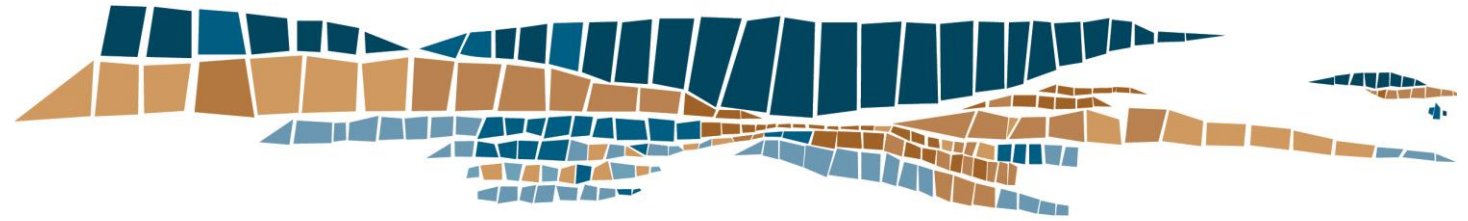




#RespectRules & #ViolenceIsNEVEROk



Western Australian Centre for Rural Health



Conversations for Change

Accelerating Efforts to Prevent Family Violence



Western Australian Centre for Rural Health



healthway

Introduction

- 2019 Healthway Grant
- Amplifying the primary prevention messaging of the CRE organisations by starting community conversations
- Team of researchers in Geraldton, Gingin and Perth

Frameworks and theoretical underpinnings

Social Norms theory

Change the Story – OurWatch

Gendered Drivers

All lead to primary prevention approach and series of related community activities and interventions

Articulation with CRE and other community impact efforts



Project Components

Local Attitudes and
Experiences of
Violence (LCAEVS)
Survey

Bystander Training
Speaking Out
Against Disrespect

Communications
Strategy

- The Leading Lights
- Community Messaging

Media review and
recommendations
on reporting of FV





National Data informing LCAEVS Development

ANROWS – NCAS survey

Personal Safety Survey

Baseline understanding of CGG
Attitudes towards Violence

The Local Attitudes and Experiences of Violence (LCAEVS) Survey

Evidence of effective interventions for addressing the underlying drivers of family and domestic violence (FDV) in communities, particularly in rural and regional settings, is limited.

The survey was designed as a tool to inform and measure the effectiveness of the local FDV prevention strategies.

The local survey was adapted from the ANROWS National Community Attitudes to Violence Against Women Survey (NCAS) 2017 (ANROWS 2017).

Implementing the Survey

The Local Community Attitudes and Exposure to Violence Survey (LCAEVS) survey available in online survey platform and in paper hardcopy in **October 2019**.

Distributed to eligible participants:

- 15+ years
- Greater Geraldton residents

Widely advertised via paper, radio, local businesses and social media to encourage broad uptake.

Analysis

Total responses: 914

Female 73% (ABS 50.4%), Aboriginal 8.4% (ABS 9.7%)

- The initial analysis of the survey identified that the survey respondents did not match the demographic profile of the residents of the City of Greater Geraldton. Based upon statistical advice, the survey data was ***weighted*** (for gender, Aboriginal identification, age and education level) to account for these differences between survey respondents and the general population demographic composition.
- Analysis of LCAEVS responses were completed overall and by sociodemographic subgroups.
- **These results are from the overall weighted analysis.**

Other emotional and social abuse:

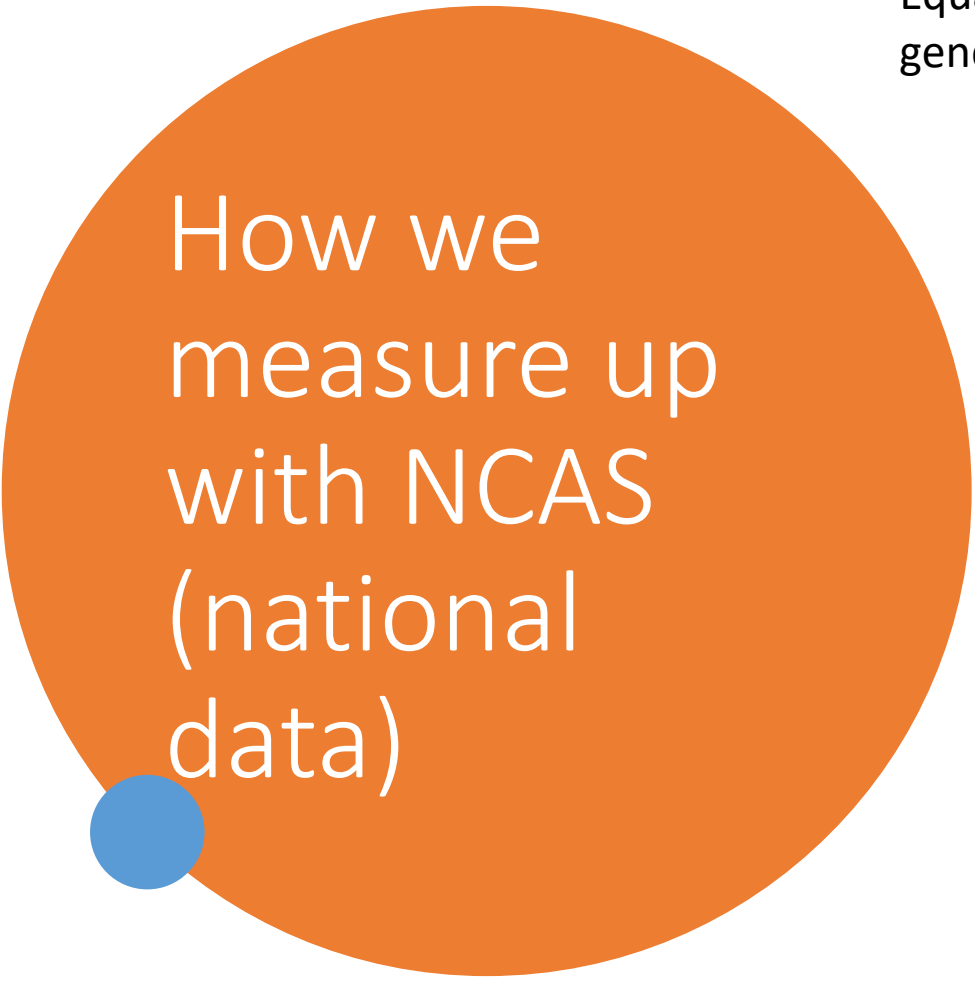
- Intimidation by throwing or smashing an object close enough to cause fear (30%)
- Almost one quarter (24%) of the respondents reporting experiences of being prevented from having contact with friends and family
- 15% had received threats of harm to their family members.

Stalking behaviours:

- One fifth (21%) of respondents having received unwanted phone calls, emails and text messages
- 18% having experienced being tracked or monitored without consent.

- ***Overall***, the most common form of relationship violence reportedly ever experienced by local respondents was ***emotional abuse***: being repeatedly criticised to make them feel bad or useless (44%) This was followed by high levels of ***physical violence*** in the form of ever being slapped, punched or hit (37%).





How we measure up with NCAS (national data)

Compared to the NCAS, the local results for 'Attitudes of Violence Against Women' and 'Attitudes Towards Gender Equality' were generally more supportive of non-violence and gender equality than those reported nationally.

Slightly fewer local respondents (55%) compared to the national survey (60%) felt that they would know where to go for help and to get support about a domestic violence issue.

Knowledge: locally there was higher recognition of coercive behaviours such as repeatedly and unkindly criticising a partner and controlling their social life as being FDV and markedly greater recognition of financial control and stalking behaviours.

Attitudes: Overall, the highest agreement both locally (24%), and more so nationally (32%), was for the statement 'A woman who does not leave an abusive partner is partly responsible for the abuse continuing'.

Challenges and limitations

- It is likely that this survey may have attracted those with an interest in or experience of FDV.
- Weighting can introduce some bias and assumptions, particularly if the under sampled survey participants were unrepresentative (in terms of knowledge, attitudes and experiences) compared to the wider population group, as these will have been magnified.
- The free-text comments indicated that some of the closed-ended questions and definitions in the survey were difficult for respondents.
- Feedback indicated that the 'Experiences of violence' questions were not specific enough in some cases (for example not including frequency and severity of violence as a measure).

Way Forward

- The survey has revealed some interesting areas in which further primary prevention strategies and education could be considered, including for subgroups within the wider community, to address the ongoing drivers of family and domestic violence.
- The survey will enable monitoring of changes to assess the effectiveness of local FDV primary prevention strategies over time.
- Feedback in the form of survey comments, and from community feedback on the results, will be considered, discussed and implemented where appropriate.
- The survey is proposed to be repeated in the community at the start of 2022.

Why bystander training?

- Community norms that support inequality and violence are a significant underlying primary cause of FDV
- Violent attitudes and situations are perpetuated when onlookers do not take a stand against these norms
- Bystander action can include speaking up against sexist or disparaging language or jokes, or identifying and changing workplace practices and policies that discriminate against women
- “There only needs to be one active bystander in the room to send a powerful message that sexism and sexual harassment are unacceptable.”



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Target Audience for Bystander Training

- The primary target audience for the training is members of organisations that are signed up to the CRE. In this way the training tries to be relevant to everyone.



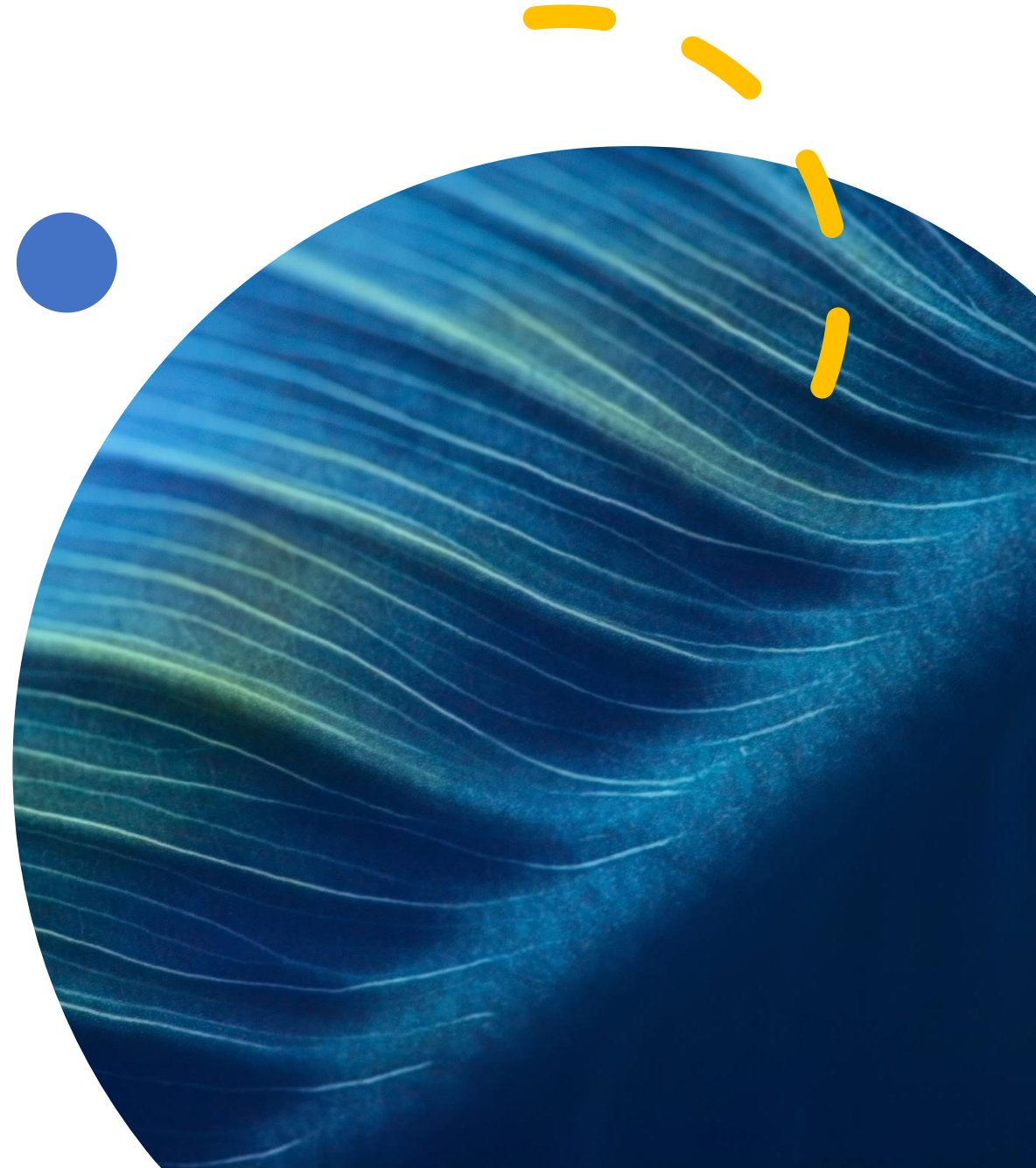
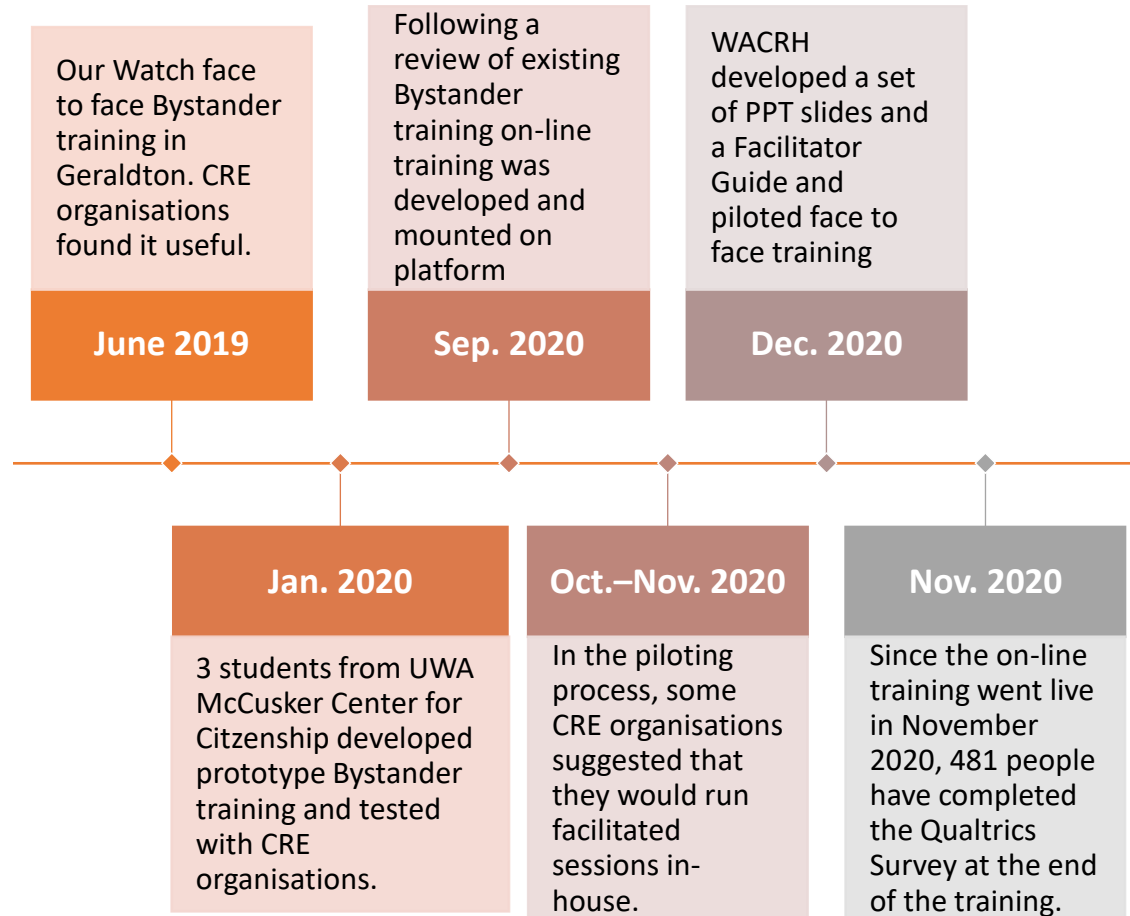
Bystander training in workplaces does not happen in isolation

Ideally it should:

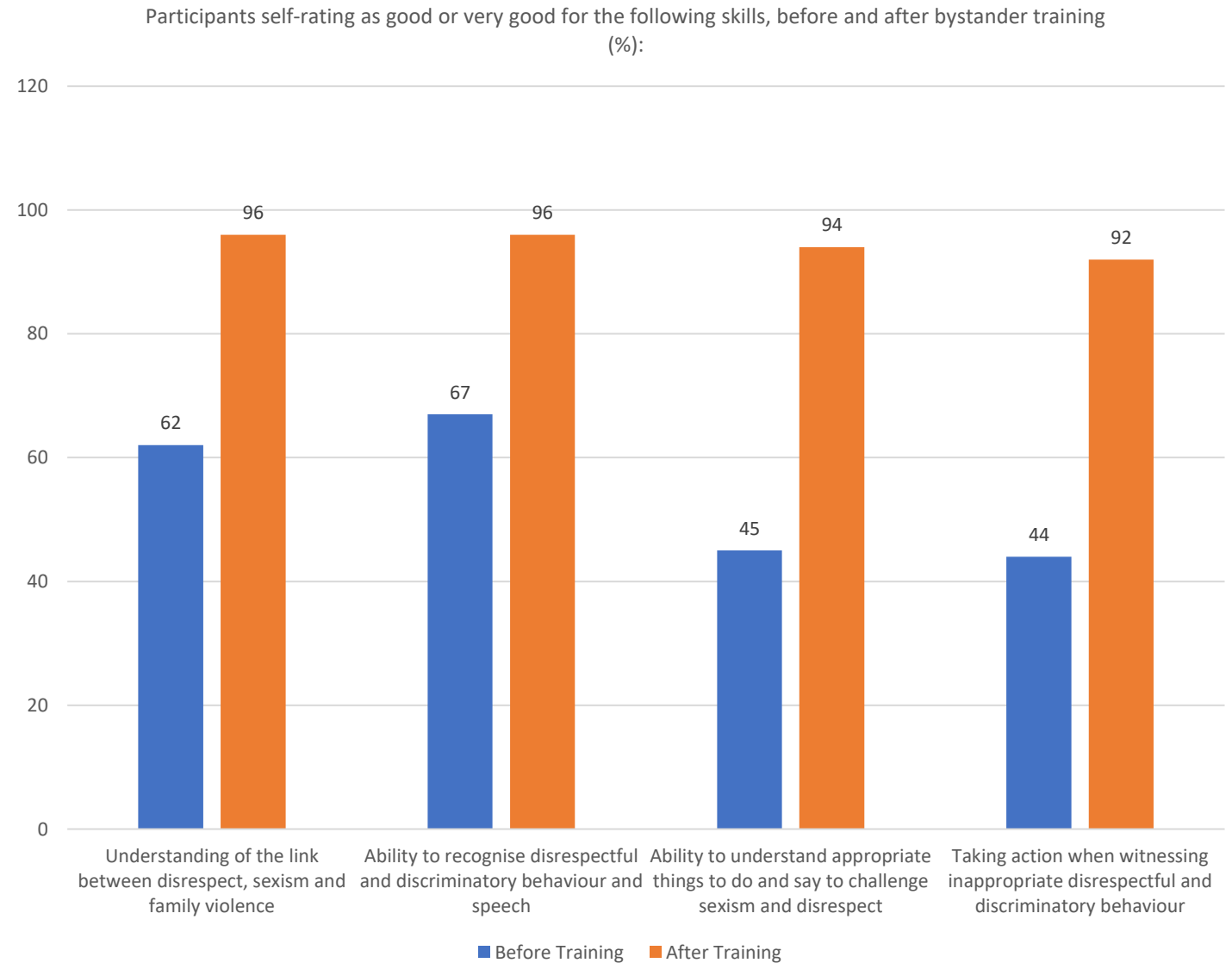
- Be understood and supported by the organisation's **senior managers and leaders**
- Occur within a policy environment and **organisational culture** that supports gender equality
- Be **one part** of a larger organisational effort to challenge discrimination.



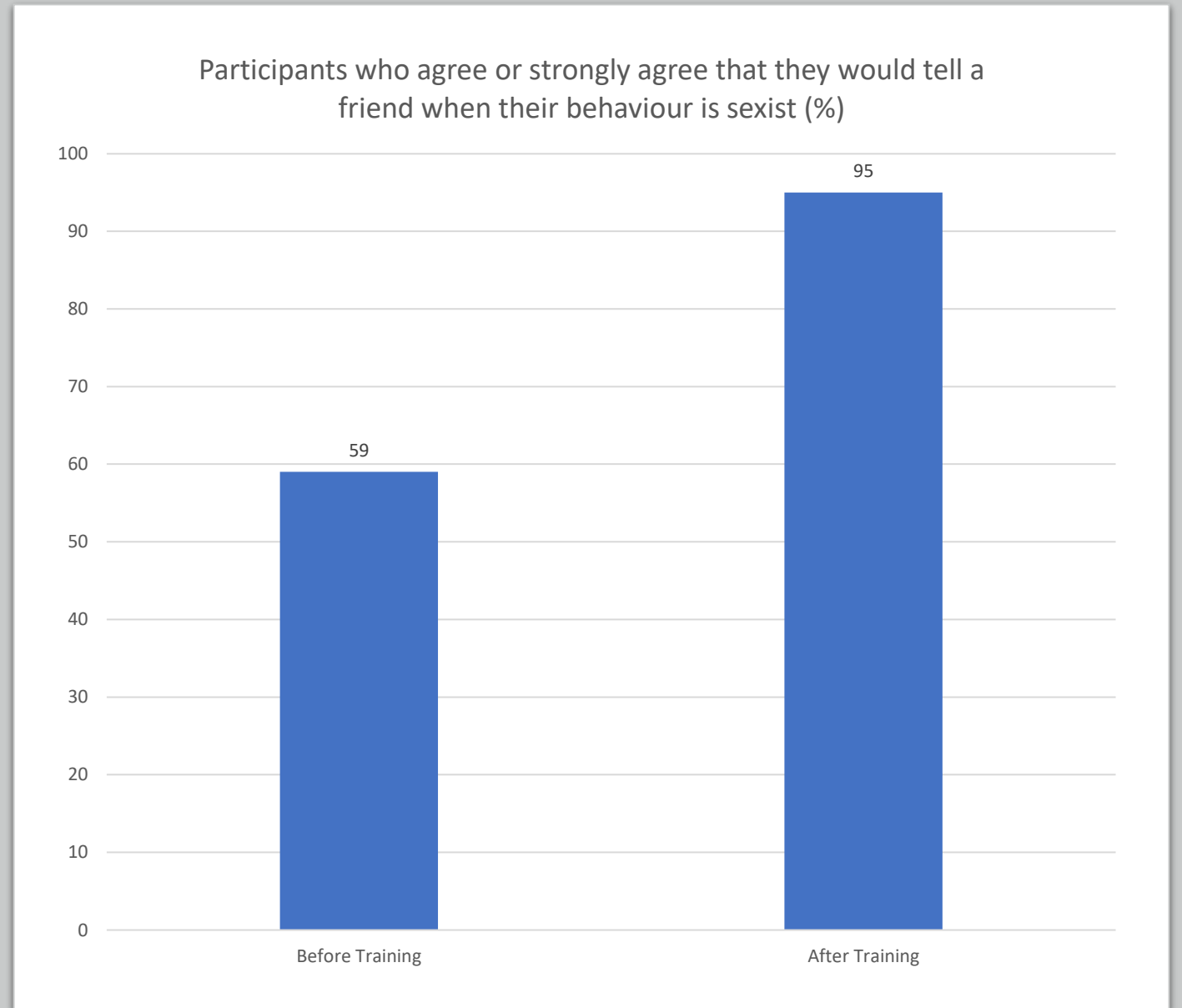
Timeline and Development Process



Total Surveys
Completed – 481
Majority of
participants were
female (79%)
Most participants
aged 18-29 years (49%)
followed by age 30-39
years (27%).
Majority of participants
were students (60%).



Overall
willingness to
Speak Out



Way forward

- Majority completing the training are female students aged 18-29 who complete the online training without any requirement from the University or their teachers.
- Respondents from CRE organisations are relatively few (under 20%)
- We need to expand the training to more CRE organisations. Ideally, more CRE organisations will implement supportive policies and actively promote a workplace culture that demonstrates efforts to achieve gender equality and embed bystander training within that culture.
- We need more men to complete the training. Promoting equal and respectful relationships between women and men 'from the ground up', includes **supporting men to take a leading role** in discouraging violent behaviour and challenging discrimination and gender stereotyping.
- Both on-line and face to face versions of the training will be evaluated to determine whether participants go on to actually take bystander action. Those who have done the training and agreed to be followed up, expect to hear from the research team in the next few months to find out if you have engaged in any bystander action.



Communication strategy Leading lights

20+ organisations to learn together and discuss how to translate how to communicate the five actions to prevent family violence in each individual context

Challenging condoning of violence against women

Promoting women's independence and decision making

Challenging gender stereotypes and roles

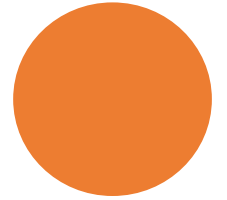
Strengthening positive, equal and respectful relationships

- Promote and normalise gender equality in public and private life.

Each radio interview, media release, social media post will have at least one of these strategies as the overarching goal as we seek to prevent family violence from the primary level



Australian Centre for



Implementation

- With guidance on direction, a communications team also support in delivering the overarching CRE messaging with the same goals through social media, radio interviews and print media when available.

- **ACTION: Be a part of the CRE change and like, click share messaging on the CRE facebook page so we continue to increase our reach into Geraldton**

@communityresepectandequality



#RespectRules



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Communication Strategy

FB and other platforms



Conversations for change

Guardian
Friday, March 19, 2021

NEWS 7

Program calls out disrespect

PHOEBE PIN

A shake of the head or a lighthearted questioning of what century a person is living in is one way to let people know their sexist and disrespectful jokes are not OK.

That's according to a new training program aimed at equipping Geraldton residents with the knowledge and confidence they need to call out disrespectful behaviour in the workplace.

Launched by the WA Centre for Rural Health, the Speaking Out Against Disrespect program is available to local businesses and organisations as part of the Community Respect and Equality Strategic Action Plan to prevent family violence in Geraldton.

The training gives examples of how to explain why certain comments and behaviours are damaging and demeaning, with more serious actions suggested in the case of severe disrespect.

Workplaces and clubs are also encouraged to have clear policies and procedures to enable complaints to be raised and handled appropriately.

WACRH Associate Professor Monica Moran said the program was designed to help people identify and address sexism and other disrespectful behaviour.

"We designed this training to give people the skills and confidence to safely challenge sexist, disrespectful or demeaning comments in their workplace and community," she said.

"We know that violence against women and family violence are complex social issues linked to gender equality and disrespect in the community as a whole.

"We also know that around 80 per cent of Australians want to challenge disrespect when they see it but don't know how to."


Associate Professor Moran said the training aimed to normalise calling out unacceptable behaviour in the community. "If you think about bystander action in other contexts such as drink-driving or smoking, it is much more socially acceptable than it was 10 or 15 years ago to ask someone not to smoke or to strongly encourage a friend who has had a few extra drinks not to drive," she said.

"We are already seeing a change in the social acceptability of making and calling out sexist and disrespectful comments and behaviours," City of Greater Geraldton chief executive Ross McKim said the program would be made available to City employees.

"The City feels strongly that it should lead by example in promoting a culture of equality, respect and non-violence to the community," he said.

The Department of Local Government, Sport and Cultural Industries has delivered the training program to staff from six sporting organisations, including Great Northern Football League, Football West and Netball WA.

Mid West regional officer Barras said sporting clubs leagues had a responsibility out disrespectful behaviour the program sent a clear message the Geraldton sporting community did not tolerate sexism any respect of women.



City of Greater Geraldton manager organisational development Natalie Hope, Desert Blue Connect's Beth Martin, City chief executive Ross McKim, co-ordinator community development Peter Trelarne, and City director infrastructure Chris Lee.



Great Northern Football League
September 2 - 6

RESPECT

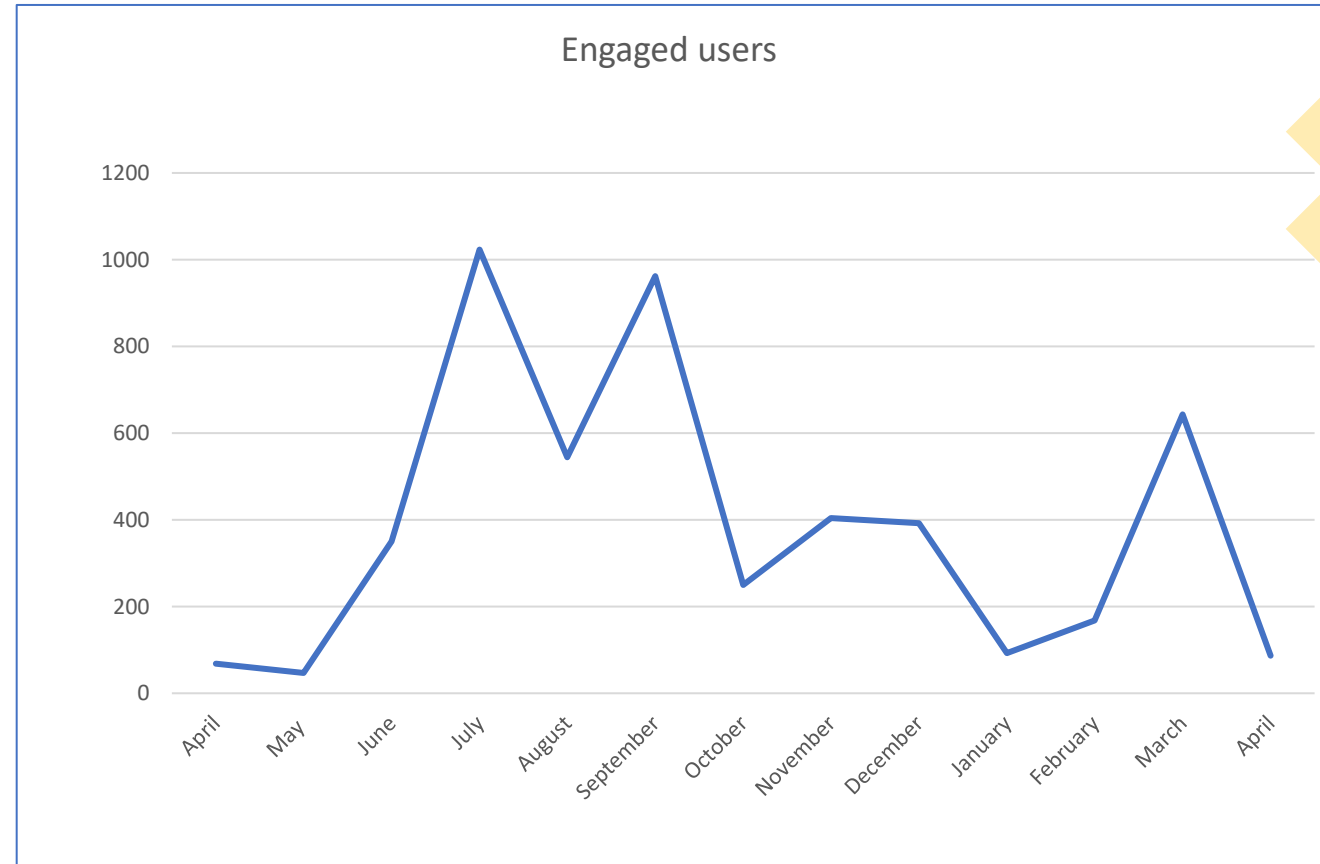
Men Against Violence Round



they can play in preventing Family Violence and creating a safer

Conversations for change

- We want to see more people engaging in positive conversations
- Social media call this engaged users
- At different stages of the project we have seen significant increases but we want to see it continue to increase





Questions and comments

