


Communique

September 2014

TOGETHER FOR EQUALITY  RESPECT

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Together for Equality & Respect – August Social Marketing Forum

The fourth Together for Equality & Respect (TFER) Regional Forum was held on Wednesday 6th August at Maroondah Federation Estate. The session focused on social marketing and effective communication of messages for the prevention of violence against women. In particular, the session was designed to give organisations across the East an opportunity to share ideas about White Ribbon Day and the 16 Days of Activism against Gender Based Violence. Forty people from across the Eastern Metropolitan Region (EMR) attended the forum. Please see end of document for a full list of attendees.

The session was facilitated by Berni Murphy, a senior lecturer in health promotion specialising in health communication at Deakin University. Berni covered key elements of effective social marketing, gave examples of global and local social marketing campaigns and facilitated understanding of audience targeting, key message development and strategies & tools for getting our message out there.

The second half of the session gave participants an opportunity to reflect on and share any plans they may already have for 16 Days and White Ribbon Day, and talk to others about how to enhance reach and campaign effectiveness through a regional approach to messages.

Outcomes of the day:

- An EMR TFER infographic will be available for use throughout the 16 Days.
- Participants shared their ideas for White Ribbon Day and 16 Days.
- A mechanism for sharing resources across the region was strongly supported and will be available for the 16 Days.
- A focus on breaking down gender stereotypes was discussed as an idea for the 16 Days and White Ribbon Day, which organisations were in support of. Women's Health East will be putting together some resources around this theme and will distribute to organisations in the coming weeks.
- The 'Listening to and Learning from Women' campaign messages from last year will also be available for use throughout the 16 Days.



TFER Action Plan

The final TFER Action Plan, which describes how the Strategy will be implemented, has been endorsed and is now available for partners to download from the Women's Health East [website](#).

Evaluation Plan

The accompanying evaluation guidebook and corresponding tools are also being finalised. These provide further information on the regional indicators and data collection methods needed to enable partner organisations to evaluate their primary prevention initiatives.

A workplace survey is now available for TFER partners to use to ascertain knowledge and attitudes in relation to gender equity and violence against women. This is available in survey monkey or hard copy version. There is one version for staff, one for champions and managers. Please contact Sue Rosenhain (9851 3700) if you are interested in using the tool in your organisation.

We are also in the last throws of finalising the Gender Equity Audit Tool. It is currently being trialled, and partners will be informed when it is available for wider use.



Social Marketing Forum Attendees

TOGETHER FOR EQUALITY & RESPECT

Organisation	Representative
Women's Health East	Kristine Olaris
Women's Health East	Sue Rosenhain
Women's Health East	Vanessa Czerniawski
Women's Health East	Sue Sharrock
Women's Health East	Belinda Haydon
Women's Health East	Bree Morrison
IEMML	Debbie Neil
OEPCP	Jacky Close
RFVP	Jelena Djurdjevic
Knox SCH (A service of EACH)	Annette Rudd
MonashLink Community Health	Bronwyn Upston
Whitehorse Community Health	Libby Hargreaves
OE Cluster	Kate Gibson
Knox SCH (A service of EACH)	Ruth Klein
Maroondah City Council	Robyn Williams
Manningham City Council	Anissa Gracie
Monash City Council	Laura Wood
Manningham Community Health	Jo Van Dort
Inner East Community Health	Kaitlyn Yoemans
EACH	Maggie Palmer
Knox SCH (A service of EACH)	Catherine D'Arcy
Doncare	Carmel O'Brien
ECASA	Judy Flanagan
Victoria Police	Michele Clooney
Victoria Police	Alisdair Gall
Inspiro	Rachel Messer
Boroondara City Council	Cassandra Kanitz
Yarra Ranges Council	Isha Scott
Eastern Community Legal Centre	Denise Budge
Eastern Community Legal Centre	Jacqui D'Sylva
Yarra Ranges Council	Karen Mildred
The Basin Community House	Heather McTaggart
EDVOS	Ange O'Brien
Yarra Valley Community Health	Nicole Thurlow
Dandenong Ranges Music Council	Maree Dawson
IEMML	Jade Sarna
OE Cluster	Anna Stewart
IEPCP	Sally Missing
Inner East Community Health	Becky Woodyatt
MonashLink Community Health	Helen Nikolas
EACH	Marg D'Arcy