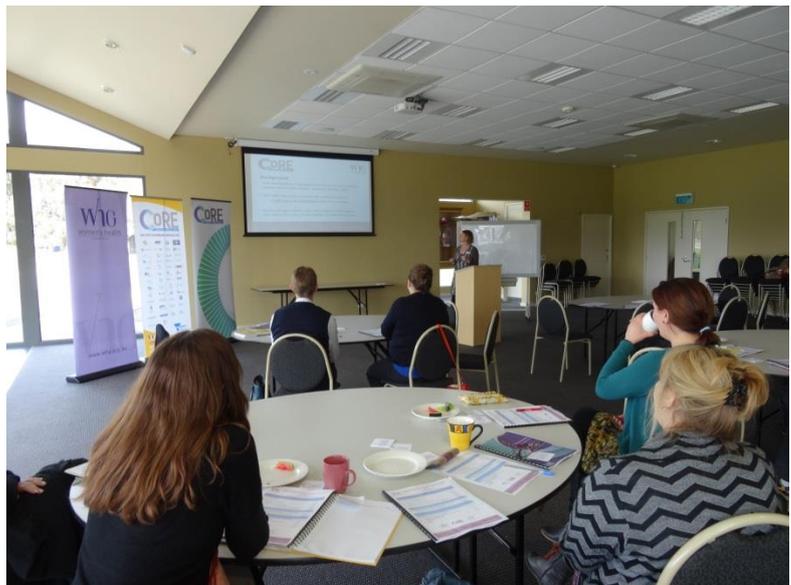


Grampians Community of Practice for the Prevention of Violence against Women

Session 9: Working with Media and using Communications to Prevent Violence Against Women: Discussion Paper

13 September 2017

Beaufort Community Bank Complex



A Community of Practice (CoP) is an effective way for people to share experiences, identify common challenges, solve problems and learn – thereby maximising opportunities to improve evidence-based practice in real time.

The GCOP-PVAW aims to:

- Assist people to access resources to improve their practice
- Translate research into relevant and accessible knowledge
- Facilitate the exchange of skills and knowledge
- Provide opportunities for people to support each other develop working relationships and share problem-solving strategies with one another.



Helen Macpherson Smith Trust

The Grampians Community of Practice for the Prevention of Violence against Women (GCOP-PVAW) is led by WHG and supported by the Helen Macpherson Smith Trust.

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Background

This Grampians Community of Practice for the Prevention of Violence against Women (GCoP) explored the topic of working with the media and using communications to prevent violence against women. This GCoP aimed to increase understanding and awareness in:

- What's important to consider when for communicating prevention of violence against women (PVAW) messages
- How to develop and use messages that are evidence-based and accessible to audiences
- Strategies to enable and align communications within and across organisations, for credibility and audience reach.

During this GCoP, participants:

- Developed knowledge of the 'do's' and 'don'ts' of developing messages
- Developed key messages for PVAW for the region
- Heard local stories
- Shared useful tools and resources
- Met others working in this area.

Overall, 17 people attended this GCoP, with representatives from 12 organisations from across the region, including health services, local government and secondary colleges. This included media and communication staff from organisations, who had not previously attended a GCoP.

Participants said the most enjoyable aspects of this GCoP were:

Meeting new people
Developing key messages
Meeting people with knowledge
Developing a strategic approach
Workshopping ideas
Useful and friendly

Section 1: Sector and Regional Update

1. Sector Update (Marianne Hendron, WHG)

Ministerial Taskforce on the Prevention of Family Violence and Other Forms of Violence against Women

The prevention task force was led by the Minister for the Prevention of Family Violence, Fiona Richardson, who sadly passed away recently. Minister Richardson was driven in her work around preventing family violence and was a supporter of the CoRE Plan and saw that the CoRE Plan was a leading plan in the state in terms of a regional collective impact approach. At the time of the GCoP there was no announcement about who will take on role of Minister for the Prevention of Family Violence, but since then the Hon. Natalie Hutchins has been appointed to this role.

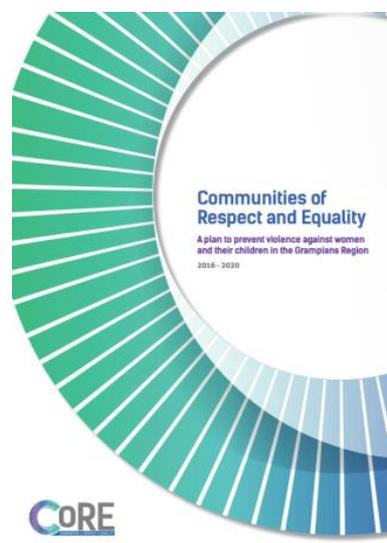
The Prevention Taskforce has prepared a document for cabinet which sets out what prevention should look like, including an agency that can coordinate and integrate all the efforts to PVAW at a state wide level, identify levers that can be used/enhanced through more coordinated work, assisting with workforce development and allocating budget amounts.

For more information see - <http://www.vic.gov.au/familyviolence/committees-for-change/ministerial-taskforce-on-the-prevention-of-family-violence-and-other-forms-of-violence-against-women.html>

2. Regional Update (Darlene Henning-Marshall, WHG)

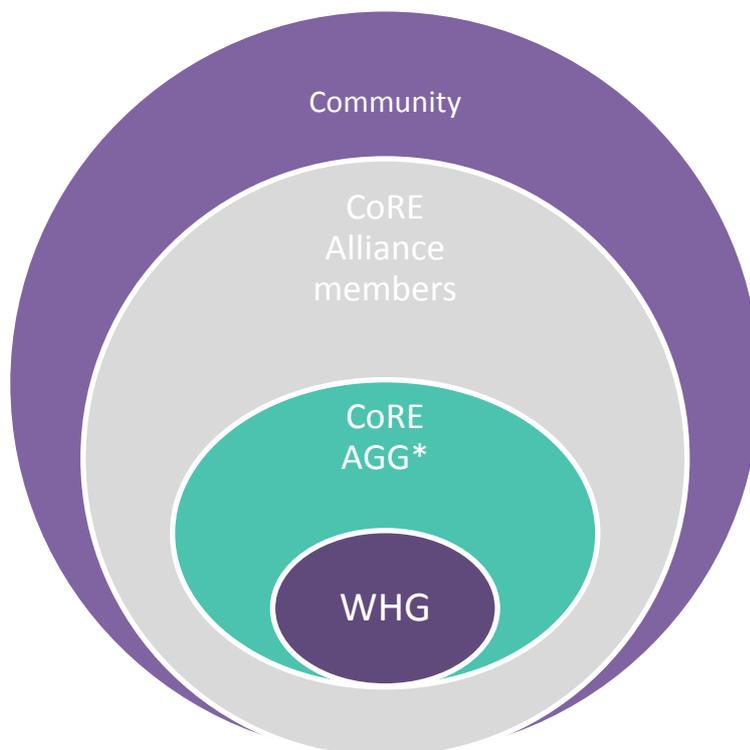
CoRE Evaluation Findings

The CoRE Plan is a Grampians initiative to prevent violence against women and children and was launched in May 2016. The Plan outlines a vision for a future that is a safe, equal and respectful society for everyone. The model invites all organisations, clubs and networks in the region, who share this vision, to join together to make this happen.



An evaluation plan has been developed that considers these key areas:

Diagram 1: CoRE Plan Operationalised



*CoRE Alliance Governance Group (AGG)

Each key area has a focus and activity planned over the four year period. See Diagram 2 for an overview of the focus and activity.

Diagram 2: Focus and Activity

| Focus and Activity | 2017 | 2018 | 2019 | Post 2020 |
|--|------|------|------|-----------|
| WHG as backbone support | | | | |
| Review systems, processes and progress (monthly) | ✓ | * | * | |
| Review of activities undertaken and feedback etc (annual) | ✓ | * | * | |
| WHG reflection focus group (annual) | ✓ | * | * | |
| CoRE AGG as overseers | | | | |
| Review activities undertaken/report against the Action Plan (annual) | ✓ | * | * | |

| | | | | |
|---|---|---|---|---|
| CoRE AGG Reflection discussion (annual) | ✓ | * | * | |
| CoRE members for action | | | | |
| Capture and share local stories via Community of Practice and in CoRE local stories doc (ongoing and quarterly) | ✓ | * | * | |
| Video stories | ➤ | * | | |
| Audit of local stories for impact and themes to support learning | | * | * | |
| Community of Practice reflection discussion | | * | * | |
| Annual progress reports | ✓ | * | * | |
| Community for impact | | | | |
| Grampians/regional Structural changes project | ➤ | | | * |

At the community level the evaluation process will measure impact about structural changes reflecting gender equality in the Grampians region. This will include collecting baseline data in 2017 with the potential to compare with data in 2027 or later to assess structural change over time.

Impacts will be assessed over the following seven domains:

1. Education
2. Economic participation and employment
3. Leadership and decision making
4. Unpaid labour
5. Sport and recreation
6. Transport
7. Health and wellbeing.

The final evaluation report will provide gendered data on indicators by:

- Local Government Area
- PCP catchment/Regional Partnerships
- Grampians region
- Compare with Victorian data
- Show trends where possible.

This report will be completed by the end of 2017. For further information please contact Sascha Davies at Women's Health Grampians.

Outcomes of the CoRE Alliance after the first 12 months include:

- There are currently 65 CoRE members
- There is 100% geographical coverage over the WHG region
- Membership includes 10,000+ employees
- There are 50,000+ members.

CoRE Alliance members are required to completed an annual report. For 2017, 43 out of 55 organisations completed the annual report, which is a 78% response rate.

The following provides an overview of the CoRE Alliance Members by sector and members involvement in CoRE activities:

Diagram 3: CoRE membership by sector

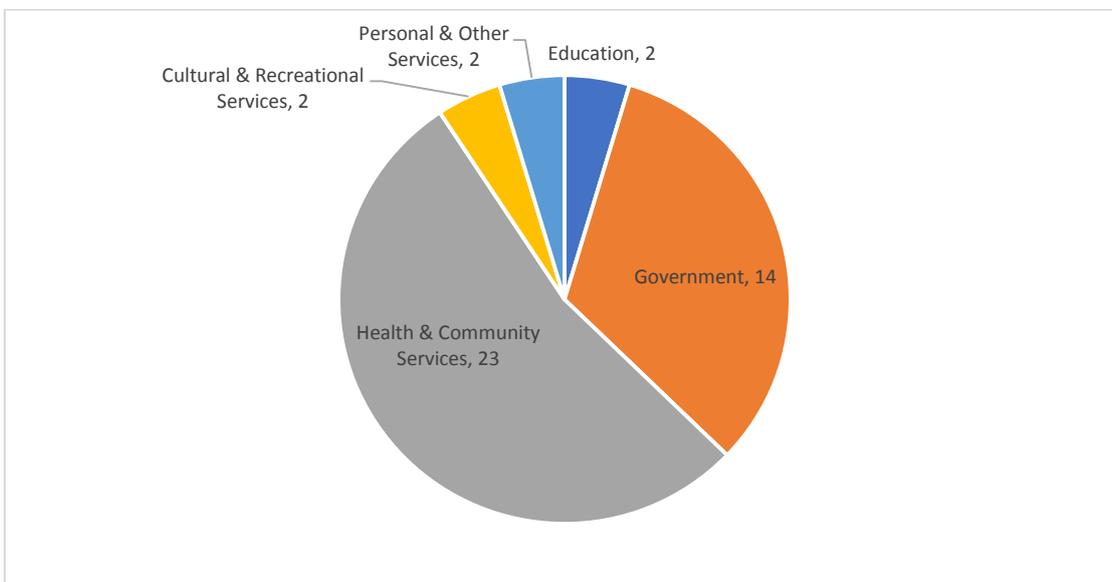
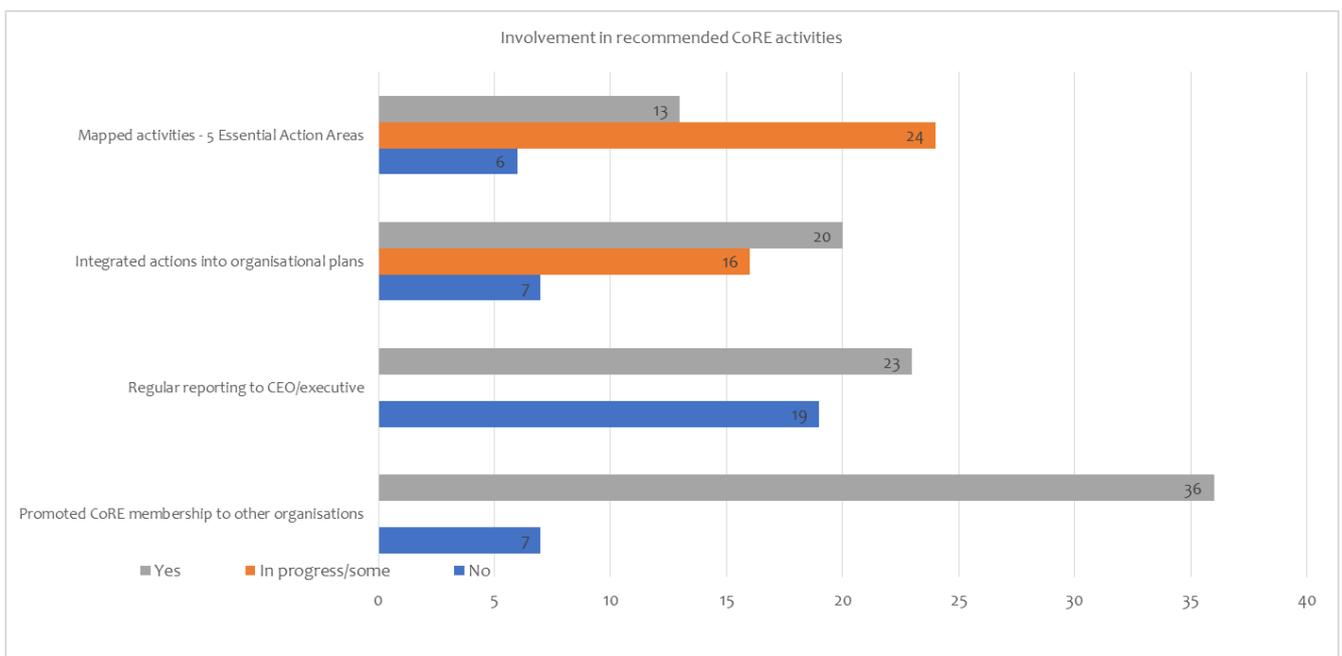


Diagram 4: CoRE member activities

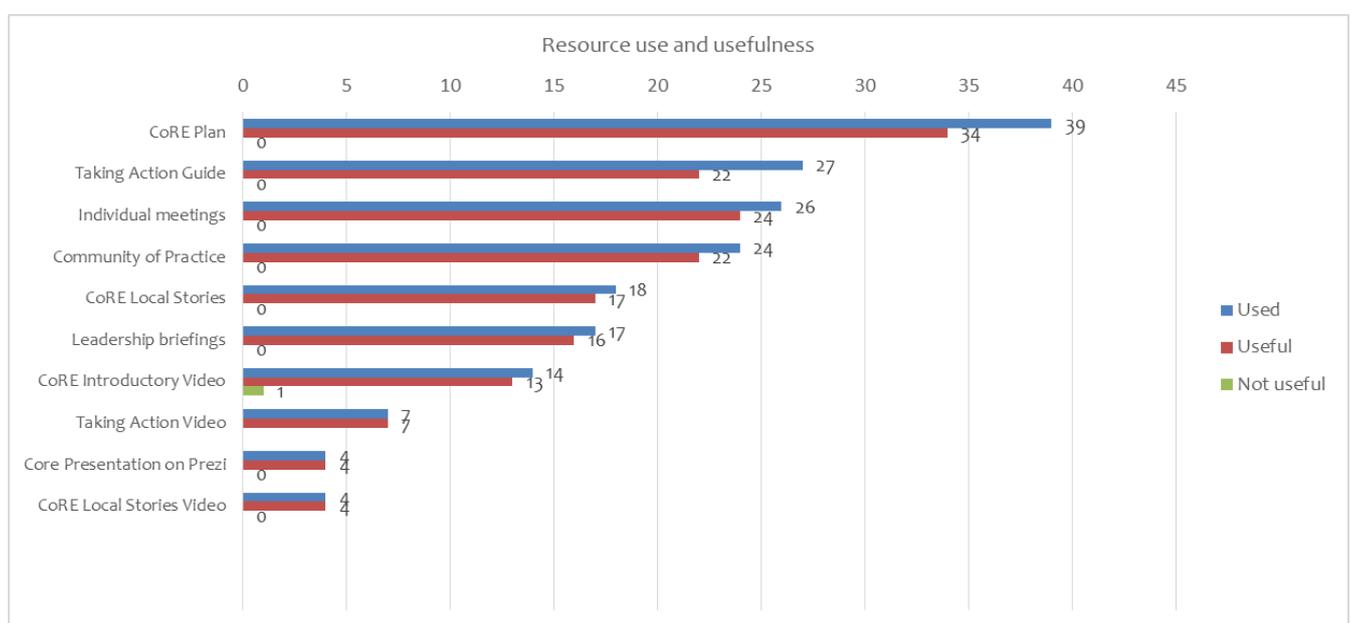


From the 2017 annual report summary it was reported that 84% of members had promoted CoRE membership to other organisations. Strategies included:

- Individual meetings – 26 (60%)
- Website – 15 (35%)
- Leadership briefings – 13 (30%)
- Newsletters – 11 (26%)
- Newspaper/media release – 8 (19%)
- CoRE presentation– 6 (14%)
- Other – 11(26%)

Members reported a wide and varied use of CoRE Resources, as detailed in the following table:

Diagram 5: Resource Use and Usefulness



Members were asked about their top two achievements/ highlights for the year. The most common themes related to:

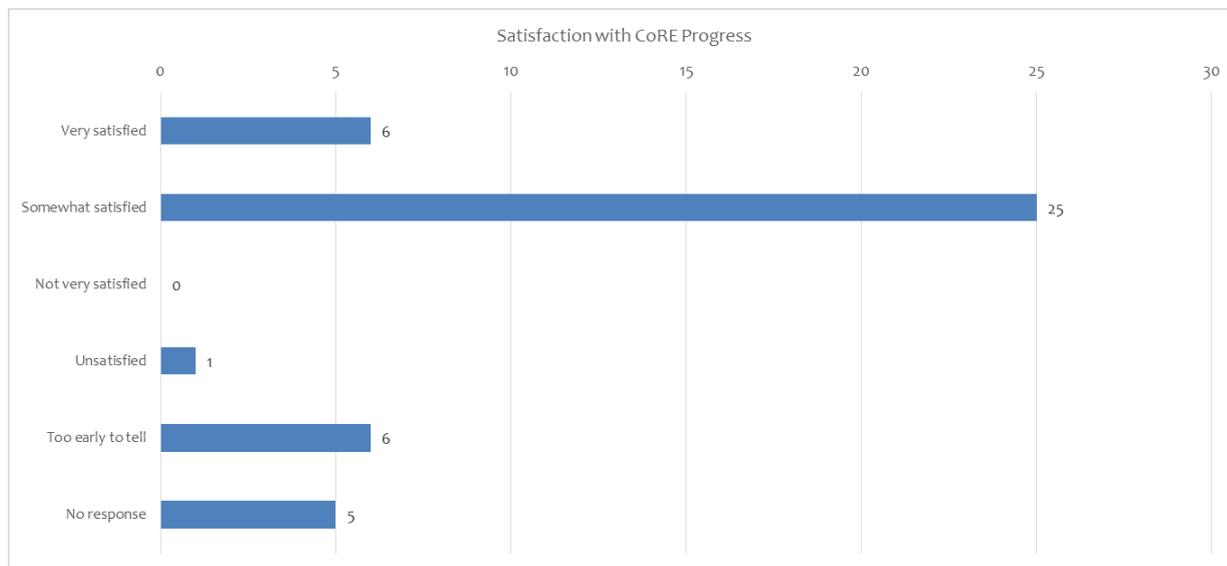
- Incorporating CoRE into the organisation’s policies, plans or guidelines
- Participating in the Act@Work program (and bystander training for staff)
- Involvement in events or campaigns

In response to the development of gender equity policies:

- 100% reported that the use of sexist language to describe women would be unacceptable in their workplace
- 79% had policies and/or programs to educate/inform employees/members about what is acceptable behaviour towards women
- 63% reported having written policy/ies that affirm a commitment to gender equity
- Half reported taking action to recruit, mentor and retain more women in board positions
- Half reported an increase in representation of women in leadership roles in their org within past 2 years.

Membership satisfaction with Women’s Health Grampians is demonstrated in the following table:

Diagram 6: Member Satisfaction



Moving forward from here, the report includes recommendations for both WHG and the AGG.

WHG recommendations:

- Provide more tailored support based on individual reports
- Look for opportunities to promote use of CoRE resources.

AGG recommendations:

- Develop strategies to attract a broader range of sectors
- Use momentum and networks to attract more members from health, community and government sectors
- Seek more funding to support CoRE activities.

For further information about the CoRE Evaluation Process, Please contact Darlene Henning-Marshall (WHG)

Two new CoRE Projects

Women’s Health Grampians was successful in receiving Community Partnership for Primary Prevention funding to support two new 12 month CoRE projects:

1. Building Sporting club membership of CoRE, which aims to:
 - Increase the number of sporting clubs that are members of CoRE
 - Build the number and range of resources and tools to support sporting clubs to take action
 - Support sporting club members to develop an action plan.

For more information please contact Dee Micevski at Women’s Health Grampians.

2. CoRE: Equality for ALL: Building inclusion, which has two components:

- a) 'It Takes Courage' – a direct empowerment project for aboriginal, immigrant and refugee women (and men)
 - Women- weekly sessions building a range of useful skills relating to employability and understanding of PVAW messages
 - Men – leadership program for leading cultural change regarding respectful relationships
- b) Putting CALD into CoRE – building capacity of the CoRE Alliance
 - Engage CALD organisations as members, ensure CoRE resources are appropriate, and provide a platform for sharing women's voices as part of our CoP.

For more information please contact Shiree Pilkinton at Women's Health Grampians.

New Resources Available:

The following new resources are available for CoRE members:

- CoP 8: Equality and respect for all: supporting diversity and inclusion for all - resources on our website:
<http://whg.org.au/priorities-programs/community-of-practice-for-prevention-of-violence-against-women>
- CoRE Resource Menu
<http://whg.org.au/wp-content/uploads/2017/09/CoRE-Resource-menu-Final-Aug-2017.pdf>
- CoRE Member Gender Audit – coming soon

Help for CoRE Member Organisations:

Women's Health Grampians is available to help you. If you would like help with:

- Getting started– identifying potential actions that would suit your organisation and be in line with the evidence base
- Want to know if there are any resources or tools to help with what you have identified
- Want to know of others in the region (or outside the region) who are doing similar things .

Please talk to your Regional Consultant or Darlene Henning-Marshall, Program Manager (T. 5322 4100)

| | |
|--------------------|--------------------------------|
| Central Highlands | Dee Micevski |
| Grampians/Pyrenees | Kate Diamond-Keith |
| Wimmera | Melissa Morris & Annette Jones |
| Grampians wide | Darlene Henning-Marshall |

3. Local Women's Voices- Joy Juma and her experiences as an African Muslim woman

A new item for the GCoP is providing a platform to hear local women's voices, focussing on women from CALD backgrounds. The aim of this, following on from the last GCoP about Diversity and Inclusion, is to build participants' knowledge and understanding of local women's experiences. At this GCoP we heard from Joy Juma, a local African Muslim woman and her lived experiences.

Joy spoke about her upbringing in Mombasa, Kenya and her immigration to Australia in March 2004 with her husband and three children. As a skilled migrant Joy took up a role in the health sector. Joy now lives in Ballarat and feels that Australia is her permanent home. Joy is a participant in the It Takes Courage Project and said that "standing up and speaking English in front of people takes courage, making a mark as a woman in Australia takes courage." Joy spoke about her experiences here in Australia, both from a positive perspective as well as the challenges. Some of the challenges included discrimination and judgements about her circumstances when shopping in a clothing shop and her financial ability to purchase certain items, she felt that she was directed to 'cheaper' items based on her cultural background. In her professional life she spoke about discrimination experience from a colleague who compared her to a picture of a monkey, as well as her constant requirement to prove that she was experienced and qualified in her job. Joy also said in the most part she has been embraced by the community and feels at home and has strong connections with the community.

Joy said that the inspiration she wanted to give to other women of different cultural back grounds was to, "have the courage to tell your story, it's a positive step towards breaking cultural barriers" and that "we must seek to understand as much as to be understood."

Section 2: Working with Media and using Communications to Prevent Violence Against Women.

1. Guest Facilitator, Vanessa Born, Media Projects Manager, Domestic Violence Victoria

Vanessa Born, Media Projects Manager from Domestic Violence Victoria facilitated the main workshop session for the GCoP.

The workshop objectives were to increase understanding and awareness in:

- What's important to consider when for communicating prevention of violence against women (PVAW) messages
- How to develop and use messages that are evidence-based and accessible to audiences
- Strategies to enable and align communications within and across organisations, for credibility and audience reach.

In the first activity, participants looked at the pros and cons of news reporting in the region and local challenges and strengths in communicating PVAW. Some of the discussion points included:

Pros and cons of news reporting in PVAW in the region:

- Improved, but a long way to go
- Good female leadership in the media
- Staff turnover in media (especially younger women)
- Some bad court coverage
- Blaming the mother for violence to children by men
- Excuses/false explanations for perpetrator violence
- Not enough coverage of prevalence – hesitance from media, scared to get it wrong
- Are there still attitudes around not reporting – just a domestic- similar to reporting on suicide? Something the media stays away from. There's legislation around reporting on suicide due to impact it has – need for similar research around VAW
- Skimming from police – limits to information to report on
- With local papers – challenges around reporting when local people are involved
- Coverage of 'pretty white women'
- Competing issues take priority over some coverage of PVAW- events
- Reporting presents incidents as isolated, rather than as part of a broader gender inequality context
- Focus on supporting perpetrators – reporting on the impact reporting/justice has on his future.

Local challenges and strengths in communicating PVAW:

| Strengths | Challenges |
|---|--|
| <ul style="list-style-type: none"> • We have the CoRE links and contacts to services in the region • CoRE events are a good platform for messages/communications • Strong leaders in CALD communities • Act@ work program – CEOs supporting programs and initiatives – not stepping away from it because it’s difficult • Good leadership – CEOs, ambassadors, people with lived experience, schools | <ul style="list-style-type: none"> • Perception that it is not gendered – why focus on women? • “Competition” between VAW and VAM • Need for a clearer picture for community around gender inequality – challenge – agencies need to be stronger, need to take greater stance against incorrect reporting, and to acknowledge when things are reported well • Linking messages to news coverage • Consistent templates and key messages that keep the message clear |

The overarching principles to consider for working with the media and communications are:

- Media and communications – are distinct and overlapping
- Be an accurate and trustworthy spokesperson – being considered, not speaking from an emotional place or taking resistance personally
- A chorus of clarity – multiplicity and clarity to avoid making it seem ‘too hard’
- The right messages - has to be evidence based

Developing key messages around this topic is important, but the messages have to be clear, concise, simple, repeated and easy to understand and remember. The following provides an overview of the do’s and don’ts of developing key messages:

| Do’s | Don’ts |
|--|---|
| <ul style="list-style-type: none"> • Follow the evidence base • Use simple, clear words and ideas • Align and reinforce messages within and across organisations • Connect messages to current events • Use examples, stories, and statistics to illustrate and personalise messages • Repeat messages | <ul style="list-style-type: none"> • Trying to say everything – realistic perception of what our job is, and realising that we need other people to reinforce our messages as well • Reinforcing gender stereotypes or inequality • Mixed messages from multiple places • Being too safe or oversimplifying – need messages that help people actually understand PVAW/what they can do • Relying on stand-alone messages • Messages that go nowhere – give people something to do |

Key messages for the region:

Following a brainstorming activity and prioritisation, the group determined that the following were the three key messages to progress for the region:

Family Violence is impacting families and communities in our region

- A woman you know will be experiencing violence
- Violence affects all types of women, it does not discriminate
- 1 in 3 women have experienced violence
- Violence against women is happening in our region
- Violence affects children and impacts their physical and emotional development
- Children are present at one in three police call outs
- Violence is costing our community financially, spiritually, emotionally and physically
- Rural women are more likely to experience violence

Violence is preventable, we can change

- Violence is preventable and we're all part of the solution
- Change starts with gender equality
- Speak up, speak often, make your voice heard and call out sexist behaviour
- Everyone has a voice that can make a difference, be an active bystander
- Together we are a force for change
- Challenge community attitudes and stereotypes
- Call out violence for what it is – unacceptable in any form

Media representation of women and men promotes stereotypes

- The media's use of stereotypes to represent men and women, women are valued for youth, beauty and sexuality and men are represented as dominant, aggressive and powerful, this needs to change.
- Women's achievement should be celebrated more in the media
- Representation of women should be respectful, broad and diverse
- Diversity and culture are not represented well in the media
- What we say is important – use respectful language to talk about women

These messages can be used to compliment the [Communities of Respect and Equality Plan](#) key messages:

PHYSICAL VIOLENCE

- More than one woman is killed every week in Australia due to family violence
- 1 in 3 women have experienced physical violence since the age of 15

FAMILY VIOLENCE IS GENDERED

- Approximately ¾ of victims are female
- Approximately ¾ of perpetrators are male

SEXUAL VIOLENCE

- 1 in 5 women have experienced sexual violence since the age of 15
- 1 in 22 men have experienced sexual violence since the age of 15
- The overwhelming majority of rape and sexual assault are perpetrated by men against women

Gendered Drivers of Violence against Women:

1. Condoning of violence against women
2. Men's control of decision making and limits to women's independence
3. Stereotyped constructions of masculinity and femininity
4. Disrespect towards women and male peer relations that emphasise aggression

The 5 Essential Actions Required:

1. Challenge violence against women
2. Empower women and girls
3. Challenge stereotypes and norms
4. Build respectful relationships
5. Promote gender equality

Women living in rural areas are more likely than women in urban areas to experience family violence and face additional barriers to reporting and escaping abuse

CoRE: A plan for the Grampians region

- The vision is for a safe, equal and respectful society for everyone
- The CoRE plan is a **primary prevention** approach, aiming to prevent violence BEFORE the first incident by changing the underlying drivers of violence at a **cultural level**
- CoRE is about creating **social change**, broadly across our community – it's a **long term** strategy!
- We need **ALL OF US** to take action - Join us to build communities of respect and equality and end violence against women and their children

MEMBERSHIP

- Any organisation, club or network that would like to work towards this vision, is invited to join the Communities of Respect and Equality (CoRE) Alliance.
- The Alliance will be a partnership of organisations working collectively, to take action – in line with the CoRE Plan.
- There are more than 60 members, and the Alliance continues to grow as more organisations, clubs and networks commit to taking action
- To be a member of the CoRE Alliance requires completion of a membership form where an organisation commits to meaningful participation in line with the vision and principles outlined in the CoRE Plan.
- Women's Health Grampians supports members to identify actions that suit their principal business, interests and resources.

To enable these key messages to be communicated effectively, the following strategies/ ideas were discussed:

- Further development of key messaging
- Workshopping – as a practice run for how the community may respond
- Sharing templates across organisations
- Develop a communications special interest group – as a way for WHG to share messages/templates
- Need a consistent approach across industries
- Share what has worked/didn't work
- Sharing advocates/champions - the CoRE AGG have had media training and are available to be spokespeople
- Targeting people from police/media to be part of the discussion – shared learning

Communications Working Group

Following this GCoP a Grampians Communications Working Group will be formed to further develop and promote the key PVAW messages for the region. Organisations interested in being part of this group currently include:

- Grampians Community Health
- Grampians Pyrenees Primary Care Partnership
- Pyrenees Shire Council
- Ararat Rural City Council
- Horsham Rural City Council
- Hepburn Health Services
- Women's Health Grampians

Other CoRE members are welcome to join this Communications Working Group, Please contact Kate Diamond-Keith, WHG on 53224100 for further information.

Acknowledgements

Women's Health Grampians would like to thank our guest facilitator Vanessa Born, Media Projects Manager, Domestic Violence Victoria and our Local Woman's Voices speaker Joy Juma.

We also thank the organisations and staff that participated:

Pyrenees Shire Council

Daylesford Primary School

Grampians Community Health

Barwon CASA/Minerva Community Services

Grampians Pyrenees Primary Care

Partnership

Pyrenees Shire Council

Moorabool Shire Council

Hepburn Health Service

Ararat Rural City Council

Horsham Rural City

Hepburn Health Services

For further information on this Community of Practice including film, audio recordings and presentation slides, please visit Women's Health Grampians website: www.whg.org.au



About Women's Health Grampians

Established in 1991, Women's Health Grampians (WHG) is one of 11 women's health services operating in Victoria, funded by the Victorian Government Department of Health and Human Services. It covers 11 local government areas across the Grampians region, extending in a wedge from Bacchus Marsh to the South Australian border. WHG aims to drive and support systemic change that will impact positively on the lives of women in the Grampians region. WHG has two priority areas: sexual and reproductive health and the prevention of violence against women (PVAW).

WHG adopts a population based, primary prevention approach to reduce and prevent violence against women. WHG seeks to address the social and cultural factors underlying violence against women: that is, gender inequities and attitudes and beliefs that support gender inequality, sexism and discrimination. Working in this area for over eight years, WHG has gained significant knowledge and experience, particularly in terms of region specific issues, primary prevention, local-level engagement and a 'whole of community approach'.

Please contact Women's Health Grampians for more information on the Community of Practice

Phone: (03 5322 4100) **Email:** adminb@whg.org.au **Website:** whg.org.au