



13 August 2020 - Updated Communications Guide

Translated resources now available

**TOGETHER FOR
EQUALITY & RESPECT**

Together For Respect At Home

A Respectful Relationships social marketing campaign

Communications Guide

#TogetherForRespectAtHome



Together for Respect At Home

The coronavirus (COVID-19) pandemic presents new, unprecedented concerns and challenges for our community.

EDVOS, the specialist family violence service in the Eastern Metropolitan Region has already seen an increase of family violence incidents and referrals as a result of COVID-19.

In response to this complex issue, members from the Together for Equality and Respect (TFER) Partnership have developed this social marketing campaign aimed at promoting safe, healthy, connected and respectful relationships at home. This campaign takes a collaborative and evidence-based approach to prevent violence against women during the pandemic through promoting respectful relationships and positive mental health and wellbeing strategies.

Times of stress and hardship are never an excuse for violence. All people deserve to live free from fear and family violence.

The Together for Respect at Home campaign encourages the community to choose kindness, compassion and respect during this difficult time.

For more information, please contact:

Phoebe Anglim
EDVOS
(03) 9259 4200

We acknowledge the partners of this campaign: Outer East Primary Care Partnership, Inspiro, Eastern Health, Women's Health East, Maroondah City Council, Yarra Ranges Council, Outer East Respectful Relationships and EDVOS.

The TFER Partnership proudly acknowledges the Wurundjeri people, the Traditional Custodians of the land on which we work. We pay our respects to Elders past, present and emerging.



Social Media Engagement

The purpose of the *Together for Respect at Home* campaign is to engage the community with respectful relationship messages coupled with information and resources to support positive mental health and wellbeing strategies. The following topics will be included in the campaign social media assets:

1. Campaign introduction
2. Early intervention support and information
3. Engaging boys and men in respectful relationships
4. Mental health and wellbeing support
5. Connecting to community and other supports
6. Healthy relationships and shared responsibilities
7. Elder Respect
8. Managing the changes ahead
9. It's ok to not be ok

Campaign Summary



This social media campaign was created by members of the Together For Equality & Respect Partnership for use by all organisations.



All assets can be found at <http://whe.org.au/tfer/tfer-projects/>



9 social media tiles with accompanying supportive text and links to be used on organisational social media channels and websites. With the exception of Social Post #1, all social media tiles can be posted in any order.





Post Copy

Post copy has been provided for inclusion with the campaign tiles, including shortened Twitter copy. Where possible, please try and keep the post text as it is. Adjustments to the wording is welcomed to allow for organisation and audience appropriateness. Please ensure the integrity of the messages are maintained in content edits.

Tiles

9 social media tiles have been prepared on different topics. Tiles are available to suit Facebook/LinkedIn and there are a separate sets of tiles suitable for Twitter and Instagram. All tiles can be found at <http://whe.org.au/tfer/tfer-projects/>.

Links

External links have been provided for each tile so that the audience can easily source additional support. Please use these links and add any other relevant local resources or support services.

Alternative Text

Sometimes referred to as "alt tags" or "alt descriptions", alternative text is short phrases which describe the image it is replacing. This text can be used to replace images that don't load, or allows visually impaired users to hear the text. Alternative text has been provided for this campaign and was developed in consultation. We acknowledge the assistance of Helen Freris – Women with Disabilities Victoria in the development of these statements.

#TogetherForRespectAtHome

The campaign will be using the hashtag #TogetherForRespectAtHome. We will use this hashtag as a means of following the posts and in our evaluation. Please ensure the hashtag is included in every social media post across all platforms.

Backlash

Below are some suggested responses in the event of online backlash comments to the Together for Respect At Home campaign. Please also consider your own organisational policies in dealing with online comments.

For additional information regarding backlash, please visit the resources provided at <http://whe.org.au/tfer/tfer-projects/>.

Resistance to the campaign message :

Hi (insert name), thanks for joining the conversation. The #TogetherForRespectAtHome Campaign promotes safe, healthy and respectful relationships at home. We are asking the community to choose kindness, compassion and respect while we get through this difficult time together.

"What about the men?" :

Hi (insert name), thanks for joining the conversation. We definitely agree that all people deserve to live free from fear and family violence and #TogetherForRespectAtHome is asking us too choose kindness, compassion and respect while we get through this difficult time together.

Disclosure (taken from the Our Watch resources) :

Hi (insert name), thank you for sharing your experience and we are so sorry to hear about what you have been through. Please know that while we appreciate you sharing your story, we want to make sure you have all the support you deserve. If you or someone you know is experiencing violence, please call 1800 RESPECT (1800 737 732) for 24/7 advice and support. In an emergency, call police on 000. Thanks for reaching out and take care.



Campaign Social Media Tiles

9 social media tiles and supportive copy have been developed for this campaign. Tiles 1-6 were released April 2020 and tiles 7-9 released in June 2020 . Organisations can choose the order and pace with which they share the tiles.

De-branded Tiles
De-branded tiles without local service information are available for use outside of the Eastern Metro Region
<https://oepcp.org.au/portals/respectathome/>

01



#TogetherForRespectAtHome
involves a series of posts that promote ways to stay safe, healthy, connected and respectful while at home during this challenging time.
Please follow along and share widely.
We are all in this together!

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

04



Mental Health Tips

- 1 Move your body to support your wellbeing.
- 2 Take some quiet time to read, meditate and breathe.
- 3 Follow the facts and disconnect when you need a break.
- 4 Nourish your body with a variety of foods that make you feel good.
- 5 Catch up online with friends and family that make you smile.

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

07



Everyone has the right to be respected, to live in safety and to make their own decisions.
Some older people are denied these rights. If you or someone you know is experiencing elder abuse, we are here to help everyone involved.
Eastern Community Legal Centre 9762 6235
Relationships Australia Victoria 1300 364 277
Eastern Domestic Violence Service 9259 4200

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

02



Everyone has the right to feel safe and be respected in their own home! If you or someone you know needs support, we are ALL here for you.
Safe Steps - 1800 015 188
1800 Respect - 1800 737 732
WJ Respect - 1800 542 847
Eastern Domestic Violence Service - 9259 4200
Men's Referral Service - 1300 756 491
Please call 000 if you are in immediate danger
You are not alone

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

05



Tips for staying connected

- 1 Connect safely with people, places and information that support your wellbeing.
- 2 Support your community by donating blood or food items or running errands for those in need.
- 3 Connect to professional supports if you're feeling overwhelmed.

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

08



Managing Changes Ahead

- 1 Acknowledge that change can be hard and accept what is in your control.
- 2 Talk through any worries or fears you might be having with people closest to you.
- 3 Try and get back into a daily routine.
- 4 Be kind to yourself and practice self-care.
- 5 Connect to your local services for more support.

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

03



Now is the time to be a source of support and safety to your partner and family.
Violence is not the answer.
Choose Respect.

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

06




Now is the time to do things differently

- 1 Share the load
- 2 Cook something you've always wanted to cook
- 3 Do some tasks you don't normally do
- 4 Learn something new with your children
- 5 Understand what is important for your household

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

09



This period of time has been difficult for all of us, some more than others.
It's okay to not be feeling okay at the moment.
Now is the time to treat yourself and others with kindness and respect.
We are here to help.
Mens Line - 1300 78 99 78
Beyond Blue - 1300 22 4636

#TogetherForRespectAtHome TOGETHER FOR EQUALITY RESPECT

Campaign Social Media Tiles

Introducing the Campaign

Post text (Facebook / LinkedIn / Instagram) :

Understanding the many challenges we are facing together right now, local organisations in the Eastern Region have partnered to develop a series of posts that promote ways to stay **safe, healthy, connected** and **respectful** while at home.

Stress, anxiety and frustration are all normal responses during this time, however they are **never** an excuse for violence. All people deserve to live free from fear and family violence and **#TogetherForRespectAtHome** is asking us to choose kindness, compassion and respect while we get through this together.

For more information and support, please contact

BeyondBlue 1300 22 4636

Lifeline 13 11 14

1800 RESPECT 1800 737 732

Eastern Domestic Violence Service 03 9259 4200

Alternative Text:

Photograph of two people's hands clasped together with a white text box and black text to the right, over top reads "#TogetherForRespectAtHome involves a series of posts to promote ways to stay safe, healthy, connected and respectful while at home during this time.

Please follow along and share widely - We are all in this together.

Along the bottom of the image is a white banner with #TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

Understanding the many challenges that we are facing right now, your local organisations have partnered together to develop a series of posts that promote ways to stay **safe, healthy, connected** and **respectful** while at home. **#TogetherForRespectAtHome**



Find this tile at <http://whe.org.au/tfer/tfer-projects/>



Campaign Social Media Tiles

Early intervention support and information

Social Post

02

Post text (Facebook / LinkedIn / Instagram) :

Everyone has the right to feel **safe** and be **respected** in their own home. During this difficult time, some women may be experiencing abuse and control from a loved one or family member. This behaviour is not okay.

If you or someone you know needs support, we are ALL here for you! Find more family violence information and support at this time. <https://bit.ly/2UutLwt>

- For crisis support, information and accommodation: **Safe Steps 24/7 on 1800 015 188 or email safesteps@safesteps.org.au.**
- For phone help and referral: **1800 RESPECT on 1800 737 732.**
- For a specialist LGBTIQ family violence service: **W|Respect on 1800 542 847** or visit www.withrespect.org.au.
- For support for women who live in the Eastern suburbs: **Eastern Domestic Violence Service on 9259 4200 or email edvos@edvos.org.au.** Open Mon-Fri 9am – 8pm, Sat 9am-5pm.
- For support for men: **Men's Referral Service on 1300 766 491.**

If you are in immediate danger call: Police on **000**.

You are not alone! #TogetherForRespectAtHome

Alternative Text:

A child sitting on a woman's lap holding an open book whilst smiling and laughing with each other. Overtop of the image to the right is a white text box with black writing which reads "Everyone has the right to feel safe and be respected in their own home! If you or someone you know needs support, we are ALL here for you

Safe Steps – 1800 015 188 / 1800 Respect – 1800 737 732
W Respect – 1800 542 847 / Eastern Domestic Violence Services – 9259 4200
Men's Referral Service – 1300 766 491

Call 000 if you are in immediate danger. You are not alone".

Along the bottom of the image is a white banner with #TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

Everyone has the right to feel **safe** and be **respected** in their own home and live free from family violence. If you or someone you know needs support, we are here for you. **#TogetherForRespectAtHome**



Find this tile at <http://whe.org.au/tfer/tfer-projects/>

Campaign Social Media Tiles

Engaging Boys and Men



Post text (Facebook / LinkedIn / Instagram) :

During times like these, when a health crisis requires people to stay home, it can be difficult on everyone in the household. You might feel under an increased amount of stress or pressure. But that's no excuse for choosing to hurt your partner or children. Violence is not the answer. Now is the time to be kind and nurturing. If you or someone you know needs support please contact the suitable service listed below. #TogetherForRespectAtHome

- MensLine Australia** 1300 78 99 78
- No to Violence, Men's Referral Service** 1300 766 491
- 1800Respect** 1800 737 732
- Beyond Blue** 1300 22 4636
- Lifeline** 13 11 14

Alternative Text:

A man and toddler smiling and rolling out dough while baking at a kitchen bench within the home setting.

Overtop of the image to the right is a white text box with black writing which reads "Now is the time to be the source of support and safety to your partner and family. Violence is not the answer. Choose respect."

Along the bottom of the image is a white banner with #TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

This is a difficult time for all of us. We are all in this together. Now is the time to be a caring, respectful and supportive partner in your home. Violence is not the answer. Choose respect. **#TogetherForRespectAtHome**



Find this tile at <http://whe.org.au/tfer/tfer-projects/>

Campaign Social Media Tiles

Mental health and wellbeing support

Post text (Facebook / LinkedIn / Instagram) :

During this challenging time, it's important to look after our mental health and wellbeing. It's okay to feel overwhelmed, stressed or anxious right now. These are normal reactions but try not to let these feelings impact your relationships. Our organisations have come up with some tips to support you and your family at this time.

For useful information and tools for wellbeing visit:
<https://www.vichealth.vic.gov.au/be-healthy/mental-health-coronavirus>

#TogetherForRespectAtHome

If you need to talk, these free support lines are here to listen 24/7:

- Lifeline** 13 11 14
- Beyond Blue** 1300 22 4636
- Kids Helpline** 1800 55 1800

Alternative Text:

Two women holding hands while smiling at each other and walking down a neighbourhood sidewalk.

Overtop of the image to the right is a white text box with black writing which reads "Mental Health Tips:

1. Move your body to support your wellbeing
2. Take some quiet time to read, meditate and breathe.
3. Follow the facts and disconnect when you need a break.
4. Nourish your body with a variety of foods that make you feel good.
5. Catch up online with friends and family that make you smile."

Along the bottom of the image is a white banner with #TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

It is okay to feel a bit overwhelmed, stressed or anxious right now. One of the best things you can do is to look after your mental health. **#TogetherForRespectAtHome** have come up with some simple strategies that you can use to support your wellbeing.



Find this tile at <http://whe.org.au/tfer/tfer-projects/>

Campaign Social Media Tiles

Connecting to Community and other supports



Post text (Facebook / LinkedIn / Instagram) :

Maintaining meaningful and respectful relationships during difficult times can bring joy and positivity into our lives.
It's important to think of creative ways to stay connected with others.
For more useful information and tools please visit:
<https://headtohealth.gov.au/covid-19-support/covid-19>

#TogetherForRespectAtHome

If you're needing a little extra support, these free support lines are here to listen 24/7:
Lifeline 13 11 14
Beyond Blue 1300 22 4636
Kids Helpline 1800 55 1800
1800RESPECT 1800 737 732

Alternative Text:

A child pressing a rainbow drawing against a window with a white text box with black writing overlapping the right of the image. The text box reads "Tips for staying connected."
1. Connect safely with people, places and information that support your wellbeing.
2. Support your community by donating blood or food items or running errands for those in need.
3. Connect to professional supports if you're feeling overwhelmed."

Along the bottom of the image is a white banner with #TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

Maintaining meaningful and respectful relationships during difficult times can bring joy and positivity into our lives. See the tips in this post for more ideas around staying connected. **#TogetherForRespectAtHome**



Find this tile at <http://whe.org.au/tfer/tfer-projects/>

Campaign Social Media Tiles

Healthy relationships / Shared responsibilities

Social Post

06

Post text (Facebook / LinkedIn / Instagram) :

Many of us are experiencing changes in the way we work or live. These changes can cause pressure on family members. Now is the time we consider how we share responsibilities.

Tips for sharing the household responsibilities:

- Talk it out with your partner.
- Work out your priorities and make a weekly plan.
- Make a list of tasks to be shared by everyone in the household including children.
- Mix things up – make sure you're trying something new or doing a task you don't usually do.
- Re-evaluate if it's not working and discuss with your partner.
- Most of all, work together to lighten the load.

For useful information and tools:

<https://www.relationshipsvictoria.com.au/resources/tip-sheets/COVID19-Resources/>

<https://www.redcross.org.au/stories/covid-19/covid-19-and-family-conflict>

<https://oeppc.org.au/portals/tipsandideas/>

#TogetherForRespectAtHome

If you need to talk, these free support lines are here to listen 24/7:

Lifeline 13 11 14 **Beyond Blue** 1300 22 4636 **Kids Helpline** 1800 55 1800

Alternative Text:

A young girl and a man washing their hands at the home kitchen sink.

Overtop of the image to the right is a white text box with black writing which reads "Now is the time to do things differently:

1. Share the load
2. Cook something you've always wanted to cook
3. Do some tasks you don't normally do
4. Learn something new with your children
5. Understand what is important for your household"

Along the bottom of the image is a white banner with

#TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

Now is the time to do things differently and work out what is important for your household. See our tips on how to share the load.

#TogetherForRespectAtHome



Find this tile at <http://whe.org.au/tfer/tfer-projects/>

Campaign Social Media Tiles

Elder Respect

Post text (Facebook / LinkedIn / Instagram) :

Elder Abuse is a form of family violence and is never ok! The abuse can take many different forms including financial, physical, sexual, psychological and emotional. It can also involve deliberate social isolation or neglect.

Everyone has the right to be respected, live in safety and to make their own decisions. Some older people are denied these rights, often by the people who are closest to them.

If you or someone you know is experiencing elder abuse, we are here to help everyone involved. **#TogetherForRespectAtHome**

Eastern Community Legal Centre 9762 6235
Relationships Australia Victoria 1300 364 277
Eastern Domestic Violence Service 9259 4200

If you or someone you know is in immediate danger, call 000.

For more information and support visit [Relationships Australia](#)

Alternative Text:

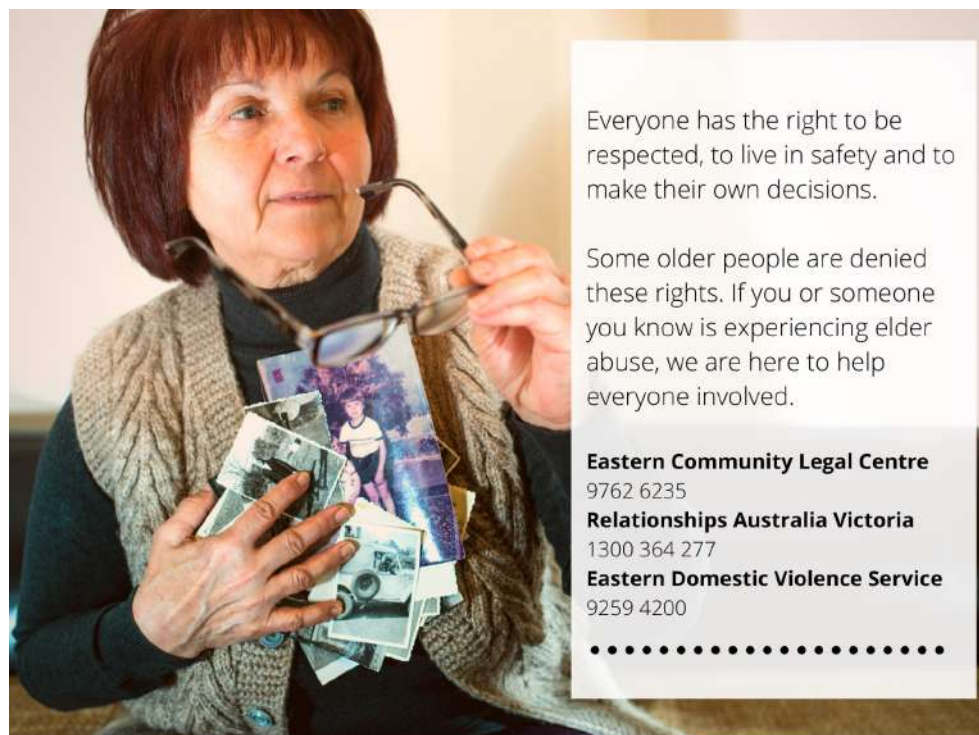
Older woman holding family photos close to chest in one hand and glasses in her other.

Overtop of the image to the right is a text box which reads "Everyone has the right to be respected, to live in safety and to make their own decisions. Some Older people are denied these rights. If you or someone you know is experiencing elder abuse, we are here to help everyone involved." Support service numbers are also provided in image caption.

Along the bottom of the image is a white banner with **#TogetherForRespectAtHome** and the Together for Equality and Respect logo.

Post text (Twitter) :

Everyone has the right to be respected, live in safety and make their own decisions. Some older people are denied these rights, often by the people closest to them. If you or someone you know is experiencing elder abuse, we are here to help! **#TogetherForRespectAtHome**



#TogetherForRespectAtHome **TOGETHER FOR EQUALITY & RESPECT**

Find this tile at <http://whe.org.au/tfer/tfer-projects/>



We acknowledge and thank Eastern Community Legal Centre for their support and content expertise in the development of this messaging.

Campaign Social Media Tiles

Managing the Changes Ahead



Post text (Facebook / LinkedIn / Instagram) :

We have endured many changes and challenges recently and it's only natural that you may be feeling stressed out or anxious because of this. Even as we start to slowly return to our regular way of living, working and interacting, this can also feel a bit overwhelming. **#TogetherForRespectAtHome**

We all cope differently during stressful times, but it's important to always choose kindness, compassion and respect for yourself and for others. When managing change, consider turning to healthy strategies.

It's also important to remember that you don't have to experience all this on your own. Many of your local services are open and ready to support you during this time.

For more support, reach out to:

- Enter local support _____
- Lifeline 13 11 14
- Beyond Blue 1300 22 4636
- 1800 Respect 1800 737 732
- Kids Helpline 1800 55 1800

Alternative Text:

Smiling woman with large headphones on connected to her phone.

Overtop of the image to the right is a text box which provides tips for "Managing Changes Ahead". Tips include 1. Acknowledge that change can be hard and accept what is in your control. 2. Talk through any worries or fears you might be having with people closest to you. 3. Try and get back into a daily routine. 4. Be kind to yourself and practice self-care. 5. Connect to your local services for more support.

Along the bottom of the image is a white banner with #TogetherForRespectAtHome and the Together for Equality and Respect logo.

Post text (Twitter) :

We have endured many changes and challenges recently. Even as we slowly start to transition back to our regular way of living and working this may also feel a bit overwhelming. Here are some useful tips for managing the changes ahead of us. **#TogetherForRespectAtHome**



Find this tile at <http://whe.org.au/tfer/tfer-projects/>

Campaign Social Media Tiles

It's ok not to be ok

Post text (Facebook / LinkedIn / Instagram) :

This difficult period of time has had an effect on us all, some more than others. It is important to remember that at the moment 'It's ok not to be okay'. It's also important to remember that acting in violent or abusive ways towards yourself and the people you love is not the answer. Now is a good time to choose to act in ways of kindness and respect to yourself and those around you. **#TogetherForRespectAtHome**

Can you reach out to a friend or family member and check in to see how they are doing?

If you or someone you know would like some more support please reach out to the following services. They are here to help during this difficult period.

Men's Line: 1300 78 99 78

Beyond Blue: 1300 22 46 36

Alternative Text:

Two young men sitting in conversation by the water. Overtop of the image to the right is a text box which reads "This period of time has been difficult for all of us, some more than others. It's okay not to be feeling okay at the moment. Now is the time to treat yourself and others with kindness and respect. We are here to help. Mens Line - 1300789978 Beyond Blue - 1300224636

Along the bottom of the image is a white banner with **#TogetherForRespectAtHome** and the Together for Equality and Respect logo.

Post text (Twitter) :

This difficult period of time has had an effect on us all, some more than others. Please remember that 'It's ok not to be okay'. It's also important to remember that acting in violent or abusive ways towards yourself or others is not the answer. **#TogetherForRespectAtHome**



Find this tile at <http://whe.org.au/tfer/tfer-projects/>



Banners

Email Signature

Download either #TogetherForRespectAtHome email banner and continue to promote this important campaign.

Please link the signature to <https://whe.org.au/tfer/tfer-projects/>



Translated Assets

Posters

Printed A3 posters are now available for TFER partners to distribute widely. Posters display important family violence support information for Eastern region residents in Hakha Chin, Mandarin, Cantonese and Hindi.

Printable versions of the poster are available from <https://whe.org.au/tfer/tfer-projects/>

To receive printed copies of posters, please contact Phoebe Anglim EDVOS - (03) 9259 4200



Social Media

Social media tiles promoting respect and support numbers are now available in Hakha Chin, Hindi, Mandarin & Cantonese.

Hindi



Mandarin



Hakha Chin



Cantonese



We acknowledge the support provided by Dr Jyothsna R Rao, Sangeeta Varma, Dilnaz Billamoria and Migrant Information Centre for assistance with the translations.



We acknowledge the Outer East Primary Care Partnership their support.