



CRE COMMUNICATIONS AND MARKETING SUPPORT

This document is a resource to support you in promoting both Primary Prevention of Family Violence and Gender Equality in your workplace and the wider community. We appreciate that depending on your Organisation, there may be some restrictions to what you can and can't publish depending on your communications and social media guides. This document is not meant to be a guide, but rather inspire you to think about ways you can connect what you are potentially already doing in your workplace to Primary Prevention and Gender Equality, or to raise awareness or advocate for change within your workplace. We encourage you to be as creative and inventive as you can be, and to share what you are doing with the CRE Coordinator and other Organisations.

What mediums can I use for communicating CRE & Primary Prevention of Family Violence?

Communications staff play a pivotal role in efforts to Prevent Family Violence. Creating both organisation and community understanding of the link between gender equality and preventing violence against women can be strengthened by consistent messaging, using multiple communication channels, tailoring messages for specific audiences and connecting with the messaging at a local business and community level.

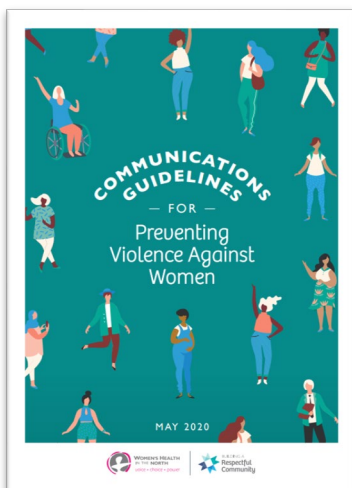
Channels to communicate **within** your Organisation

- 🇦🇺 Staff emails
- 🇦🇺 Intranet
- 🇦🇺 Website
- 🇦🇺 Email signatures
- 🇦🇺 Social media
- 🇦🇺 Formal and informal discussions
- 🇦🇺 Internal newsletters
- 🇦🇺 Notice boards
- 🇦🇺 Staff surveys
- 🇦🇺 Team meetings

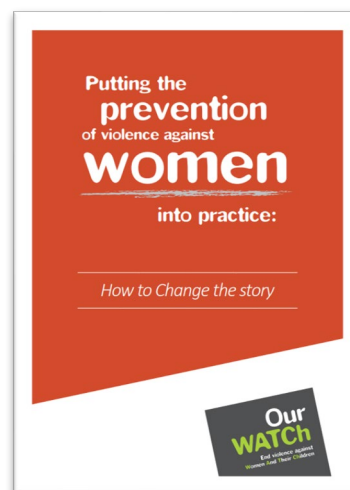
Channels to communicate **external** to your Organisation

- 🇦🇺 Media releases
- 🇦🇺 Support local initiatives
- 🇦🇺 Uniforms
- 🇦🇺 Radio
- 🇦🇺 Social media
- 🇦🇺 Stakeholder meetings
- 🇦🇺 Community Projects
- 🇦🇺 Banners

What tools are available to help your Organisation with a Primary Prevention Communications Plan?



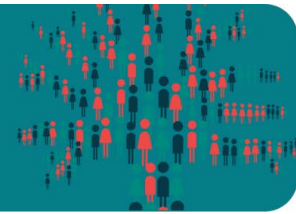
Communications Guidelines
for Preventing Violence
Against Women



Putting the prevention of
violence against women into
practice

Section 8 – Developing a media
and communications plan

Click on the images to open the guides



How can I provide accurate, evidence-based information about family violence, challenge myths, and promote equality, safety and respect?

We know that one of the challenges with communicating both CRE and the Primary Prevention of Family Violence is not knowing where to go to find up to date facts to support your messaging, initiatives and organisational values. As both Our WATCH and ANROWS are the lead peak bodies for the Primary Prevention of Family Violence/Violence against women it is our recommendation to source your information and facts directly from them.



➤ [Quick facts | Our Watch | Preventing violence against women - Our Watch](#)



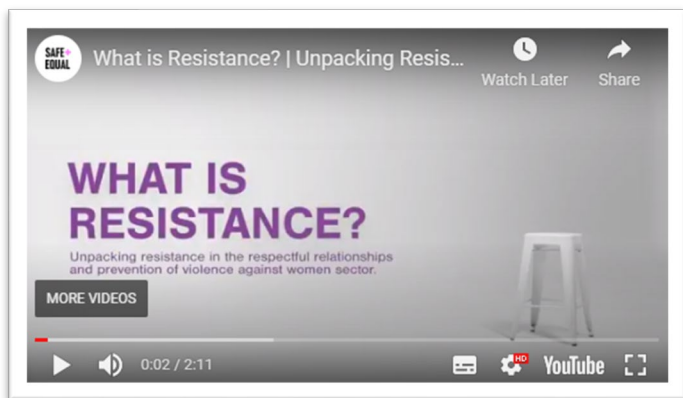
➤ [Fact sheet: Violence against women: Accurate use of key statistics - ANROWS - Australia's National Research Organisation for Women's Safety](#)

Resistance is Normal, and there is help for you to manage it safely and professionally

The terms ‘backlash’ and ‘resistance’ are at times used interchangeably to refer to any form of resistance towards progressive social change. But in discussions with those working to promote gender equality, we’ve found that people frequently describe backlash as the more extreme or aggressive end of resistance encountered.

Resistance is a normal response when it comes to social change. Understanding and planning for resistance/backlash is an important step to progress work in gender equality and the prevention of family violence and violence against women. (Safe + Equal)

To learn more about how to manage resistance/backlash we encourage you to view these resources below from Safe + Equal and Vic Health...



Click on the image to view 5 videos from Safe + Equal that help to understand resistance and ways to manage it.

You can also head over to their [website](#) to learn more on “facing resistance in your workplace”

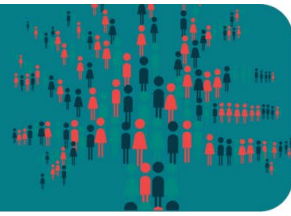


“Knowing that you’ll meet resistance and what it looks like is a great start to being prepared”

(En)countering resistance: Strategies to respond to resistance to gender equality initiatives



Click on the image to learn more



Key Messaging for CRE

Whilst we strongly encourage CRE Organisations to develop their own understanding of Primary Prevention of Family Violence and implement initiatives, activities, and communications suitable to their own environments, we also understand the importance of delivering a consistent message across the community. Below are some CRE messages that may assist you with somewhere to start in your internal and external messaging. Templates for these can be found in the CRE Portal Toolkit under “Resources”.

#ViolencelsNEVEROk

“A healthy community is a community that says no to violence”
#ViolencelsNEVEROk

Building a Safe Community

Desert Blue Connect
Office hours) Ph 9364 2742
www.desertblueconnect.org.au

1800 RESPECT
Call hours) Ph 1800 737 732
www.1800respect.org.au

CRE Website
www.rnm.com.au/creconnect/fundamentals/rnm.au

COMMUNITY RESPECT EQUALITY

#ViolencelsNEVEROk
WORKPLACE

“Our community is stronger when everyone is safe and respected”
#ViolencelsNEVEROk

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COMMUNITY RESPECT EQUALITY

#ViolencelsNEVEROk
WORKPLACE

“Men of quality respect women's equality”
#RespectRules

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COMMUNITY RESPECT EQUALITY

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WORKPLACE

“In our workplace, all people feel safe and respected”
#RespectRules

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COMMUNITY RESPECT EQUALITY

#ViolencelsNEVEROk
WORKPLACE

We recommend your Organisation also participate in the **WACRH Leading Lights** group which meet once a month to work together as a collective on the messaging and communication of both CRE and Primary Prevention of Family Violence. You can find more information on Leading Lights in the CRE Toolkit under “Resources” *d. Welcome to Leading Lights*



References

Women's Health in the North – Communications Guidelines for Preventing Violence against Women (May 2020) - [WHIN Communications-Guidelines WEB Final9 6 20.pdf](#)

Our WATCH - Putting the prevention of violence against women into practice - <https://media-cdn.ourwatch.org.au/wp-content/uploads/sites/2/2019/11/07042017/Putting-prevention-into-practice-AA-web.pdf>

Our WATCH – Quick Facts Guide - [Quick facts | Our Watch | Preventing violence against women - Our Watch](#)

ANROWS – Fact Sheet - [Fact sheet: Violence against women: Accurate use of key statistics - ANROWS - Australia's National Research Organisation for Women's Safety](#)

Safe + Equal – Managing Resistance <https://youtu.be/tdzxOVkA4-s> & [Facing resistance in your work | Safe and Equal](#)

VIC Health – (En)countering Resistance <https://www.dese.gov.au/employing-and-supporting-women-your-organisation/resources/vichealth-encountering-resistance-strategies-respond-resistance-gender-equality-initiatives>