in part, the campaign's strength is linked to the presence of the Local Family Violence Networks, many of whom are connected to local government. The Local Family Violence Networks maintain consistent participation and Week Without Violence is a great activity that brings the networks together, often increasing network engagement.

In 2009, WHIN was able to financially resource the campaign by offering one-off grants of \$1000 for each Network. In 2011, the Network Conveners requested that WHIN take on a central coordination role rather than disbursing the funds to the individual networks. Cath Lancaster, along with Social Work student Colette Leber, coordinated the campaign and WHIN is committed to the ongoing support of Week Without Violence and the Clothesline Project.

⁹ Finucane, S.S & Finucane, M.C.G *101 Ways Great & Small to Prevent Family Violence* (2004)

The Voices of Women

It is important to acknowledge that the longevity and success of Week Without Violence and the Clothesline Project can be largely attributed to the victim/survivors who provided a voice for the campaign. The strength of Week Without Violence and the Clothesline Project messaging derives from the power of women-led campaigns and the power of a campaign where women's voices are at the forefront. Cath Lancaster reported that Week Without Violence 'became a vehicle for prevention work and provided victim/survivors with a space to champion change'¹⁰. An additional strength of the campaign lies in the consistency of staffing in this region and worker's commitment to grassroots action, giving women a voice and to ensuring prevention campaigns are driven by the voices and experiences of victim/survivors.



T-Shirt painting workshop at VICSEG, 2012

¹⁰ As stated by Cath Lancaster in an interview with Ada Conroy, August 2013

Promoting Week Without Violence

The two main objectives of Week Without Violence and the Clothesline Project campaigns in the NMR are to:

- provide a therapeutic space for survivors of violence to speak out about their experiences; and
- raise awareness about family violence to change community attitudes.

During the Week Without Violence campaign, it is important that we take the opportunity to raise awareness about violence against women, its prevalence, and its impact on families and communities.

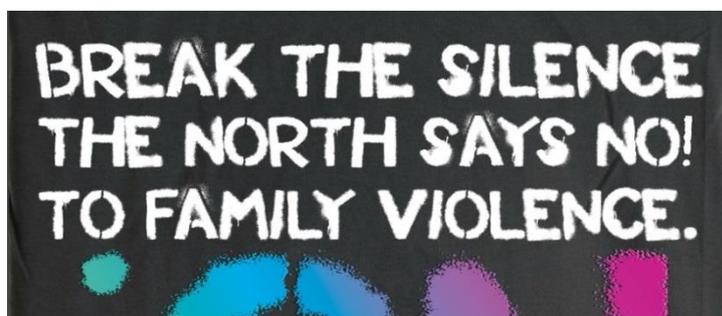
Target Audience

It is likely that the Clothesline Project workshops and respectful relationships education (RRE) sessions are aimed at specific target audiences. However, general Week Without Violence activities, events and stalls can have a broader focus and aim to engage the general community.

In terms of campaign promotion and communications, it is important that there is consistent use of campaign messages and statistics across the region. Below are some key campaign messages for Week Without Violence as well as some useful statistics on violence against women and family violence from an international, national, state and regional perspective.

Key Campaign Messages

- Violence against women is serious, prevalent and *preventable*.
- Let's imagine and work towards a week *without* violence – that's 7 days, 168 hours, 10,080 minutes, 604,080 seconds without violence against women and children.
- Our vision is for women and children to live safe and free from family violence, this week and every week.
- Violence against women is a global public health concern of epidemic proportions that affects more than one third of all women globally.¹¹
- Violence against women in our community is unacceptable and there is an urgent need for investment in primary prevention and service responses.
- Break the Silence: The North says NO to family violence.



¹¹ World Health Organisation, *Violence against women: a problem of epidemic proportions*, <http://www.who.int/reproductivehealth/topics/violence/en/index.html>, June 2013, Accessed August 2013

Key Facts about Family Violence and Violence Against Women

Global

- 1 in 3 women over the age of 15 experience violence.
- 1 in 5 women over the age of 15 experience sexual violence.
- Globally, as many as 38% of all murders of women are committed by intimate partners.
- Women aged 15-44 are more at risk from rape and domestic violence than from cancer, car accidents, war and malaria.



Australia

- 71% of women murdered in Australia are victims of family violence, which equates to just over one woman a week.
- If no action is taken to reduce the incidence and the impact of violence against women by 2021-22, the cost to the economy is estimated to reach \$15.6 billion.
- For every woman whose experience of violence can be prevented, \$20,766 can be saved.
- Aboriginal and Torres Strait Islander women are 35 times more likely to be hospitalised and 10 times more likely to die as a result of family violence.
- Women with disabilities are assaulted, raped and abused at twice the rate of women without a disability.
- Women who experience family violence are more likely to tell family, friends or a GP in the first instance than they are to contact a family violence service.
- More than one third of Australian women (36%) who have experienced violence by a previous partner, and 15% by a current partner, reported that the violence occurred during pregnancy as well as at other times. And 17% per cent of women who had experienced violence by a previous partner, and 7% by a current partner, reported that the violence first happened whilst they were pregnant.

Victoria

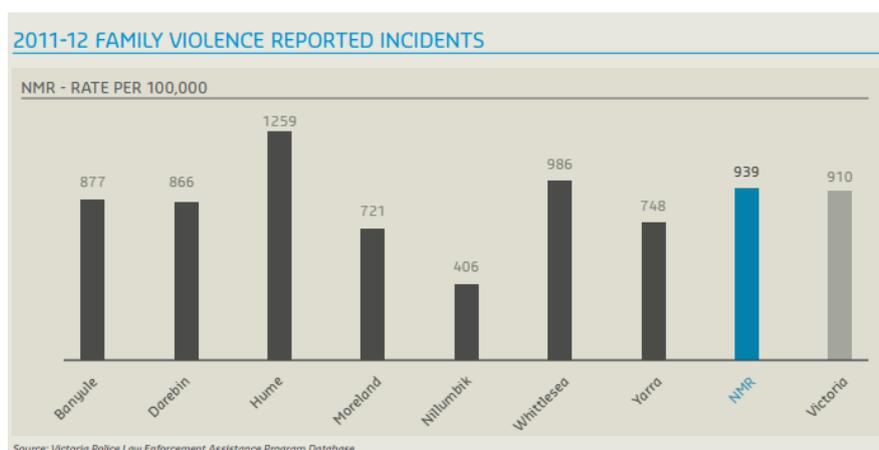
- Family violence is the leading contributor to death, disability and illness [including mental illness] in Victorian women aged 15-44, being responsible for more of the disease burden than many well known risk-factors such as high blood pressure, smoking and obesity.
- In Victoria, the number of family [violence] incident reports submitted by police rose from 40,839 in 2010/2011 to 50,382 in 2011/2012, which is a rise of 21.4%.
- Koori women are five times more likely to be victims of family violence than non-Koori women.
- Almost one quarter (23%) of children and young people aged 12 to 20 years have witnessed an act of physical violence against their mother or step-mother.
- Children were present in an average of 65 per cent of family violence incidents recorded by Victoria Police from 1999 to 2006.
- In the past two years, the Women's Domestic Violence Crisis Service responded to 50,000 calls from women experiencing family violence.

Year	Family violence incidents	Where charges laid*	TYPES OF OFFENCES	
2007/08	31,660	7807	HOMICIDE	12
2008/09	33,891	8644	RAPE	483
2009/10	35,687	9382	SEXUAL ASSAULT	1229
2010/11	40,839	12,076	ASSAULT	16047
2011/12	50,382	17,528	ABDUCTION/KIDNAP	199
			PROPERTY DAMAGE	4496

* SOME INCIDENTS RESULT IN MULTIPLE CHARGES

Northern Metropolitan Region

- In 2011-2012 in the NMR, police recorded 8,063 family violence incidents, 328 rapes, and 924 other sexual assaults. This was an 18% increase in reported Family Violence incidents on the year before.
- In the NMR, Victoria Police statistics show that in 2011–2012 children were present at 2,746 (34%) of family violence incidents.
- On average, there are 155 incidents of family violence recorded by police every week in the NMR.



Sources and further Resources

Global

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Victoria

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Advocacy and Promotion

Week Without Violence and the Clothesline Project activities, events and key campaign messages can be promoted through many channels including social media, websites, newsletters/e-news as well as event fliers. There are many aspects of the campaign that your organisation can choose to highlight depending on your event, resources, expertise and involvement with the campaign. Some examples include, but are not limited to, highlighting:

- the local and regional history of Week Without Violence and the Clothesline Project;
- history and events taking place internationally for Week Without Violence and the Clothesline Project campaigns;
- survivors voices: women's experiences of violence and their ongoing participation in the campaign as well as the unique nature of the campaign for providing a therapeutic space for women;
- strategies and programs focused on prevention of violence against women, respectful relationships education and empowering young women; and
- international mechanisms for advancing and protecting women's rights such as the UN's Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) or UN Security Council Resolution 1325.

The key to successful campaign messaging is to produce content that is *memorable*, *shareable* and *repeatable*.

Successful online organising often consists of reaching out to potential supporters and engaging in conversation with them about why they should participate in, and spread the word about the campaign.¹² An effective online outreach and promotion plan enables you to both widen your audience and strengthen your relationship with existing supporters or members.

This section of the toolkit provides a brief description of the purpose of using particular channels, especially online channels, for the promotion of Week Without Violence and the Clothesline Project and also provides some sample posts for each.

Website

Websites are up-to-date sources of information and resources and, ideally, serve as a central hub of information about your organisation and the campaigns it supports. It is available for the wider community to access and is an effective way to engage a broad audience in messages and images of the campaign.

For Week Without Violence and the Clothesline Project, it is recommended that organisations prepare a blurb about the campaigns for your website homepage/event section/campaigns including links to further information. It is important that those who visit the page are able to share the content on social media so enabling multi-channel plug-ins is a simple way of doing this. For more information on how to do this, please visit: <http://sharethis.com>



¹² Echo Ditto (2009) 'Promoting your online campaign' <https://www.echoditto.com/insights/promoting-your-online-campaign>
Accessed August 2013

A sample website post:

[Week Without Violence](http://www.worldywca.org/Take-Action/Campaigns/Week-Without-Violence) <link to <http://www.worldywca.org/Take-Action/Campaigns/Week-Without-Violence> > (WV) is an annual worldwide campaign that takes place in the third week of October to encourage communities to think and act towards a world without violence. Throughout the week, activities take place across the world to raise awareness about family violence and [violence against women](http://www.who.int/mediacentre/factsheets/fs239/en/) <link to <http://www.who.int/mediacentre/factsheets/fs239/en/>> and to support individuals and organisations to begin positive actions towards ending violence in their communities. We know that violence against women is serious, prevalent and *preventable*, which is why campaigns like this are so important in creating the attitudinal and behavioural change that is needed to eliminate family violence.

In the Northern Region, Week Without Violence has been taking place for over a decade, and more recently has been run under the banner 'Break the Silence: The North says NO to family violence.' In this region, many Week Without Violence activities incorporate the [Clothesline Project](http://www.clotheslineproject.org/index.htm) <link to <http://www.clotheslineproject.org/index.htm>>, which enables survivors of violence to express their experiences by decorating a T-Shirt. They then hang the T-Shirt on a clothesline to be viewed by the community as testimony to the prevalence of violence against women. If you would like to find out more about the events happening in the region, be sure to visit the calendar of events on [WHIN's](http://www.whin.org.au) <link to www.whin.org.au> website and if you would like to participate in <insert organisation> event please contact <insert name> for more information.

Together let's imagine and work towards 7 days, 168 hours, 10,080 minutes, 604,080 seconds without violence.

Newsletter/E-news

Disseminating an organisational or network newsletter/e-news is an effective way of engaging with individuals or other agencies with which the organisation may be already linked. The purpose of a newsletter is to educate, inform, advocate, promote, influence, sell, or simply connect. Newsletter items may feature personal profiles, reports and interviews of 'success stories', campaign progress, event calendars, public policy commentary, and/or community recognition.

If your organisation produces a newsletter or e-news, you might consider including an item about Week Without Violence and the Clothesline Project. It is recommended that photos, links to further information and a central contact point (NIFVS Coordination Team) be incorporated in the newsletter item, including any specific information about events or activities that the organisation is planning and/or supporting.

A sample newsletter item:

It's that time of year again in the northern region: Week Without Violence. This year the campaign will run from October 13th to 18th with many exciting activities and events happening across the region. There has been an incredible amount of work over the past few years to address, respond to and prevent violence against women, and this region leads the way by taking part in prevention campaigns such as Week Without Violence.

Let's spread the message that violence against women is serious, prevalent and *preventable* and encourage our communities to think and act towards a world free from family violence. For more information about how your organisation can become involved and break the silence on family violence in the north please contact the Regional Integration Coordinator at WHIN on (03) 9484 1666.

Media Release

Sending out a media release is a standard way of communicating to media outlets and journalists about upcoming events or campaigns. A personal connection to a local journalist is a worthwhile and valuable relationship for the purposes of promoting a campaign like Week Without Violence and the Clothesline Project in traditional media platforms across the region.

The process for disseminating a media release for Week Without Violence campaign involves:

- using the sample below as a guide to produce and save a media release as a PDF file incorporating key campaign messages and campaign logo;
- calling the outlets that the media release will be sent to, to inform them of the event that is being run as part of Week Without Violence and the Clothesline Project;
- providing ideas for possible story angles and indicating that it is a newsworthy campaign and worth attending (e.g. involvement of high profile people, photo opportunities);
- informing the journalist that further information is available to be sent to them and emailing the media release, which includes all details of the event, and the campaign flier *one month before the event*;
- following up two weeks prior to the event and the day before to check that they will be attending;
- ensuring that there is a space for media personnel attending and that someone is available to facilitate interviews and answer questions.

The central media contact point for Week Without Violence 2014 in the NMR is the NIFVS Project Worker Ada Conroy (email: adac@whin.org.au; ph (03) 9484 1666).

Guidelines have been developed to assist in reporting on violence against women. For further information please visit these websites:

- <http://www.vichealth.vic.gov.au/Programs-and-Projects/Freedom-from-violence/Resources/Guide-to-reporting-on-violence-against-women.aspx>
- <http://www.evas.org.au/images/docs/Responsible-Reporting-guidelines-2013.pdf>

SAMPLE MEDIA RELEASE

<DATE>

For immediate release



The North Breaks the Silence on Family Violence

<Organisation name> will be holding a <stall/workshop/event> for Week Without Violence on <day, date, time> at <location>, as part of a region-wide series of events to raise awareness about family violence.

Week Without Violence is an annual worldwide campaign that takes place in the third week of October to encourage communities to think and act towards a world without violence against women and children.

<Insert more information about the stall/workshop/event – e.g. who it is for, what it involves>

<Consider inserting a quote from your organisation's CEO/Manager>

Women's Health In the North CEO Helen Riseborough said that this grassroots, women-lead campaign is an important reminder of the seriousness of family violence.

'Thousands of women in the northern region live in fear of violence every day', Ms Riseborough said.

'In 2011-2012 in the northern region, police recorded 8,063 family violence incidents. The really scary thing is that it is estimated that violence against women is significantly underreported, and that, at a minimum, the real number of incidents would be three times the rate recorded by police.'

The Week Without Violence campaign has been running in this region for over a decade with many events occurring across the region and hundreds of community members involved. Many campaign activities also incorporate the **Clothesline Project**, which involves painting messages about family violence and respectful relationships on T-Shirts and hanging them on clotheslines as a testament to the prevalence of violence in our community.

This campaign gives us an opportunity to imagine and work towards a *week without violence* – that is 7 days, 168 hours, 10,080 minutes, 604,080 seconds *without* violence. This would mean that police would not be required to attend 155 family violence incidents in the north alone. Nationally, one woman a week is killed in the context of family violence and 1 in 3 women will experience family violence at some point in their lifetime. This violence is not only serious and prevalent but it is also *preventable*.

<Organisation> is partnering with the Northern Integration Family Violence Services (NIFVS) Coordination Team at Women's Health In the North. NIFVS provides integration and coordination for the family violence service sector across the north and plays a central coordination role for Week Without Violence in the northern region. Women's Health In the North is leading regional work to prevent violence against women and the implementation of the [*Building a Respectful Community – Preventing Violence Against Women: A Strategy for the Northern Metropolitan Region of Melbourne 2011-2016*](#).

More information and resources, including **Violence Against Women Fact Sheets** with police data about each local government area in the northern metropolitan region, are available at www.whin.org.au

-more-

Photo Opportunity:

Event:

When:

Where:

Media Contact:

For information about <activity/event>, contact <insert your contact details>

For further information about Week Without Violence campaign or events occurring around the region, please contact Ada Conroy, NIFVS Coordination Team at Women's Health In the North:

Ph: (03) 9484 1666 / Email: adac@whin.org.au

Social Media

Social media is an effective way to engage the community in Week Without Violence and the Clothesline Project campaigns and to generate conversations about family violence, violence against women and prevention strategies. Social media can allow campaigns to have a wider reach or 'virality' than traditional media and therefore can increase our ability to spread messages to a broader audience.

The purpose of having a social media presence in the north for these campaigns is to:

- promote Week Without Violence and the Clothesline Project in the region;
- link in with the international campaign and activities;
- raise awareness and share information about family violence;
- raise awareness about NIFVS, Local Family Violence Networks and organisations in the region who carry out work related to the prevention of and response to violence against women;
- connect those working to prevent and respond to violence against women in the region, nationally and internationally;
- encourage information sharing and a sense of online community focused on prevention of violence against women;
- promote regional activities for Week Without Violence and the Clothesline Project to both community members and to high profile users of social media;
- encourage the community to think and act towards a world without violence; and
- advocate that violence against women is serious, prevalent and *preventable*.

There are many different types of posts that can be used on social media for the purposes of Week Without Violence and the Clothesline Project campaigns such as links, photos, videos, articles and poll questions. It is important that content is tailored for the social media platform that is being utilised. Basic evaluation of social media engagement is also an easy way of measuring the reach of the campaign online.

Sharing and uploading photos from events and displays was an effective way of increasing traffic to social media pages in 2012. Those wishing to post photos or links to the campaign Facebook, Twitter or Pinterest pages can send them to NIFVS Admin and Project Support Worker Carmen Hawker (email: carmenh@whin.org.au)

The NIFVS Coordination Team has a presence on Facebook and Twitter, and will be creating a Pinterest account for Week Without Violence. The following section offers information on the specific ways to use each platform and provides some sample posts for organisations to use to highlight their participation in the campaign.



Facebook

Facebook is particularly useful for engaging an audience for a campaign: content can have strong 'virality', posts are easily shareable and engagement is easily measurable using Facebook *Insights*. Facebook lends itself particularly well to sharing photos of workshops, videos and articles about violence against women and serves as a visually powerful reminder of the unique qualities of Week Without Violence and the Clothesline Project campaign. The purpose of using Facebook for the campaign is to:

- raising awareness about family violence and violence against women and prevention work occurring in the region;
- promoting Week Without Violence and the Clothesline Project campaigns;
- social networking and connecting with like-minded individuals and organisations;
- cross promoting and 'liking' posts from other partners in the region and internationally;
- encouraging young people and other community members to share the links and promotional material and to be involved in the conversation online;
- sharing and linking to relevant news articles, information about the campaign and family violence in the north;
- providing referral information and options;
- promoting local/regional activities;
- promoting photos of T-Shirts/workshops/anti-violence messages on the page;
- promoting a virtual event for the duration of the campaign; and
- creating brand recognition about the campaigns in the region.

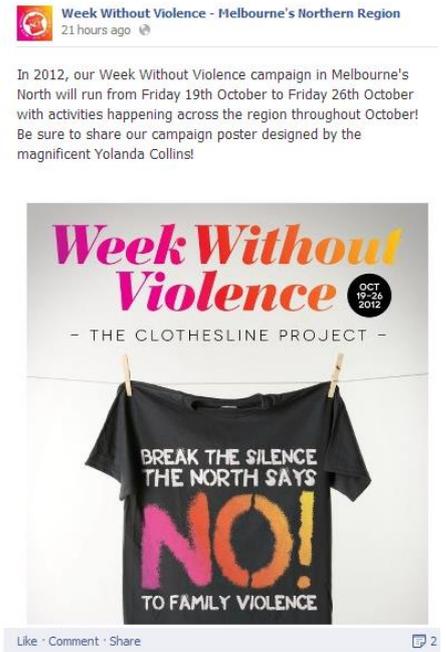
The Week Without Violence Facebook Page is titled 'Week Without Violence – Melbourne's Northern Region': <https://www.facebook.com/pages/Melbournes-Northern-Region-Says-NO-to-Family-Violence/426961384027145>

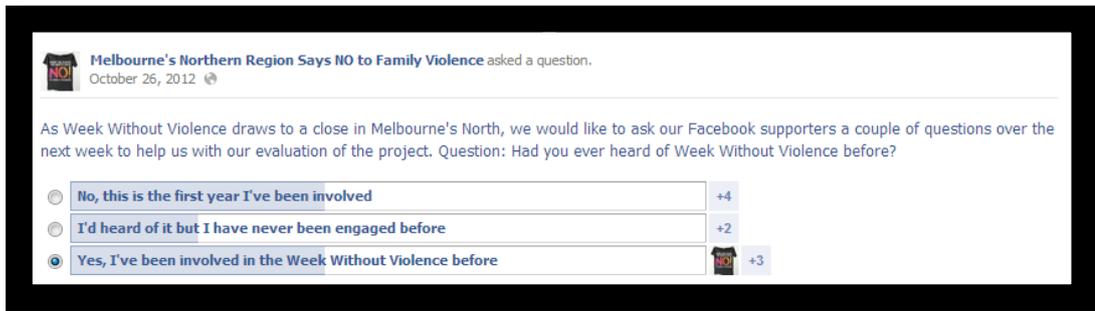
Sample Facebook posts:

[Week Without Violence](#) is an annual worldwide campaign that takes place in the third week of October to encourage communities to think and act towards a world without violence. Take a moment to imagine what an entire week without violence against women and children in our communities would be like – that's 7 days, 168 hours, 10,080 minutes, 604,080 seconds without violence.

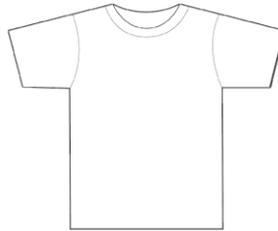
[#WeekWithoutViolence](#) [#VAW](#)

<Upload campaign poster>





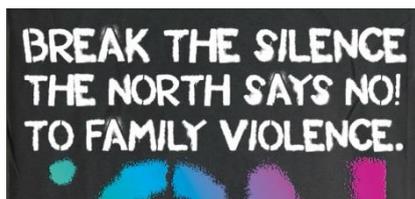
Just as we have changed attitudes about issues such as drink driving, skin cancer and smoking, so too can we change the attitudes and beliefs that support and cause violence against women. Be part of Week Without Violence and the Clothesline Project by posting your anti-violence message on this T-Shirt.



Want to spread the word about the Week Without Violence campaign that is happening in Melbourne's northern region from October 14th to 20th? How about making your Facebook profile picture our logo for the week?



We want women and children to live safe and free from family violence, this week and every week. Change your cover photo to our slogan from October 14th to 20th and stand with us in breaking the silence. [#FreeFromFV](#)



Want to know how you can be involved in preventing violence against women? This is a must watch TEDxTalk by anti-sexist activist and expert on violence, media and masculinities Jackson Katz called Violence and Silence. Please share this video and tell us what you think!



<http://www.youtube.com/watch?v=KTvSfeCRxe8>

Twitter

In terms of Week Without Violence and the Clothesline Project campaign, Twitter is particularly useful for engaging with a wider audience: statewide, nationally and internationally. It is also designed to more easily link in with celebrity champions, link to articles/videos and send anti-violence messages using the designated international hashtags. While having a meaningful presence on Twitter is more resource-intensive than some other social media platforms, it is an incredibly useful tool for the purposes of an international campaign like this. The purpose of having a presence on Twitter for the campaign is to:

- strategically lobby and advocate alongside other organisations in the region and anti-violence campaigners/high-profile individuals to promote messages of non-violence and the key campaign messages of Week Without Violence and the Clothesline Project;
- connect with those participating in the campaign internationally by using hashtags;
- share photos and other information on Week Without Violence and family violence; and
- provide real-time engagement by live tweeting event/s and activities.

The Week Without Violence Twitter Page is titled 'WeekWithoutViolence' and the twitter handle is @WWVMelbNorth. You can visit the page here: <https://twitter.com/WWVMelbNorth>

Suggested hashtags:

#VAW

#ClotheslineProject

#FV or #DV

#FreeFromFV

#WeekWithoutViolence or #WWV

#EndVAW

Key organisations on Twitter for the purposes of the campaign:

@AWAVA_women (Australian Women Against Violence Alliance)

@whinwomen (Women's Health In the North)

@DVCrisisLine (Women's Domestic Violence Crisis Service)

@WHO (World Health Organisation)

@dvvic (Domestic Violence Victoria)

@worldywca (World YWCA)

@SayNO_UNiTE (UNiTE Campaign to End Violence Against Women)

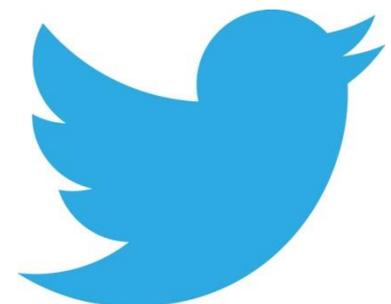
@WWVMelbNorth (NIFVS Team)

@YWCAAustralia (YWCA Australia)

@UN_Women (UN Women)

@YWCAUSA (YWCA USA)

@ywcavic (YWCA Victoria)



Sample tweets:

Mark your calendars! [#WeekWithoutViolence](#) begins on October 13th until October 18th. Stand up to [#EndVAW](#) and raise awareness about [#FV](#).

Take a moment to imagine 7 days, 168 hours, 10,080 minutes, 604,080 seconds without violence. [#WeekWithoutViolence](#) [#VAW](#)

1 in 3 women will experience violence at some point in their lifetime. [#VAW](#) is serious, prevalent and preventable.

Intimate partner violence is the leading cause of death, disability & illness for Victorian women aged 15-44. It's time to [#EndVAW](#) this [#WWV](#)

This week marks the international [#WeekWithoutViolence](#) How will you be celebrating and working towards a world safe and free from [#FV](#)?

According to [@WHO](#) [#VAW](#) is a global public health concern of epidemic proportions that affects more than one third of all women globally.

A woman is murdered in the context of [#FV](#) every week in Australia. This is why campaigns like [#WeekWithoutViolence](#) are so important. [#EndVAW](#)

We believe that all women and children deserve to live safe and free from family violence. [#FreeFromFV](#) [#WeekWithoutViolence](#) [#VAW](#)

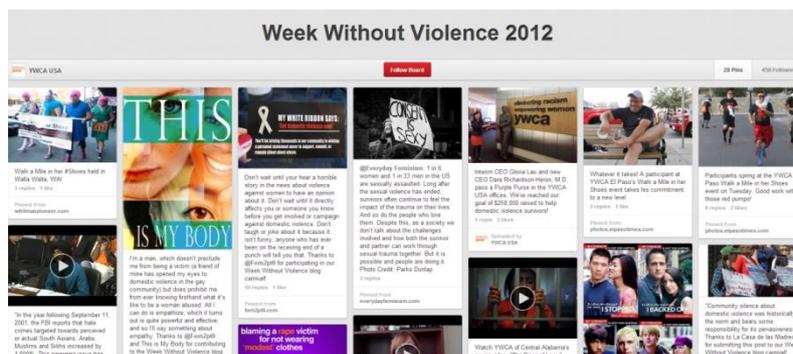
Pinterest

Pinterest is an online pin board and content shared on Pinterest is driven entirely by visuals. Like every other social media platform, Pinterest has its own language:

- when you share something on Pinterest, each bookmark is called a pin;
- when you share someone else's pin on Pinterest, it's called a repin;
- you group pins together by topic onto boards or pinboards in your profile. Each board mimics a real-life pinboard.

You can share images that you find online, or you can directly upload images onto Pinterest. Using the 'Pin It' button, you can share directly in your browser from any web page. You can also share your pins on Twitter and Facebook.

Some useful examples of Pinterest accounts and pinned infographics for Week Without Violence and Violence Against Women can be found here: <http://pinterest.com/ywcausa/infographics/> and here: <http://pinterest.com/ywcausa/week-without-violence-2012/>



Promotional Material

Promotional material for Week Without Violence in the northern region is important to the ongoing brand recognition of the campaign. Promotional material for the campaign includes:

- printed T-Shirts with campaign slogan for facilitators and organisers;
- rubber wristbands with campaign slogan;
- brochures including information about the campaign, family violence and referral options;
- A3 campaign posters; and
- stickers.



Campaign Settings

Schools

Schools have been a setting for the Week Without Violence campaign for many years. Targeting secondary school students is an effective use of campaign messages. It is recommended that any work done in schools uses a 'Whole of School Approach' as this approach is considered to be best practice.¹³ Schools are workplaces as well as education settings and need to be treated as such within respectful relationships programs.

In developing any program and taking a 'Whole of School Approach', consider the following:

- it is recommended that curriculum be informed by a feminist evidence base that addresses the underlying causes of violence against women;
- it is important to teach skills, not just give students information. It is important to ensure that a violence prevention program targets the underlying causes of violent behaviour, as distinct from the contributing factors;¹⁴
- it is important for teachers (not only those in the classroom, but other teachers in the school) to be trained to respond appropriately to disclosures, in or out of the classroom;
- programs are required to be long enough for students to develop skills – as such, a three-session program is not adequate; and
- it is recommended that programs be delivered by skilled staff who know how to teach in ways that are aligned with the evidence base, and who have an in-depth understanding of the gendered content and a high level of confidence in responding to questions from students.

There are several organisations in the northern region which deliver 'Whole of School Approach' Respectful Relationships Education in schools. For example, Northern Centre Against Sexual Assault (NCASA) runs their 'Sexual Assault Prevention Program for Secondary Schools' (SAPPSS) and Dianella Community Health deliver a three-year program 'Promoting Respectful Relationships: A Whole of School Approach' in partnership with Hume City Council. DVRCV's program 'Partners in Prevention'¹⁵ (PiP) is a capacity building project for professionals interested in working with young people for the primary prevention of violence against women. These approaches are considered best practice and can offer models of effective education within the school setting.

¹³ VicHealth (2009) *Respectful relationships education: violence prevention and respectful relationships education in Victorian secondary schools*: <http://www.vichealth.vic.gov.au/Publications/Freedom-from-violence/Respectful-relationships-education.aspx>, Accessed August 2013

¹⁴ For more information, see the VicHealth *Preventing violence against women: A framework for action*

¹⁵ For more information, see the Partners in Prevention website: <http://partnersinprevention.org.au/>

The Risks of One-Off Sessions

In 2004, CASA House undertook an evaluation of their single session respectful relationship education in schools.¹⁶ The main findings of this evaluation offer a guide to future work within a school setting. They are:

- Single sessions assist young women's knowledge and awareness of some issues related to sexual assault and may disrupt young men's previously held beliefs to the extent that they create confusion important to learning. However, without follow up and reinforcement, the learning and questioning is not sustained.
- Student evaluation groups indicated that students want more information and the opportunity to discuss the issues; that male students felt confronted and challenged by the workshops and by the issues relating to sexual assault; and that single workshops provide a good introduction to the issues but not an effective learning opportunity.
- Staff survey findings suggested that more time is needed for student education; that sexual assault is prevalent in school communities but little support is available to address the issue; that staff are concerned about students' poor awareness of rights and responsibilities; and that there are many appropriate places for this topic in school curriculum.

¹⁶ CASA House Sexual Assault Prevention Program for Secondary Schools (SAPPSS) Report Renee Imbesi, 2004

Schools Checklist

An analysis of prevention programs for young people identified a set of skills and expertise that are essential for educators working with young people around family violence. Place yourself on the following continuums in terms of your current level of skill or expertise:¹⁷

1. Knowledge of family violence in the local community

1 2 3 4 5

2. Knowledge of sexual assault in the local community

1 2 3 4 5

3. Understanding the causes of violence against women

1 2 3 4 5

4. Knowledge and understanding of primary prevention strategies

1 2 3 4 5

5. Communication skills in group work and engaging young people

1 2 3 4 5

6. Experience in working with young people

1 2 3 4 5

7. Facilitator skills in group-work and engaging young people

1 2 3 4 5

8. Knowledge of educational processes

1 2 3 4 5

9. Presentation skills to high school students

1 2 3 4 5

10. Dealing with personal disclosure

1 2 3 4 5

Where do you need to add skills?

What particular skills and/or expertise can you bring to RRE?

¹⁷ Adapted from 'Love Bites' Facilitator Training Manual, NAPCAN; For more information:
www.vichealth.vic.gov.au/Publications/Freedom-from-violence/Respectful-relationships-education.aspx
www.dvrcv.org.au/teachers/ (including resources, programs and contacts)

Young Person's Support Group

You may choose to facilitate a Week Without Violence and Clothesline Project workshop with groups of young people. Young people are particularly vulnerable to relationship abuse and are often ill-equipped to identify or respond to it. In particular, it is not well known among young people what causes violence against women, and they may not be aware that adopting rigid gender roles can contribute to the prevalence of violence against women and children.

Key social and economic causes of violence against women:¹⁸

- belief in rigid gender roles and identities and/or weak sanctions for gender equity;
- male entitlement;
- masculine peer and organisational cultures; and
- institutional and cultural support for, and weak sanctions against, gender inequality.

When working with young people, it is imperative that the notion of gender is workshopped, unpacked and scrutinised. For example:

Consider and discuss the following:

'Girls are quiet, gentle, caring, submissive, need protection by men.'

'Boys are sporty, aggressive, strong and need to control and protect women.'

- Are all boys like this? Are all girls like this?
- What are the consequences for boys who step outside of their gender role?
- What are the consequences for girls who step outside of their gender role?

You may also wish to discuss:

- the gendered nature of education in preschools, schools and TAFE/adult institutions;
- the gendered nature of paid and unpaid work;
- power and economic imbalances that exist between women and men;
- different relationships of power and privilege in our society;
- that some constructions of gender may result in destructive and oppressive forms of femininity and masculinity impacting negatively on both girls and boys, young women and men; and
- that girls and women continue to be significantly disadvantaged compared to boys and men in many areas including employment and training.¹⁹

Suggestions of what to cover in a Young Persons group:

- Teen Power and Control Wheel;
- gender roles discussion;
- rights and referrals; and
- T-Shirt painting.

¹⁸ Preventing violence against women: A framework for action, VicHealth 2009

¹⁹ AEU Policy on Gender Equity, 2008

Shopping Centres/Malls

Shopping centres offer a venue with possibilities of high levels of exposure to the campaign. Experience shows that women may be likely to disclose to someone staffing a stall because some of the usual barriers to disclosure are not present. Several barriers are potentially removed: women's awareness of specialist services, contacting services, attending an appointment, fulfilling intake criteria, power imbalances between victim/survivors and service staff, anonymity, waiting lists for services, wanting to tell someone but not being ready to make changes, fear of children being removed. With this in mind, it is recommended that a family violence worker assists staff at the stall²⁰.



The Hume Domestic Violence Network Stall
Gladstone Park Shopping Centre, 2012

Responding to Disclosures

It is important to remember that initial responses to disclosures can have an impact on a woman's future help-seeking behaviour. Responses need to validate a woman's experiences, be respectful and focus on her safety and the safety of the children. Below are some examples of initial responses to disclosures:

- It sounds like it has been really difficult for you. Do you have anyone that you can speak to about this?
- Sometimes women feel that the violence is their fault; they may think that somehow they have caused the abuse. His violence is his responsibility/choice, not yours.
- Yes, maybe he is stressed/affected by alcohol/depressed, but there is no excuse for violence.
- Your safety is the most important thing. You and your children have the right to be safe.
- Do you have any ideas about what you would like to do next?
- Would you like some information, or would you like to speak with someone who works with women and children experiencing family violence?

Additional examples can be found in the appendices of this document.

Benefits of a Public Stall

- Reaching a random population.
- Engaging people who may otherwise not come in contact with services.
- Taking a public stand against family violence.
- Distributing information to women who may or may not be experiencing family violence.
- Being present at a public stall can remove barriers to disclosing.
- Promoting the Organisation/Network.

²⁰ If this is not possible, and you feel that you would benefit from further training on how to respond to disclosures, please contact WHIN to discuss this.

Contact Centre Management to organise the stall in Shopping Centres. Mall stalls can be organised through local council.

Suggestions for your Display Table

- Painted T-Shirts
- Unpainted T-Shirts and paints, coat hangers
- Week Without Violence Promotional Material (wristbands, stickers, posters, fliers)
- DVRCV pamphlets
- Women's Domestic Violence Crisis Service (WDVCS) fliers
- Information regarding the history and purpose of Week Without Violence and the Clothesline Project
- Women's and Men's Family Violence Help Cards
- Social Media information (links)
- Printed T-Shirts on A4 with coloured pens

Supplies

- Pens
- Pencils
- Bluetac
- Sticky tape
- Scissors
- Paper with blank T-Shirts printed on them



The Moreland Family Violence Network stall in the Coburg Mall, 2012

Libraries

You may wish to contact your local library to see if they will support a Week Without Violence display table that contains books, promotional material, some paper with T-Shirts printed on them and a guest book.

Evaluation from Week Without Violence 2012 found that a library display is highly effective in engaging the general population, and that many books on the display table were borrowed by library customers.

A T-Shirts display in the windows facing out of the library can be highly effective, particularly if there is a large amount of foot traffic. The display can be available to view 24 hours a day.

A library is a unique environment to have a display as it attracts a broad cross section of the local community and takes minimal effort to set up and maintain. Unlike a public stall, it does not require staffing. You may consider running a similar display in a book store.

- Contact the local library and ask if they are willing to support a T-Shirt display.
- Find out what books they have on violence against women, feminism, trauma recovery etc.
- Hang painted T-Shirts in the library window.

Suggestions for your Display Table

- Information about Week Without Violence & the Clothesline Project
- DVRCV pamphlets
- WDVCS brochures
- Women's and Men's Family Violence Help Cards
- A notebook for comments from library goers
- Paper with blank T-Shirts printed on them for people to write anti-violence messages



The Week Without Violence Display Table at Coburg Library, 2012

Maternal and Child Health Nurses' New Parents Groups

New parents groups are important location settings for family violence work as pregnancy and new birth are periods of time in women's lives when there is an increased risk of experiencing family violence. Maternal and Child Health Nurses are trained in the Common Risk Assessment Framework (CRAF) and, as such, are skilled in responding to disclosure.

Family Violence Support Groups

Facilitators of family violence support groups may consider using a session to conduct a Week Without Violence activity and Clothesline Project T-Shirt painting workshop.

Activities

Listed below are some activities from the family violence group-work manual *Collected Wisdom*²¹ that can be used in conjunction with a T-Shirt painting activity with an ongoing new parent's group, facilitated by a Maternal and Child Health Nurse and Family Violence Support Group counsellor.

Activity 1: 'Outsider Witness'

Objectives

- To reframe the family violence that happened from the perspective of a woman's strengths
- To reaffirm her continuing commitment to relationship health despite her partner's behaviour. As such, it is not just her recounting abusive events in a purely descriptive fashion (which may potentially feel quite painful for her or listeners), but is intentionally focused on confirming her perceptions and judgments.
- To explore what is family violence in a conversational way that doesn't presume women already have a clear idea of this.

Creating a Group Definition

- A room with sufficient space for chairs to be comfortably structured.
- A prepared sheet for the outside listening group.

Timing

Up to one hour

Variations of activity

This activity can be reframed as safe storytelling and sharing.

Tips for facilitators

There no expectation that everyone has to share their story.

Suggested Steps for facilitators

From talking with other women we have come to understand that the abusive man's description of what has happened constantly clouds what really happened. Many women report that men attempt

²¹ Collected Wisdom is available for free download here: http://www.whin.org.au/images/PDFs/collectedwisdom2_web.pdf

to shift responsibility, or minimise their behaviour or lie about it. So, in thinking about describing or naming abuse, it is difficult to step aside from the influence of his descriptions of it.

To assist this, workers can encourage women to consider:

1. What is important to you in relationships?
2. What kind of relationship were you hoping for?
3. What do you know about abuse and hurt in relationships?

Split the group in to an inner and an outer group. The outer group will be invited to just listen and write down any comments and the inner group starts off the chat with facilitator one. Then the groups will switch and the outer group will move into the centre and have a conversation with facilitator two.

The women listening have an opportunity to sit back without expectations of having to speak. However, if there are things that women connect with, they should make a note of this for themselves. The facilitator might ask women to comment on some of the connections they made in the first discussion when it's their turn to be in the inner group.

For the women in the inner, the facilitator will be asking what they hoped for in their relationship and when they noticed things had gone off the rails.

Questions for inner women:

- What sort of things were you hoping for in your relationship?
- When did you begin to think that your relationship didn't fit with your hopes and expectations?
- What name could you give to what was happening?
- When did you realise that what was happening was abusive or violent?
- Is it easier to name it this way now or is it still a question in your mind?
- Why did you question this at this time?
- Given this, what were your hopes for the relationship?
- What values do you hold about abusive relationships?
- What things helped you realise that some things were not OK?
- What effect did it have on you to see his behaviour as abusive rather than some other explanation?

Questions for outer women:

- What did you hear from... which really caught your attention?
- What captured your imagination?
- What was it she said that gave you with a sense of what she places value in?
- What did it say about what might be important to her?
- In hearing that, what do you think it perhaps says about what she stands for in life?
- Why were you drawn to these areas of’s story. What was it about this story that struck a chord within your own personal history?

Regroup and discuss what it was like to do the discussion in this way. What have you learned?

Sample sheet for the outer women to record their thoughts

What you expected/hoped your relationship would be like?	Things you noticed that didn't fit with your idea of relationships.	What names/phrases did women use to describe what was happening in their relationship?
E.g. Carol said she hoped for fun and companionship.	E.g. She said when he became ruder and jealous	E.g. She felt it was 'a bit off' but wondered if it was a 'strong love'.

Activity 2: 'I noticed that things didn't fit with what I deserved'

Objectives

- To explore women's knowledge, hopes and expectations of relationships.
- The structure of this activity offers a reframing of women's experiences to highlight that she deserves respect and health in relationships, even if she was not receiving this. It also highlights how abusive partners can mirror back abusive interpretations of qualities that women like about themselves. In addition, abusers themselves can put on a socially respectable face which further confuses women.

Timing

Up to half an hour.

Resources

Create a picture of woman with a wiggly line down her middle for women to write on in subgroups.

Variations of activity

Conduct as a large group activity with the figure of a woman drawn onto a whiteboard.

Suggested Tips for facilitators

Some women may not feel the abuse they received is in fact undeserved, saying 'but I was annoying or hard on him'. It is important for the facilitator to take time to discuss these concerns and to highlight that no family violence is deserved or provoked by a woman's actions.

Tips and steps for facilitators

In small groups, ask women to discuss the following statements:

- In relationships I expect...
- I am entitled to...
- In the relationship I noticed things weren't fitting with what I deserved...
- I noticed that qualities I liked about myself could be made out to be negative by him...
- He showed different faces to different people by...

Sample forms, handouts and sheets

I noticed that things didn't fit what I deserved...	Things were twisted around	He showed a different face by...
I felt like something was wrong from the start – but talked myself out of it	I think I am friendly, he said I was flirting	Being loving to other people's kids at the soccer club but not his own
Increasing self-doubt about the relationship	I think I am funny, he said I was stupid	Buying gifts for women at work
Fear – my voice got lost	Thoughtful/dumb	Offering to do the fence for our neighbour
He was demanding	Kind/a pushover	Being Mr Nice to everyone

Activity 3: 'Exploring Social Blueprints'

Objectives

- To explore the blue prints in a society that shape women's lives and contributes to them feeling less worthy, unsuccessful or different.
- To explore the status of different women's positions in diverse social, cultural, religious and age groupings.

Timing

Up to 40 minutes.

Resources

Paper to write on.

Suggested Tips and steps for facilitators

The group discusses some questions:

'What are the blueprints for men and women in our community or society?'

For example, men are the hunter gatherers and women are expected to look after children, keep the house clean, shop, and pay bills and cook.

'Where do these ideas come from?'

For example, is it from family, culture, legal systems, work roles and prescriptions, media such as magazines, radio, TV, and government policies?

'What are the consequences of turning your back on social expectations?'

Sample forms, handouts and sheets

What is the blueprint of social expectations?

	Blueprint	Where does it come from?
Men	Can mow lawns Can be sportsman Don't get postnatal depression Are the breadwinners Should try to be strong Not show feelings Should not be afraid Don't cook Can be cross and angry	Comes from others in community/older generation Men/boyfriends Media Family Ads on TV Pills and doctors
Women	Shouldn't be feminist Should be loyal Should be happy Should be mothers and carers	As above

	<p>Don't handle heavy machinery</p> <p>Should be skinny, but not too skinny</p> <p>Should cook and clean, and grin and bear it</p> <p>Shouldn't have an arse like my auntie</p> <p>Should be gentle and not demanding or forthright</p>	
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Facilitators ask group members what their thoughts on these are:

<p>Possible responses can be:</p> <ul style="list-style-type: none"> • The consequences of not living up to these can be severe and the women's list is longer • Men have more choices and men can choose or determine their roles • These ideas should not be used to justify abuse by an abusive partner 	<p>Expectations can be totally contradictory, and impossible to do both at once. For example</p> <ul style="list-style-type: none"> • Sex is ok and good, but sex is not ok for a woman • It's good for a woman to be nice, but not too nice • It's good to be a mother and round and nurturing in your body, but at the same time you have to be sexy, slim and small • It is good to be blonde, but being a blonde means you are dumb • Women should be demure and not be a 'know it all', but at the same time a woman can be called names because she knows nothing
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Suggested Resources for Group Work, T-Shirt Painting

- Power and Control Wheel/Equality Wheel
- DVRCV Pamphlets
- History of Week Without Violence and the Clothesline Project
- T-Shirts, brushes and paints
- Women's Help Cards
- Evaluation forms

Organisational Displays

Organisational displays can be highly effective in promoting the campaign and raising awareness about family violence in our community and they are low maintenance. They can also be a way for your organisation to enact their commitment to the vision and goals of the *'Building a Respectful Community – Preventing Violence against Women – A Strategy for the Northern Metropolitan Region of Melbourne 2011-2016'*.

Suggestions for your Display

- Painted T-Shirts
- Facts and stats stuck on the wall
- Week Without Violence Promotional Material
- Referral information
- DVRCV Publications

Suggestions for Display Location

- Reception areas
- Windows of building
- Staff room



Plenty Valley Community Health (City of Whittlesea) Week Without Violence Organisational Display, 2012

Other Settings or Promotional Suggestions

- Television and radio advertisements (including community radio)
- Tram/Bus advertisements
- Banner drop
- Art contest, poster competition in schools
- Regional Family Violence Forum
- Stickers on toilet doors
- Foot Prints Project
- Identifying Family Violence Training for community/legal workers/teachers
- Men's Behaviour Change Group
- Developing resources including fact and stats sheets
- Theatre performance/play/local choir
- Billboard
- Joint projects between organisations
- Service providers luncheon
- Host a local Reclaim the Night march
- T-Shirt displays in public spaces (for example: book stores, Community Legal Centres, courts, medical clinics)



Salvation Army Crossroads Mary Anderson Family Violence Service Banner Drop
Sydney Road Coburg, 2012

Evaluation

It is important to consider that raising awareness in the community on family violence may impact local services. Criticisms of previous campaigns state that unless we can identify a marked increase in contacts to local family violence services, it is difficult to evaluate the impact of the campaign. However, women may access services, websites and/or family and friends without reporting that they were influenced by Week Without Violence. It may be worth considering asking women how they came to be in contact with your service during the period of time surrounding the campaign, and report back to WHIN any referrals that result directly from the campaign.

Evaluation forms are in the Appendices and it is crucial to the longevity of the campaign that meaningful evaluation is carried out. Below are outlines indicating how to evaluate each campaign setting.

Schools

- Provide the students with written evaluation forms at the conclusion of the workshop.
- Provide the educators with written evaluation forms at the conclusion of the workshop.
- Provide students and educators with formal written evaluations six weeks after the workshop (to determine attitudinal change).

Public Stall/Malls

- Anecdotal/Vox Pop – stall holders to note comments, conversations.
- Formal written evaluation forms.
- Formal/Informal feedback.

Library

- Were the books on display borrowed?
- Ask the librarian to notice traffic to the table and monitor levels of engagement
- Did anyone make comment to the librarian about the T-Shirts?
- How much of the promotional material was taken from the table?
- Review the guest book and report back on any comments made.

New Parents/Survivor Group

- Formal written evaluation.
- Trainer assessment/reflection.

Young Persons' Support Group

- Formal written evaluation.
- Trainer assessment/reflection.

Organisational Display

- Guest book.
- Anecdotal.
- Impressions from administration staff who may sit near the display.
- Conversations (formal/informal).

Conclusion

Week Without Violence and the Clothesline Project campaigns hold a strong and sacred position in the northern region. They are effective and powerful campaigns guided by the voices of women and the resources of the community sector. Through these campaigns, we find evidence of a strong commitment to forming regional partnerships to eliminate violence against women and children. Women's Health In the North is proud to support Week Without Violence and the Clothesline Project and look forward to supporting the campaign into the future.

For enquiries, please contact the Regional Integration Coordinator at Women's Health In the North on (03) 9486 1666.



T-Shirts painted in Family Violence Support Groups, Kildonan, 2012

Tip Sheet: Responding to Disclosures from Young People²²

A young person may reveal that they are in an abusive relationship or that they are affected by neglect or family violence at home. Any disclosure of abuse should be treated seriously and as a potential Child Protection concern. If a child or young person starts to tell you about something that might indicate potential child abuse, listen but do not ask for detail. It is important to let them know as soon as possible that if they tell you something that might cause concern you will have to tell someone else.

When listening, try to make sense of what you are being told:

- Are they being harmed currently?
- Are they likely to be harmed in the future?
- Is anyone else being harmed?
- Do they need medical attention?
- What are their overall needs?

Under no circumstances should you agree to keep it a secret. Remember, perpetrators benefit from silence.

Receive, Reassure and Refer.

Receive

- Listen to the young person.
- Do not judge, look shocked or disbelieving.
- Don't make the young person feel bad, for example: 'You should have told me earlier'.

Reassure

- Stay calm, tell them that they have done the right thing in telling you.
- Acknowledge how hard it must have been to tell you.
- Tell them that they are not to blame.
- Don't promise confidentiality.
- Be honest about the limitations of your role.

Refer

- Don't ask probing questions – it's not your job to find out 'who, where, when?'
- Record the date and time and any information given to you.
- Don't interpret what was said as this information could be used as evidence.
- Get support for yourself. It can be distressing dealing with disclosure.
- Refer your concern on to Child Protection.

Referral organisations – you can call to consult, if in doubt:

Child Protection 1300 664 977
Children's Protection Society 9450 0900
Berry Street Victoria 9450 4700

²² Adapted from *Standing by*, Cheshire County Council

Tip Sheet: Responding to Disclosures from Women

The prevalence of family violence is likely to mean that you will come into contact with victim/survivors or perpetrators. Week Without Violence and Clothesline Project activities, stalls, workshops and displays may prompt people to disclose their experience. It may be helpful to plan on the basis that many community members have experienced some form of violence. Consider the safety of women and children when planning activities.

Suggestions for Group Facilitators

- Provide people with options to participate at their level of personal comfort.
- Monitor behaviours in small groups to ensure safe and respectful communication.
- Have a group agreement around safe behaviour.
- Provide referral, information, wallet cards and helpful websites.

Suggestions for Staff on Stalls and Displays

- Thank people for their comments, show you believe them and understand how difficult family violence can be for those affected.
- Let them know that while you cannot help them in this setting you are keen to provide them with information and referral.
- Provide Women's Help Cards.

Challenging Questions

A range of comments and questions may be raised during Week Without Violence. These might include challenging statements about the workshop/presentation/stall itself, the topic of family violence, attention seeking diversions, and/or blunt or poorly worded questions. These comments or questions may stem from misunderstandings, discomfort, commonly held beliefs (myths), or a lack of knowledge. Week Without Violence activities, displays and workshops may elicit particular types of comments due to their storylines, and ways to tackle these comments are suggested below. Examples of comments and possible responses:

'Yeah, but alcohol does cause violence...' OR 'I can see why he does it...'

Alcohol can be a risk factor for violence but is not a cause of it. Family violence is a systematic pattern of behaviours whereby one person uses fear to control another. Lots of things are said to 'cause' violence such as poverty, mental illness, anger etc. All these things can contribute to the perpetration of violence but they do not cause it. This statement does not account for the many people who drink alcohol and don't abuse their partners, nor does it account for the many people who do not drink and abuse their partner and so on. Likewise with mental illness – there is no mental illness where 'family violence' is a symptom. There is no evidence that men with a mental illness are more likely to perpetrate violence than men without a mental illness.

The causes of violence against women are:

- The belief in rigid gender roles and identities and/or weak sanctions for gender equity.
- Male entitlement.
- Masculine peer and organisational cultures.

- Institutional and cultural support for, and weak sanctions against, gender inequality and rigid gender roles are the key social and economic causes of violence against women.²³

'Maybe he really loves her and is just being protective...' OR 'is it really violence?'

Initially some women may feel romantic, cared for and needed in a relationship when a partner behaves jealously. As this pattern of control manifests in more and well established forms of behaviour, her partner's so called 'protection' may become an imprisoning force in her life, impacting on her sense of self and overall safety. Jealousy doesn't mean love. In fact, where jealousy and high levels of control exist in a relationship, a woman's risk of serious injury or death is increased.

'Aren't men victims too?' or 'Women can be violent too!'

There is a small percentage of relationships where women use violence as a pattern of abuse using power and control against their partners. However, statistics compiled from Police reports, Hospital Accident and Emergency Departments, Court data, Family Violence Services and surveys suggest these types of relationships are a minority. Research indicates that men experience the impact of domestic violence very differently than women. These studies show that men report they were not living in an ongoing state of fear. Men generally did not have prior experiences of violent relationships and men rarely experience ongoing violence after separation. In addition, men are unlikely to be killed by their female partner unless they are perpetrators themselves. Men are more likely to experience violence from other men – either male partners, male family members or men unknown to them. Any violence is unacceptable.

Men who are victims of violence can contact the Men's Referral Service on 1800 065 973.

'She is an idiot – she really was just asking for it...' OR 'It's the woman's fault'

Some women feel safer thinking that family violence happens to 'others' who make 'dumb choices', thus it can't happen to them. This need to feel safer may manifest as disparaging comments about women, or indifference to the situation. Many people assume that they would have behaved differently given the same circumstances. However, lack of understanding in regards to the complex tactics of manipulation and fear, power and control that are imposed upon a victim of family violence is common. Ways to sensitively tackle this issue include:

- Countering the comment with what we know about the prevalence of violence and how choices are often taken away from women experiencing violence.
- There is no evidence that violence occurs to any particular 'type' of woman – it can happen to anyone.
- Exploring problematic gender roles.
- What do you mean by dumb/stupid? Do you think trust is part of a healthy relationship?
- Is it stupid to trust someone you love, and who is supposed to love you?

²³ VicHealth (2009) *Preventing violence against women: A framework for action*,

'But doesn't it happen more in that (other) culture?' OR 'Isn't it normal to them?'

This is part of a commonly held belief that family violence only happens to certain people in certain places and in certain relationships. Statistics show that family violence happens to women of all ages, backgrounds and abilities from a variety of diverse men.

'She would've already left if he was that bad...' OR 'It's the woman's fault for staying'

Commitment, trust, and affection are a normal part of any relationship and may encourage a woman to be hopeful of change in an abusive relationship. Family violence can result in confusion, deskilling, isolation, loss of trust in self-judgment and fear, and a woman's confidence can be quickly eroded. This can make leaving the relationship frightening and perplexing, and other factors such as her economic, parenting or housing reliance on him are compounded. It is important to note that a time of greatest danger is in the two months post-separation. This is a time when the likelihood of a woman being seriously harmed or killed may increase. Sometimes, leaving is the most dangerous thing she can do. Maybe he has threatened to kill her if she leaves, to kill the children, her companion animals or himself. Threats are very effective mechanisms of control. If a perpetrator has made any of these threats, we have every reason to believe that he will carry them out.

'But that (other forms of violence) isn't REAL violence is it?' Or 'Maybe it only happened once...'

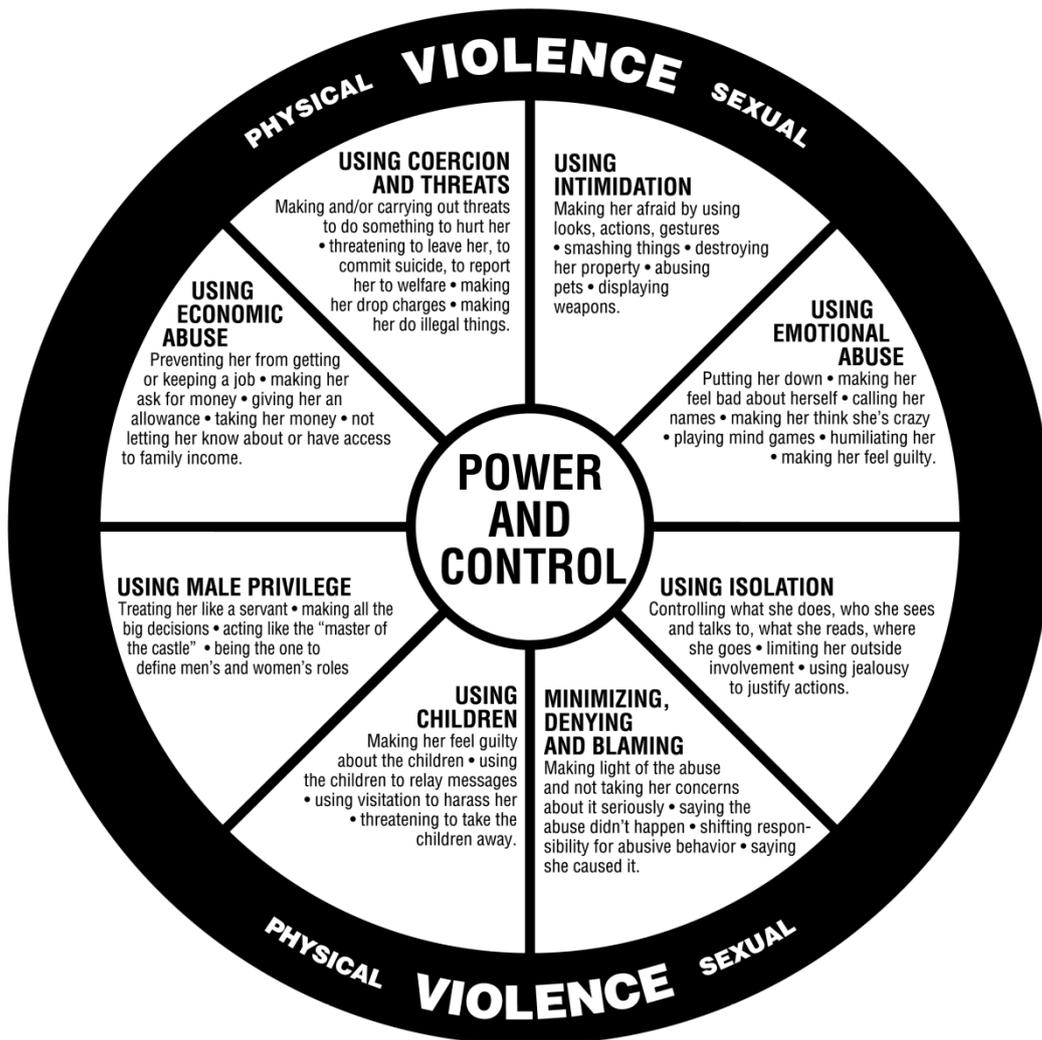
Sometimes people try to minimise family violence by saying 'it is not really bad' or 'if it is bad it is not really frequent'. Violence has many forms and is always unacceptable.

*'What can I do to support my friend?'*²⁴

There are many useful ways that you can support a friend or family member who you think is in an abusive relationship.

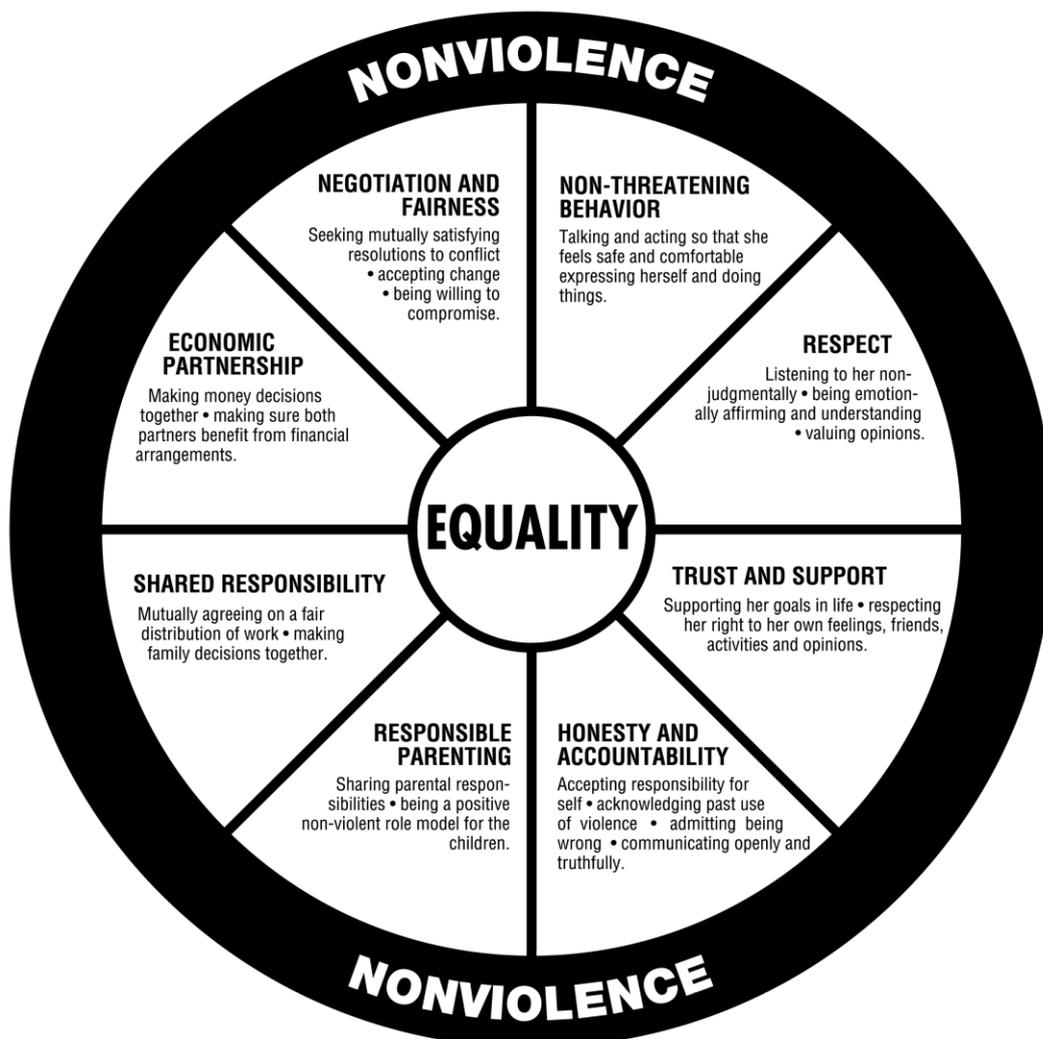
- Listen and believe her.
- Take the abuse seriously.
- Talk to her about her safety and the safety of her children.
- Offer her local referrals.
- Stay in touch with her.

²⁴ DVRCV (2013) 'Is someone you know being abused in a relationship?' www.dvrcv.org.au/portfolio-items/is-someone-you-know-being-abused-in-a-relationship/; Finucane, S.S & Finucane, M.C.G 101 *Ways Great & Small to Prevent Family Violence* 2004



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