

TOGETHER FOR EQUALITY & RESPECT

**A Strategy to Prevent
Violence Against Women
in Melbourne's East
2013-2017**



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Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East 2013-2017 has been developed with the input, enthusiasm and commitment of a large number of contributors from the Eastern Metropolitan Region. Women's Health East is excited about the opportunity the Strategy provides for us all to work together to prioritise, coordinate and integrate our efforts to prevent men's violence against women in this region.

The development of Together for Equality & Respect was enabled by the financial contribution of both the Inner East and Outer East Primary Care Partnerships, which made it possible for Women's Health East to lead this work.

It has also been greatly aided by the strong commitment to the prevention of violence against women displayed in this region. All seven Local Governments and all eight Community Health Services, both Primary Care Partnerships, both Medicare Locals and the Regional Family Violence Partnership have all been actively involved in the consultation and/or development of this Strategy.

Women's Health East would specifically like to acknowledge the contribution of the Steering Committee, the members of which not only provided valuable guidance on the development of Together for Equality & Respect, but also were strong advocates within their sectors for the prioritisation of the prevention of violence against women and the engagement with the Strategy. It was fantastic to work with others who had a shared belief in the enormous value of the Strategy.

The Steering Committee included representatives of:

- Monash City Council
- Knox City Council
- Manningham City Council
- Whitehorse Community Health Service
- Manningham Community Health Service
- Inspiro
- Inner East Primary Care Partnership
- Outer East Primary Care Partnership
- Women's Health East
- VicHealth

Most of the artwork used in Together for Equality & Respect (with the exception of the image on the front cover) was produced by young people in the Yarra Ranges as a part of the 'You & I' initiative (a partnership project between Inspiro, Yarra Valley Community Health and Yarra Ranges Council). We are delighted to be able to use this artwork which was developed to promote the theme of respectful relationships. Women's Health East would also like to thank the women from the Eastern Media Advocacy Project who have provided invaluable feedback on Together for Equality & Respect from the perspective of women who have experienced and survived violence. Their thoughts on a society free from violence against women are included as quotations throughout the document and bring richness to this document which is much appreciated.

Women's Health East acknowledges the contribution of funds towards the development of Together for Equality & Respect by the following partners:



Outer East Health
& Community Support Alliance



PREFACE

TOGETHER FOR EQUALITY & RESPECT HAS THE POTENTIAL TO MAKE A REAL DIFFERENCE TO THE LIVES OF WOMEN IN THE EASTERN METROPOLITAN REGION.

Violence against women is a pervasive and serious issue in our community. Its causes lie in the lack of equality in relationships between men and women in our society, in the entrenched gender stereotypes and patriarchal structures which women face on a daily basis, and in the inequalities in power and control that women experience throughout their lives.

The Strategy makes clear the case for action in the prevention of violence against women. It explains the causation and the evidence about what we can do to prevent violence before it occurs.

Building on this knowledge, and developed through a collaborative and consultative process, Together for Equality & Respect provides us with a vision for the future of the Eastern Metropolitan Region, and some directions for how we can achieve this vision together.

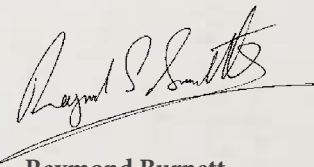
We commend this Strategy to you, and urge that it be used as a resource to assist your organisation to include the prevention of violence against women in your Organisational Plans for 2013-2017.

We look forward to working together to develop and implement a four year action plan which will bring this Strategy to life.



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EXECUTIVE SUMMARY

Why Develop a Strategy to Prevent Men's Violence Against Women in the Eastern Region?

Men's violence against women is now widely recognised as a global problem and one of the most widespread violations of human rights.¹ In Australia, approximately one in three women over the age of 15 years have experienced physical assault and one in five women sexual assault.¹

Local data demonstrates that violence against women in the Eastern Metropolitan Region is unacceptably high. In the financial year of 2011-2012, the Victorian Police recorded 5,818 incidents of family violence in the Eastern Metropolitan Region.² Whilst it is clear that violence against women remains significantly under reported, data released through the Family Incidents Reports² demonstrates a steady increase in the number of family violence incidents reported over previous years.

Together, How Can We Achieve Equality and Respect?

While violence against women is prevalent and serious, the evidence tells us that it *is* preventable.³ Together for Equality & Respect (the Strategy), provides a mechanism to coordinate and integrate activities across the Eastern Metropolitan Region, to maximise prevention efforts and to promote mutually reinforcing actions aimed at preventing violence against women *before* it occurs (also known as primary prevention). While violence can occur in other contexts (e.g. within same-sex relationships or where men are victims), the purpose of this Strategy is to address the significant and widespread issue of men's violence against women.

Drawing on international and local evidence, Together for Equality & Respect recognises that effective responses to end violence against women need to address the underlying determinants of why violence occurs in the first place. In order to redress these social drivers of violence, VicHealth³ recommends the promotion of equal and respectful relationships between men and women – a theme that is strongly imbedded in the Strategy's vision and goals.

Based on local consultation and informed by a strong evidence base, Together for Equality & Respect presents a framework for action for the Eastern Metropolitan Region. Led by Women's Health East, the Strategy brings together all Local Governments, Community Health Services, Primary Care Partnerships, Medicare Locals and the Regional Family Violence Partnership in the region and will be enacted through a subsequent Action Plan.

By aligning with the 2013-2017 planning cycle, the Strategy represents a rare opportunity for partner organisations to collaborate and contribute to a shared priority across the region that can be incorporated and imbedded into organisational plans.

“I WANT ALL WOMEN TO BE ABLE TO LIVE AUTHENTIC AND EMOTIONALLY POWERFUL LIVES.”

Survivor Advocate

Together for Equality & Respect: Strategy Framework

Vision

A society where women live free from men's violence – where every girl and boy grows up to be equally valued, heard and respected, and with equal access to opportunities.

Purpose

Together for Equality & Respect provides a platform for organisations in the Eastern Metropolitan Region to prioritise and work together on the primary prevention of men's violence against women. It is an opportunity to collaborate, share skills, knowledge and resources, avoid duplication and build the capacity of the region to promote equal and respectful relationships between men and women.

Strategic Directions

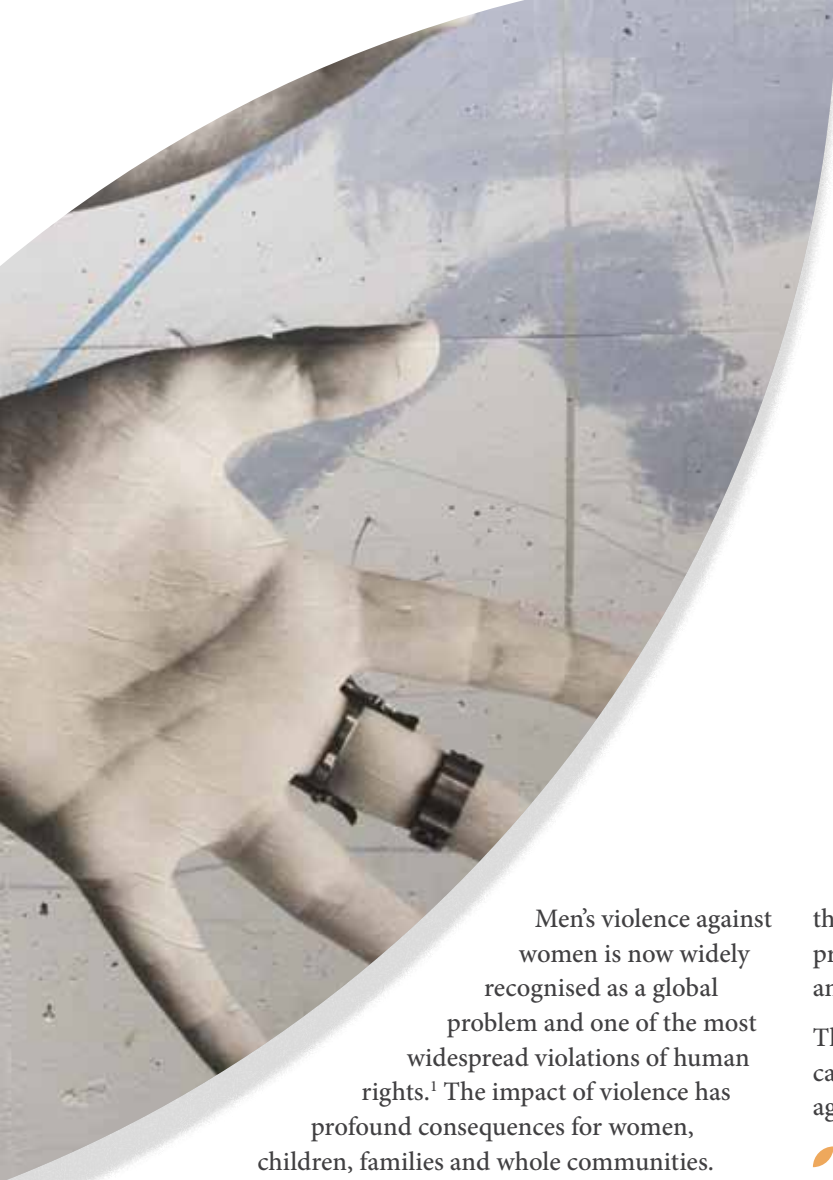
Promote and support integration and coordination in order to:



Recommendations for Partners of Together for Equality & Respect:

- Prioritise the prevention of violence against women in organisational plans 2013-2017.
- Reference Together for Equality & Respect in organisational plans 2013-2017.
- Participate in the Together for Equality & Respect Working Group to contribute to the development of the Action Plan.
- Participate in the implementation of Together for Equality & Respect Action Plan.
- Participate in a collaborative approach to evaluate primary prevention initiatives to address violence against women (as identified in the Together for Equality & Respect Action Plan).
- Share evaluation results and learnings with partners of Together for Equality & Respect.

With efforts combined, genuine progress towards ending violence against women in the Eastern Metropolitan Region can be achieved. For tips on how to use and reference Together for Equality & Respect, see Appendix 4.



INTRODUCTION

Men's violence against women is now widely recognised as a global problem and one of the most widespread violations of human rights.¹ The impact of violence has profound consequences for women, children, families and whole communities.

While violence against women is serious and prevalent, the evidence tells us that it *is* preventable.³

The development of Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East 2013-2017 is an important progression for the Eastern Metropolitan Region. It builds on the current momentum, achievements and leadership that has been demonstrated by organisations across the region and reflects a collaborative effort from many partners. The development of Together for Equality & Respect was informed by broad consultation across the region and underpinned by a strong evidence base drawing heavily on VicHealth's *Preventing Violence Before it Occurs: A framework and background paper to guide the primary prevention of violence against women*.³

Together for Equality & Respect provides a framework for the Eastern Metropolitan Region to guide the integration and coordination of efforts to prevent violence against women across Local Government, Community and Women's Health Services, Primary Care Partnerships, Medicare Locals, the Eastern Regional Family Violence Partnership and other key agencies working toward the common, collaborative goal to prevent violence against women before it occurs.

The Strategy will be enacted through the subsequent development of the Together for Equality & Respect Action Plan, which will be developed in partnership with these organisations. The Action Plan will build on a range of work

that is currently being implemented in the region, and will provide opportunities for organisations to build partnerships and engage in practical and strategic prevention initiatives.

The Strategy and the ensuing Action Plan seek to increase the capacity and political will of organisations to prevent violence against women by:

- Prioritising the prevention of violence against women as core business
- Promoting equal and respectful relationships
- Contributing to the evidence base
- Investing in workforce development
- Strengthening partnerships

Given the stark gendered nature of violence, the focus of Together for Equality & Respect is on preventing men's violence against women.

Why Develop a Strategy for the Eastern Metropolitan Region?

The dedication to the prevention of violence against women in the Eastern Metropolitan Region is unmistakable. A number of evidence-informed initiatives have been undertaken in recent years and have helped create the current impetus to progress a regional approach to prevent violence against women.

Restricted resources and time pressures have at times meant that action to prevent violence against women in this region has been limited in scope, reach or sustainability. Some organisations have not felt that it was within their capacity to get involved.

The evidence suggests that it is not possible to end violence against women with disparate initiatives, short-term funding and one-off projects.⁴ Together for Equality & Respect will strengthen the region's ability to work effectively in this space. It will provide a mechanism to coordinate and integrate primary prevention activities in order to maximise the region's efforts, and minimise duplication. Through this coordination, the Strategy will enable mutually reinforcing primary prevention actions aimed at preventing violence against women and promoting equal and respectful relationships between men and women.

It is recognised that organisations will be at different levels of readiness and will have different roles to play in the prevention of violence against women. The Strategy will not restrict organisations from tailoring actions to their own organisation and the communities they work with. It will build on evidence-informed practice already taking place in the region as well as support organisations that have not had a lot of experience in this area. It will also provide opportunities for partners to work together, to coordinate their work, to reach groups that will not be easily engaged in a universal approach and to build their organisational capacity to respond to violence against women.

Violence against women is unacceptably prevalent in our community and has alarming health and wellbeing impacts. For these reasons, the prevention of violence against women has been selected as a shared regional health promotion priority by all the Community and Women's Health Services and Primary Care Partnerships in the region. This collaboration will be a powerful platform to progress work within a health promotion context.

Taking advantage of the imminent commencement of a shared four year planning cycle, Together for Equality & Respect seeks to facilitate a coordinated, action-based approach across Local Government, Community and Women's Health Services, Primary Care Partnerships, Medicare Locals and members of the Eastern Region Family Violence Partnership (prevention of violence against women working group) for the period of 2013-2017. The Strategy will support existing work that is underway in the region and will build on the momentum of the region's strong commitment to the prevention of violence against women to ensure that the issue remains a priority in the Eastern Metropolitan Region.

“THE GREATEST GIFT FOR ME WOULD BE TO KNOW THAT MY DAUGHTER’S GENERATION CAN BENEFIT FROM RESPECTFUL RELATIONSHIPS BECAUSE THAT IS HOW EVERYONE HAS BEEN TAUGHT... TO KNOW THAT SHE ENJOYS MUTUALLY RESPECTFUL ASSOCIATIONS WITH THE PEOPLE SHE WORKS WITH WITHOUT HAVING TO HIDE HER BRILLIANCE”

Survivor Advocate



BACKGROUND

What is Violence Against Women?

The United Nations⁵ defines violence against women as:

'Any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or private life.'

Violence against women can include psychological, economic, emotional, physical and sexual abuse. Family violence and sexual assault are the most common forms of violence experienced by women in Victoria.⁶

Research indicates that while violence against women affects all communities regardless of age, culture, social and economic status, some groups of women may be at increased risk. These include:

- Aboriginal and Torres Strait Islander women
- Women from culturally and linguistically diverse backgrounds
- Women with disabilities
- Women living in rural, regional and remote locations
- Younger women
- Women in mental health in-patient care
- Pregnant women³

How is Violence Against Women a Gendered Issue?

For Victorian women aged 15-44, male intimate partner violence is the leading contributor to death, disability and ill-health.⁷ The evidence demonstrates that family violence and sexual assault are predominantly perpetrated by men against women, meaning that women make up the overwhelming majority of victims of family violence and sexual assault.^{1,8}

Compared with male victims of intimate partner violence, women are:

- Five times more likely to require medical attention or hospitalisation
- Five times more likely to report fearing for their lives
- Five times more likely to be killed by an intimate partner⁹

Women constitute 77 percent of reported family violence incidents, and women and girls constitute 92 percent of reported rape incidents.⁸ Further to this, we know that almost every week a woman is killed in Australia by a current or previous male partner.^{10,11}

While women can sometimes be perpetrators of family violence, evidence suggests that the overwhelming majority of violence is perpetrated by men against women.¹

Terminology

For the purposes of this Strategy we have predominantly used the term 'violence against women' as it encapsulates all commonly used terms for forms of violence perpetrated against women including 'family violence', 'domestic violence', 'sexual assault' or 'intimate partner violence'.

The term 'violence against women' is also used because it emphasises the gendered nature of violence. That is, that violence is predominantly perpetrated by men against women. At times in this document, the term 'men's violence against women' has been used to highlight this point.

Other terminology may be used when reference is made to a specific form of violence. For example 'sexual assault' would be used if we are specifically referring to this form of violence, or where a direct quote is used from a referenced document.

While the focus of this Strategy is on preventing men's violence against women, we recognise that this is not the only form of violence in our society, and that all forms of violence are abhorrent. Violence can occur, for example within same sex relationships, and men can also experience violence. Nonetheless, the purpose of this Strategy is to address the significant and widespread issue of men's violence against women with a focus on family violence and sexual assault.

Based on international research³ this Strategy focuses on primary prevention – preventing violence *before* it occurs. Primary prevention is explained in greater detail in the section: 'Together how can we prevent violence against women?'

For a full list of definitions, see Appendix 1.



A STRONG CASE FOR ACTION

Violence Against Women is Prevalent

Violence against women remains one of the most serious and pervasive issues affecting women, families, communities and society.¹² In Australia, approximately one in three women over the age of 15 years have experienced physical assault, one in five women have experienced sexual assault, and over half of all women have experienced at least one incident of physical or sexual violence in their lifetime.^{13,14}

In Victoria, 50,382 family violence incidents were reported to police between 2011-2012.² Data published from the Personal Safety Survey in 2005¹⁴ found that most women assaulted in the previous 12 months were assaulted by either a current or previous partner (31 percent), a male family member (28 percent) or another male person (12 percent). The data also indicated that 78 percent of women sexually assaulted since the age of 15 were assaulted by someone known to them. The next iteration of this survey is due for release this year and will provide an interesting insight into changes in rates of self reported violence against women.

While violence mostly occurs in the home, sexual assault can also occur in a range of settings such as workplaces, schools, pubs and clubs – outside of the ‘family violence’ context.³ Girls and young women aged 15-24 are the most likely of the different age groups to experience sexual assault.¹⁴

Statistics - Eastern Metropolitan Region

Violence against women is unacceptably high in our community. Between the financial year of 2011-2012, the Victorian Police recorded 5,818 incidents of family violence in the Eastern Metropolitan Region including the seven municipalities of Boroondara, Knox, Manningham, Maroondah, Monash, Whitehorse and Yarra Ranges.² This police data includes all violence perpetrated from one family member to another. Whilst this data is not exclusive to violence against women, as discussed earlier, the overwhelming majority of violence and abuse is perpetrated by men against women.⁸

Data released from the Victorian Police² demonstrates a steady increase over the past 6 years in the number of reported family violence incidents (see table 1). While increased reporting was noted across all seven local government areas, the areas with the highest rates of family violence include Knox, Yarra Ranges and Maroondah. The council with the sharpest rise over the six year period was Knox.

Rates of Reported Family Violence in the Eastern Metropolitan Region 6 Year Trend Analysis⁴

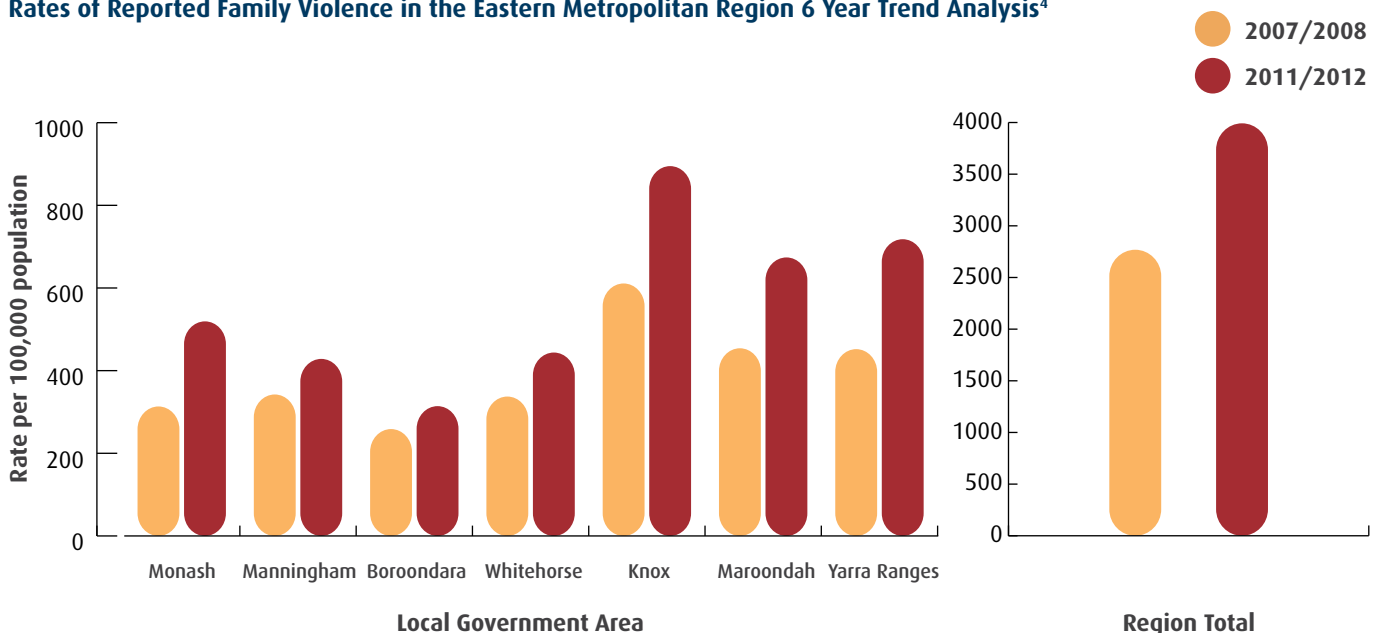


Table 1. Reported Family Violence Rates in the Eastern Metropolitan Region between 2007 to 2012²

A STRONG CASE FOR ACTION (CONTINUED)

From July 2010 - July 2011 the Eastern Metropolitan Region saw an increase of 17 percent in the number of family violence incidents attended and a 22.8 percent increase in the referrals made in comparison to the 2009/10 reporting year.¹⁵ For the same period, Victoria saw a 14.5 percent increase in incidents attended and a 17.7 percent increase in referrals made.¹⁵ This data shows that family violence incidents and referrals in the Eastern Metropolitan Region are being reported at a significantly higher rate than the Victorian state average. See Figure 1 below.

Family Violence: Rate of increase Between 2009-2010 & 2010-2011

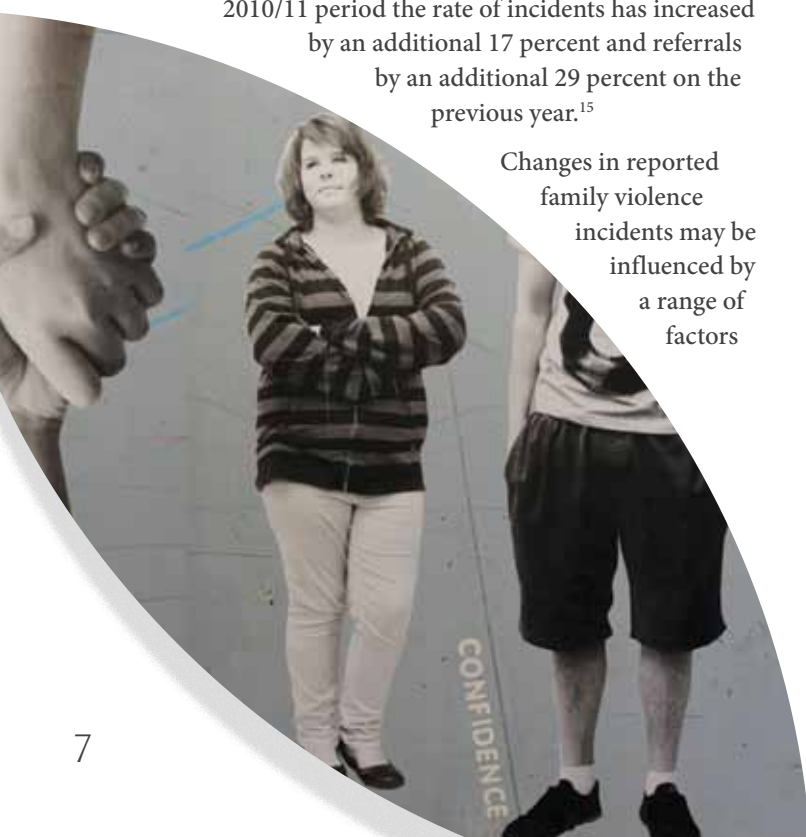
	VIC	EMR
Incidents	14.5%	17.0%
Referrals	17.7%	22.8%

Source: Victoria Police (2011), *Crime data for ED1/ED2 July 2010 - June 2011*, Eastern Region RIMU as referenced in the EMR Community Crime Prevention Plan

Figure 1. Rate of increase of family violence incidents and referrals in the EMR and Victoria¹⁵

Additionally, the rate of reporting of family violence and referrals in the Eastern Metropolitan Region is increasing at a greater rate each year on current trend data. Comparing the 2008/09 to 2009/10 reporting period with 2009/10 to 2010/11 period the rate of incidents has increased by an additional 17 percent and referrals by an additional 29 percent on the previous year.¹⁵

Changes in reported family violence incidents may be influenced by a range of factors



including community awareness and education campaigns that encourage reporting, and improved police responses to family violence, including the Victoria Police Code of Practice for the Investigation of Family Violence, which was launched in 2004 and strengthened in December 2010. Given stark issues around under-reporting¹⁶ however, available data cannot capture the true extent of the issue and therefore these findings should be more accurately viewed as representing the minimum levels of violence that occur.

Over 2011-2012, Eastern Centre Against Sexual Assault (ECASA) provided counselling and/or advocacy to 789 past and recent survivors of sexual assault of whom 85 percent (674) were women and 221 were children and young people.¹⁷ The Eastern Domestic Violence Service (EDVOS) provided support, information and referral to 1789 women (including women with children) in 2011-2012. Of these, 918 were EDVOS clients who received ongoing support and 871 were women who were given information and referrals, but did not receive ongoing support.¹⁸

Since ECASA and EDVOS's capacity to provide services is capped by funding limitations, the data described above does not indicate the true extent of violence against women in the region.

Violence Against Women is Serious

Violence against women is a violation of women's rights and freedoms as human beings. Research indicates the profound and long-term toll that violence takes on the health and wellbeing of women, families, communities and on society.¹⁹ In Australia, in 2009, men's violence against women and children was estimated to cost \$13.6 billion per annum – a figure that was forecast to rise to \$15.6 billion by 2021 if preventative action is not taken.²⁰

Among Victorian women aged 15-44 violence against women is the leading contributor to death, disability and ill-health.¹³ The main health outcomes contributing to this burden of disease include depression and anxiety (62 percent collectively).¹³ This is followed by suicide, tobacco and alcohol use, and other negative impacts.^{13,21} The trauma of experiencing violence has devastating and widespread impacts on women's physical and mental wellbeing.^{11,22} The physical impacts can include bruises, welts, fractures, eye damage, chronic pain syndromes, permanent disabilities, gastrointestinal disorders, gynaecological disorders, sexually transmitted infections, HIV and unwanted pregnancies.²²

Additional social implications can include women suffering social isolation, inability to work, loss of wages, lack of participation in regular activities, and limited ability to care for themselves and their children.²¹

Family violence also has significant impacts on the health and wellbeing of children who witness it or live in a home where violence occurs. Research suggests 1 in 4 children have seen violence against their mother or step-mother, and in 65 percent of family violence incidents in Victoria, children were present.²³

Violence Against Women is Preventable

While this Strategy has outlined the serious and prevalent nature of violence against women - the evidence is clear that violence against women is preventable.³ The VicHealth Framework promotes a health promotion approach, using primary prevention action to redress the social drivers of violence, which centre around power and gender inequality.

This is explained further in the section: 'Together how can we prevent violence against women?'

Addressing violence against women is a moral imperative, but also makes sound scientific, economic, political and social sense (WHO 2004).

Alignment with Broader Policies and Plans

The Eastern Metropolitan Region's focus on the prevention of violence against women aligns well with policies and plans at an international, national, state and regional level.

Under the Convention on the Elimination of All Forms of Discrimination Against Women, Australian governments have an international legal requirement to make appropriate efforts to end all forms of discrimination against women.²⁴ Preventing violence against women, therefore, is a crucial step to protecting and promoting women's fundamental rights and freedoms.

Both the Australian and Victorian Governments have articulated the prevention of violence against women as a serious public health issue. At both national and state levels, significant focus has been placed on the prevention of violence against women with the development of relevant policy documents that support and guide work happening at local and regional levels.

At a regional level there are a number of current region-wide structures and plans that will reinforce and complement this Strategy. They include the Regional Family Violence Partnership which has a focus on the prevention of violence against women, the Eastern Metropolitan Region Community Crime Prevention Plan which identifies the prevention of violence against women as one of three priority issues for the region and the Eastern Metropolitan Region Indigenous Family Violence Regional Action Group.

As a result of these various levels of alignment, regional prevention work will add value to, and be supported by the efforts of others, thereby strengthening its ability to effectively prevent violence against women.

The development of this Strategy is informed by the current policy context and is underpinned by an evidence-based approach to addressing the determinants of violence against women as outlined in VicHealth's Framework document.³

The diagram outlined in Figure 2 identifies a number of key policies, plans or structures that currently drive work to prevent violence against women.



A STRONG CASE FOR ACTION (CONTINUED)

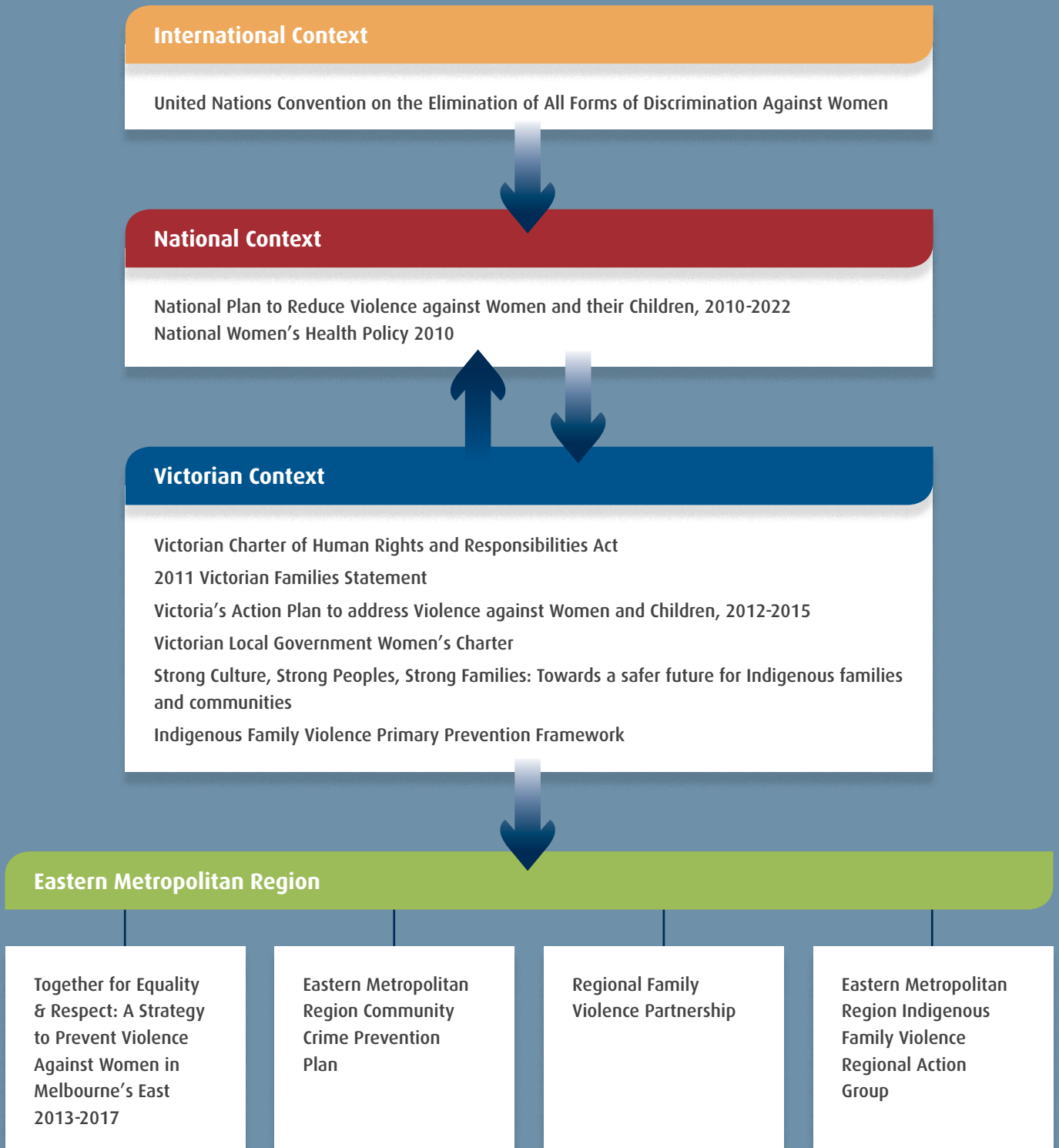


Figure 2. Policy context for the prevention of violence against women.

“FAMILY VIOLENCE IS LIKE THE PEBBLE IN THE LAKE WITH RIPPLES THAT MOVE OUTWARDS AND IMPACT UPON MANY OTHER’S LIVES”

TOGETHER HOW CAN WE PREVENT VIOLENCE AGAINST WOMEN?

Together for Equality & Respect demonstrates that everyone has an important role in the prevention of violence against women and that working in partnership with other organisations is critical. The Strategy will guide the Eastern Metropolitan Region to implement initiatives to prevent violence against women that are coordinated, collaborative and evidence-informed. By taking a region-wide approach, with commitment from a significant number of diverse partner organisations, Together for Equality & Respect has the potential to make a real difference to the lives of women in the region.

Based on a health promotion approach and drawing on the work of VicHealth and a range of key theoretical and evidence-informed frameworks (see page 15), the Strategy recognises the importance of addressing the underlying determinants of violence against women across the different levels of society.

Addressing the Determinants of Violence Against Women

International research demonstrates that violence against women has its roots in gender and power inequality.^{3,25,26} Gendered issues of power and control are reinforced through a complex web of cultural and social norms and structures that perpetuate unequal relationships.³ Together for Equality & Respect recognises that appropriate evidence-informed responses to end violence against women need to address these underlying determinants.

VicHealth³ identifies the key determinants of violence against women as:

- ☛ Unequal power relations between women and men
- ☛ Adherence to rigid gender stereotypes

Evidence shows that violence against women *is* preventable.³ According to the VicHealth Framework, the primary prevention theme for action is: Promoting equal and respectful relationships between men and women

Promoting equal and respectful relationships is critical to women being able to live free from violence.¹ Building greater equality and respect between women and men can therefore reduce the development of violence-supportive attitudes and beliefs, and deconstruct structural gender norms.²⁷

Utilising a Primary Prevention Approach

Primary prevention initiatives are those that seek to prevent violence before it occurs. The focus of a primary prevention approach is on addressing the underlying causes of violence against women including gender and power inequality between men and women.

VicHealth³ recommends using an 'ecological' approach to understand and respond to the causes of violence against women (see Figure 3). This approach shows how violence occurs because of the complex interrelationships between the factors that influence people at an individual, community and societal level. The individual/relationship level represents people's personal histories, personality factors and the relationships they have with others in their lives. This level is influenced by both the community/organisational and societal levels. The community/organisational level represents the immediate formal and informal social structures that surround people and the societal level represents the broad cultural values and belief systems which shapes all aspects of our lives.



Figure 3. An ecological approach to understanding violence against women³

In order to change the cultural conditions that allow violence against women to occur, preventative action must take an ecological approach, and include extensive and sustained action across multiple settings. A settings approach is important because violence occurs within the everyday settings of people’s lives. The key settings VicHealth³ identifies include:

- Education and training
- Local government
- Sports and recreation
- Health and community services
- Workplaces
- Media, arts and popular culture

In addition, VicHealth3 recommends seven areas for preventative action (see table 2).

For effective primary prevention, initiatives should:

- Be targeted at individual, organisational, community and societal levels – ideally working across the three levels (refer to the ecological model in Figure 3).
- Include coordinated strategies and messages that are mutually reinforcing across different settings and across the different target groups.
- Reflect a universal approach (e.g. strategies for the whole community).

A Population Health Approach

A population health approach also guides the direction of the Strategy, where a universal approach for the whole community will be used with additional initiatives being implemented that are tailored to groups whose needs are not addressed by a universal approach. The Victorian Healthcare Association²⁸ states that population health planning is aimed at improving the health and wellbeing of whole populations, and reducing inequities between specific population groups. The approach considers the environmental, economic, political, social, cultural and behavioural factors that contribute to the health and wellbeing of communities and populations. It is grounded in effective and meaningful community, inter-sectoral and whole-of-government partnerships.²⁸

Areas for Prevention Action	Examples of Action
Organisational and workforce development	Workplace initiatives that promote gender equitable and non-discriminatory policy and practices such as family friendly/ family violence policies, and/or initiatives that promote women in leadership.
Direct participation program	Programs targeted at men, women, young people or children in the community that aim to build knowledge and skills that promote equal and respectful relationships between males and females.
Research, monitoring and evaluation	Using evidence-informed research as a basis for planning, advocacy and awareness-raising.
Community strengthening	Interventions that increase supportive community infrastructure, building strategic partnerships/networks that address the prevention of violence against women.
Communications and social marketing	Use of media including television, radio, print or new technologies to promote equal and respectful relationships between men and women.
Advocacy	Activities to raise awareness/lobby for action around the prevention of violence against women.
Legislative and policy reform	The development of legislation, policies and programs that address the underlying causes of, or contributing factors of, violence against women either at an organisational or state-wide level.

Table 2: VicHealth primary prevention areas for action

The Prevention Spectrum

Figure 4 below demonstrates the spectrum of prevention from primary prevention through to tertiary prevention. The focus of Together for Equality & Respect is on primary prevention – that is, preventing violence before it occurs.

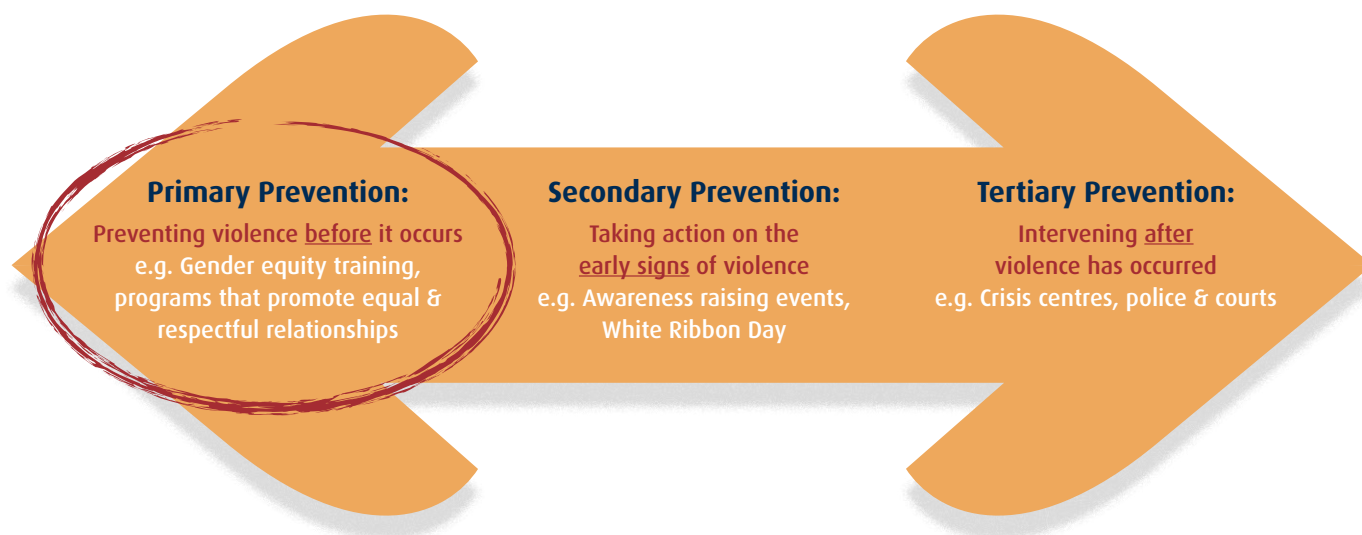


Figure 4. Spectrum of prevention

What is the difference between primary and secondary prevention?

Although there can be areas of overlap between primary and secondary prevention, in primary prevention, the focus is on addressing the underlying causes of violence against women – namely gender and power inequality between men and women. Therefore the focus is not on the violence or the ‘problem’ rather on shifting the social and structural norms that facilitate and perpetuate inequalities between men and women and that allow violence to occur.

Examples of evidence-informed primary prevention include: gender equitable workplace policy and practices, media campaigns that challenge gender stereotypes, school or work based programs that promote respectful, gender equitable relationships between men and women, boys and girls.

In secondary prevention, initiatives address the *contributing* factors to violence against women. VicHealth identifies the key themes for action under Secondary Prevention level as:

- Promoting non-violent norms and reducing the effects of prior exposure to violence
- Improving access to resources and systems of support

Examples of secondary prevention include: White Ribbon Day campaigns to raise awareness of the issue, activities targeting ‘at risk’ groups such as anger management programs for young men who exhibit signs of aggressive behaviour, or programs that promote social inclusion among women’s groups.

Strategies like these are important and can be a great catalyst for primary prevention work; however they should not be confused with primary prevention.

It should be noted however that the spectrum of prevention is not always clear cut and activities tend to sit on a continuum. The Strategy and subsequent Action Plan will help to support and refocus programs that may fall under ‘secondary prevention’ to give them more of a primary prevention focus.



WHAT ROLE CAN STRATEGY PARTNERS PLAY?

Preventing violence against women is everyone's business and varying organisations across the Eastern Metropolitan Region have unique roles to play. The key partners of Together for Equality & Respect are Local Government, Community and Women's Health Services, Primary Care Partnerships, Medicare Locals and members of the Regional Family Violence Partnership. Working in partnership with other organisations is critical to the prevention of violence against women.

In order for primary prevention to be effective, initiatives need to adopt a universal approach – including strategies for the whole community and tailoring interventions to engage all sections of the community, for example youth, people with disabilities, people from culturally diverse backgrounds or Aboriginal people. Collaboration with organisations with specific connections to and skills in engagement with these communities will greatly enhance equitable outcomes across the region.

Local Government

As providers of a broad array of services and employers of significant numbers of people, Local Government has a unique and important role to play in the primary prevention of violence against women. Traditionally this area of work has not been part of 'core' council business but an increasing number of councils are making significant contributions to violence prevention.²⁹

The Municipal Association of Victoria (MAV) has pledged to support local councils to fulfil their responsibility to the communities they serve by preventing violence against women.³⁰ *Promoting Gender Equity: MAV Prevention of Violence Against Women Leadership Statement* identifies the

following strategies that Local Government can implement:

- Build relationships
- Stimulate and nurture leadership
- Raise the profile of primary prevention
- Share the learning
- Develop the workforce
- Normalise workplace discussion about gender equity
- Influence and adapt council business

Externally, Local Governments are in a strong position to influence the community through their relationship to the built, economic, social and natural environments for health. This is also facilitated through their established networks and connections with the community, schools, local business, community groups, sporting clubs, direct services and grant provision.

Internally, as employers of large numbers of people, councils are also well placed to develop and provide gender equitable workplaces. Workplaces have been identified as a key setting for promoting equal and respectful relationships between men and women.³ Local Governments can influence and adapt council business by including primary prevention and gender equity into mainstream council operations through council plans, policies and programs.

Within the Eastern Metropolitan Region, councils have been early leaders in preventing violence against women. This Strategy aims to facilitate their continued focus on, and leadership in, the promotion of equal and respectful relationships between men and women.

Community Health Services

Community Health Services are committed to social justice, and have close connections with their communities through their program and service delivery. Their expertise in engaging hard to reach populations is invaluable and will greatly aid effective violence prevention across the region.

Community Health Services have a great capacity to prevent violence against women by incorporating primary prevention approaches into organisational plans, policies and programs. The prevention of violence against women could be progressed through their health promotion work and through the application of a gender equity lens to the planning and implementation of the organisation's programs and services. Through their human resources functions they can also internally promote equal and respectful relationships between men and women, become gender equitable workplaces, and to model this to their community.

Women's Health Services

Women's Health East is the regional women's health service and works to improve the health and wellbeing of women and girls in the Eastern Metropolitan Region. The organisation focuses much of its work on the prevention of violence against women in addition to their other health promotion work. The organisation's core business includes building the capacity of the health and community sector to effectively meet the needs of women. Women's Health East has provided leadership in the area of violence prevention for many years. They are well connected to the key stakeholders of the Strategy and are therefore well placed to play a central role.

Women's Health East has led the development of Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East 2013-2017 and will also lead the development and coordination of the Together for Equality & Respect Action Plan. The organisation has the expertise to support organisations in the region to design and implement initiatives to prevent violence against women and promote gender equality.

Primary Care Partnerships

The role of Primary Care Partnerships includes promoting coordination and integration of effort between member agencies, including facilitating and supporting integrated health promotion initiatives. These functions align well with Together for Equality & Respect which relies heavily on genuine collaboration. The Inner and Outer Primary Care Partnerships have provided local leadership in the prevention of violence against women through supporting and encouraging their members to implement violence prevention initiatives. They have also contributed funds to support the development of the Strategy and are active members of the Steering Committee.

Members of the Primary Care Partnerships include Local Government, Community and Women's Health Services, hospitals, Royal District Nurses, aged disability care providers, Medicare Locals, specialist health and community support agencies, and community representatives. In relation to the implementation of Together for Equality & Respect, it is anticipated that Primary Care Partnerships will continue to identify opportunities to resource, encourage, and build the capacity of their members to work effectively in the prevention of violence against women and to foster partnerships for a whole-of-community response. They will also play an important role in supporting the future engagement of new partners.

Regional Family Violence Partnership

The Eastern Region Family Violence Partnership has a broad membership with particular knowledge and expertise in the issue of violence against women. Organisations represented include those that provide support and/or housing for women who have experienced family violence or sexual assault, legal services, police, men's behaviour change services and others. The Partnership incorporates the prevention of violence against women as one of its key priorities. Through its Prevention of Violence Against Women Working Group, the Partnership also has involvement of agencies working with specific groups of women including Aboriginal women, women with mental health issues and women from culturally and linguistically diverse populations. The Partnership therefore is able to provide a focus on the experiences of women and provides access to agencies that may be invaluable in accessing all sections of the community.

Medicare Locals

The Inner East Melbourne Medicare Local and the Eastern Melbourne Medicare Locals provide support to general practice and other primary healthcare service providers. They are responsible for driving improvements in primary healthcare and aim to improve community health and wellbeing.

The role of Medicare Locals in population health planning, fostering collaboration and promoting prevention approaches and health promotion are all complementary to Together for Equality & Respect. Medicare Locals have a broad reach into the public and private primary healthcare sector and can assist in the dissemination of actions and messages to this sector.

HOW HAS THE STRATEGY BEEN DEVELOPED?



The development of Together for Equality & Respect involved a broad consultation process and was informed by a strong evidence base. The Strategy is an overarching document which presents a framework for action for the Eastern Metropolitan Region. This Framework (see page 17) also reflects consultation and feedback from regional partners, together with evidence-informed practice as guided by the VicHealth Framework³ and other key frameworks and theoretical approaches. These are explained in more detail below.

Evidence - Key Frameworks and Theoretical Approaches

The Strategy is underpinned by a range of frameworks and theoretical approaches. These include:

- VicHealth's *Preventing Violence Before it Occurs: A framework and background paper to guide the primary prevention of violence against women*.³
- Health promotion approach as guided by the Ottawa Charter³¹ and implicit in the VicHealth Framework document.³ A health promotion approach recognises the importance of addressing the social determinants of violence against women.
- A population health approach – aimed at improving the health of whole populations and reducing inequities between specific populations. A population health approach is grounded in meaningful community, inter-sectoral and whole-of-government partnership.²⁸
- A feminist approach – values the diversity of women's lived experiences and advocates for the equality of women and men in all aspects of public and private life. Feminism recognises the social structures that reinforce male privilege and gender inequality as the root causes of violence against women and argues that societal values with respect to women, men and violence need to change.

We acknowledge that there are other frameworks which are used to underpin work in the prevention of violence against women, such as those which take a cultural perspective on violence, and that these may require further consideration in future work.

Consultation Process

Feedback from regional partners has been instrumental in informing all stages of the development and direction setting of the Strategy. Consultations have included:

- An online survey in November 2012 which aimed to gather information to map current primary prevention work across the Eastern Metropolitan Region, data regarding respondents' levels of confidence to undertake primary prevention work and to identify key themes and approaches of the Strategy. The survey was sent to 26 partner agencies and achieved a 100 percent response rate.
- Ongoing consultation with the Together for Equality & Respect Steering Committee, consisting of the two Primary Care Partnerships and representatives of Local Government, Community and Women's Health Services, which has provided invaluable input and support to the project.
- A facilitated consultation forum in December 2012 attended by the seven eastern region Local Governments, Community Health Services, Primary Care Partnerships, a Medicare Local and representatives from the Regional Family Violence Partnership Prevention Working Group. The participants assisted in the development of the Strategy vision, and to refine the strategic directions and goals.
- Opportunity to provide feedback on the Draft Strategy in February 2013 prior to its finalisation – the Draft Strategy was sent to each of the Strategy partners as well as to women, from the Eastern Media Advocacy Project, who have experienced violence.
- Individual or group meetings with stakeholders in February and March 2013 to consult on the Draft Strategy.

The online consultation highlighted that while significant work to prevent violence against women was taking place in the Eastern Metropolitan Region, gaps and opportunities still existed to strengthen individual organisational capacity and the ability of organisations to work more effectively together, to prevent violence against women.

These included:

- Capacity building and workforce development
- Strong, collaborative partnerships
- A coordinated approach with a shared purpose
- Consistent messages about primary prevention
- Ongoing sharing of knowledge and good practice

This information has informed and guided the development of the strategic directions for the Together for Equality & Respect Framework – highlighting the importance of collaborative, evidence-informed practice. As one worker stated the importance of being “...a piece of the pie. Not wanting to work in isolation, but in a co-ordinated capacity to make a difference.”

In addition, the consultation process highlighted a strong theme of addressing gender equity which was driven by a clear aspiration to create a more equitable society for future generations. This is reflected in the vision statement.

The strategic directions and goals of the Strategy detailed below were identified through the online consultation and then clarified and confirmed through the forum and with the Together for Equality & Respect Steering Committee. They reflect areas that partners felt provided key opportunities to strengthen our combined efforts to address the prevention of violence against women.

Specific feedback about potential actions under each of the Strategic directions was collected and will be fed into the Together for Equality & Respect Action Plan. Some examples of these actions are included to provide an idea of the type of work that may be undertaken under the four key Strategic Directions of the Strategy:

- Lead and Achieve Change
 - Gender equity audits of organisations with follow up actions to develop human resource policies and practices that promote gender equity in the workplace, and role model to the community.

- Development of a consistent messaging about gender equity and the prevention of violence against women for use across the region through shared social marketing and communications.
- Contribute to the Evidence Base
 - A shared approach to evaluation of actions to prevent violence against women.
 - Regional forums to share evaluation findings.
- Invest in Workforce Development
 - Workplace based training in the prevention of violence against women, gender equity.
 - Liaise with VicHealth about hosting their Preventing Violence Against Women Short Course in the region.
- Strengthen Partnerships
 - Tailored strategies for hard to reach groups in the community (e.g. culturally diverse populations) developed through partnership of organisations sharing skills, resources, knowledge and access to hard to reach populations.
 - Increasing efficiency and integration through whole of region strategies (e.g. communication strategies).

For a full copy of the key findings from consultation questionnaire for the regional Strategy see Appendix 2.

“I HOPE THAT NO OTHER CHILD HAS TO GROW UP AFRAID TO BE WHO THEY ARE... I HOPE THAT THEIR DREAMS ARE NEVER SHATTERED BY UGLY WORDS, ANGRY SCREAMS OR SMASHING FISTS.”

Survivor Advocate





TOGETHER FOR EQUALITY & RESPECT: STRATEGY FRAMEWORK



Vision

A society where women live free from men's violence – where every girl and boy grows up to be equally valued, heard and respected, and with equal access to opportunities.

Purpose

Together for Equality & Respect will provide a platform for organisations in the Eastern Metropolitan Region to prioritise and work together on the primary prevention of men's violence against women. It is an opportunity to collaborate, share skills, knowledge and resources, avoid duplication and build the capacity of the region to promote equal and respectful relationships between men and women.

Strategic Directions

Promote and support integration and coordination in order to:

Lead & Achieve Change	Contribute to the Evidence Base	Invest in Workforce Development	Strengthen Partnerships
<p>Goals</p> <p>Organisations will lead initiatives that promote equal and respectful relationships and prioritise the prevention of violence against women in their plans, policies and practices (both internally and externally).</p>	<p>Goals</p> <p>Organisations will adopt evidence informed primary prevention approaches to prevent men's violence against women and rigorously evaluate initiatives.</p>	<p>Goals</p> <p>Organisations will invest in building the capacity of their workforce to effectively address the determinants of men's violence against women.</p>	<p>Goals</p> <p>Organisations will work in partnership to prevent men's violence against women and to reinforce consistent prevention approaches across the Eastern Metropolitan Region.</p>

WHERE TO FROM HERE?

Through consultation, the following recommendations have been identified for action by Partners of Together for Equality & Respect:

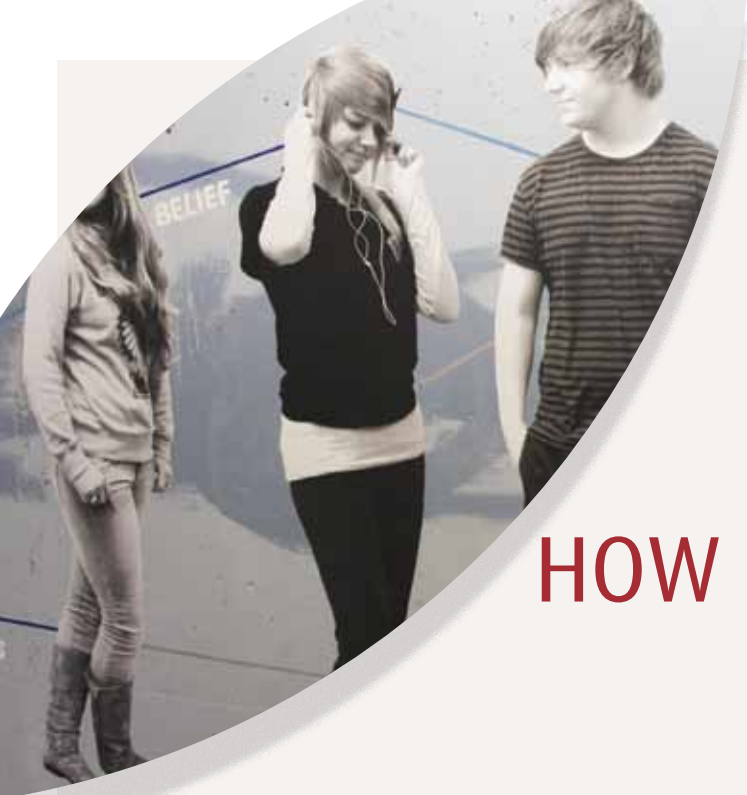
1. Prioritise the prevention of violence against women in organisational plans 2013-2017.
2. Reference Together for Equality & Respect in organisational plans 2013-2017.
3. Participate in the Together for Equality & Respect Working Group to contribute to the development of the Action Plan.
4. Participate in the implementation of Together for Equality & Respect - Action Plan.
5. Participate in a collaborative approach to evaluate primary prevention initiatives to address violence against women (as identified in the Together for Equality & Respect Action Plan).
6. Share evaluation results and learnings with partners of Together for Equality & Respect.

For tips on how to use and reference Together for Equality & Respect see Appendix 4.

“I DREAM OF A WORLD WHERE ALL ARE FREE TO LIVE OUT THEIR HOPES AND ASPIRATIONS FOR LIFE. THIS MEANS THAT WOMEN, UNHINDERED BY ABUSE AND VIOLENCE, CAN REACH THEIR FULL POTENTIAL IN THEIR WORKPLACES, HOMES, RELATIONSHIPS, AND SOCIAL SETTINGS.”

Survivor Advocate





HOW WILL THE STRATEGY BE IMPLEMENTED?

Together for Equality & Respect will be implemented in two stages. The first stage has resulted in the delivery of this high-level overarching Strategy that outlines the vision, purpose, goals and partners. The second stage will be the development and implementation of the Together for Equality & Respect Action Plan that will detail specific initiatives and actions to be implemented, as well as an evaluation plan.

In the second half of 2013, Women's Health East will establish a Working Group to develop the subsequent Action Plan. The Working Group will be led by Women's Health East and will involve all partner organisations with the likelihood of extending the membership to ensure the reach of interventions into sections of the community who require targeted approaches. Working Group members will together develop the Action Plan's content, direction and means of monitoring.

The Together for Equality & Respect Action Plan will be guided by evidence-informed practice, drawing on the work of VicHealth and other rigorously evaluated primary prevention initiatives. The initiatives included in the Action Plan will include a range of existing and new initiatives that align with the four Strategic directions. The Action Plan will address identified gaps and will promote partnerships across sectors to ensure the reach and coordination of regional action to prevent violence against women. More specifically, it will outline areas for action, objectives, population groups and settings, partners' responsibilities, and evaluation indicators and measures.

The Action Plan will be a living document which will be reviewed annually throughout the four years to update, adapt and reassess the direction of the work.

Evaluation

In order for Together for Equality & Respect to contribute to the evidence base in the prevention of violence against women it is important that the Strategy and its subsequent Action Plan be rigorously evaluated over the four years.

As it will be imperative that all partners participate in and contribute information about their activities to this evaluation process, a thorough evaluation plan will be developed in consultation with the Action Plan Working Group as one of its first tasks. It is envisaged that agreement will be reached about common evaluation tools or mechanisms to be used across the region to enable effective analysis of the regional impact of this work.

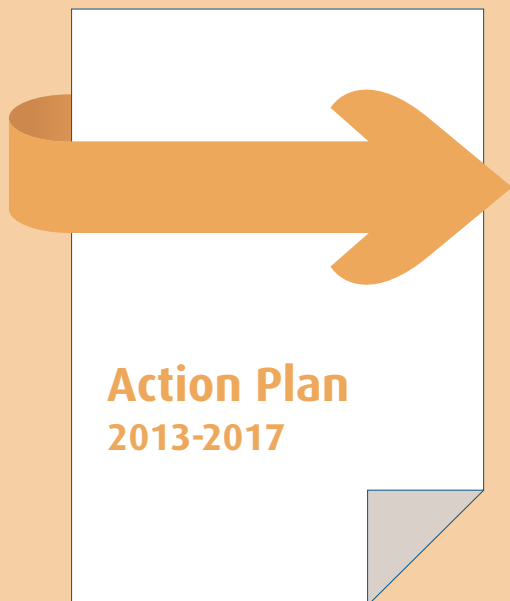
The results of the evaluation will be disseminated on an annual basis to partner organisations, relevant networks and government departments. It will also be used both to promote the work of the region, and to inform others who may be working in the prevention of violence against women.



- Background & Context
- Evidence & Statistics

- Rationale
- Partners & Roles

- Vision
- Overarching Goals



- Areas for Action
- Specific Objectives

- Population Groups & Settings
- Responsibilities/Partnerships

- Indicators of Success
- Evaluation Plan

“THE GREATEST GIFT FOR ME WOULD BE TO KNOW THAT MY DAUGHTER WAS ABLE TO HAVE MALE FRIENDSHIPS/LOVES/COMPANIONS WITHOUT HAVING TO SECOND GUESS IF THEY ARE VIOLENT.”



APPENDICES

“THE GREATEST GIFT IS FOR MY
DAUGHTER AND ALL THE OTHER
DAUGHTERS TO LIVE WITHOUT FEAR”

Survivor Advocate

APPENDIX 1

KEY CONCEPTS & DEFINITIONS

Violence against Women

The United Nations⁵ defines violence against women as:

'Any act of gender-based violence that results in, or is likely to result in, physical, sexual or psychological harm or suffering to women including threats of such acts, coercion or arbitrary deprivations of liberty, whether occurring in public or private life.'

VicHealth identifies a number of specific forms of violence against women including:

- Physical abuse and aggression such as slapping, hitting, kicking and beating.
- Rape and other forms of sexual coercion, unwanted sexual advances or harassment, forced prostitution and trafficking for the purposes of sexual exploitation.
- Intimidation, belittling, humiliation and other forms of psychological abuse.
- A range of controlling behaviours such as isolating women from their family and friends, monitoring their movements, or restricting their access to information, assistance and other resources.
- Dowry-related violence, female genital mutilation, and other practices harmful to women.²²

Sexual Assault

Sexual assault includes any sexual behaviour which makes someone feel frightened, intimidated, or threatened. It includes rape, as well as other forms of unwanted sexual behaviour, sexual coercion, harassment, unwanted sexual advances and forced prostitution.^{32,33}

Intimate partner violence is used to describe violence against women perpetrated by current or previous male partners.²²

Family Violence

Includes behaviour that is physically or sexually abusive, emotionally, psychologically or economically abusive, threatening or coercive, or in any other way controls or dominates the family member and causes that family member to fear for their safety or wellbeing or for the safety and wellbeing of another person.³⁴ Family violence also includes behaviour that causes a child to hear, witness or be exposed to the effects of this behaviour mentioned above.³³

Indigenous definitions of family violence are broader than those used in the mainstream. The Victorian Indigenous Family Violence Task Force defines family violence as: 'An issue focused around a wide range of physical, emotional, sexual, social, spiritual, cultural, psychological and economic abuses that occur within families, intimate relationships, extended families, kinship networks and communities.

It extends to one-on-one fighting, abuse of Indigenous community workers as well as self-harm, injury and suicide.³⁵

While violence against women is a term that is often used interchangeably with 'domestic violence', 'intimate partner violence' and 'family violence', the term 'violence against women' is a definition that encapsulates various forms of violence along the continuum of violence perpetrated against women. Further to this it recognises the gendered and disproportionate nature of violence that predominately is perpetrated by men against women.²²

Primary Prevention

Primary prevention interventions are those that seek to prevent violence before it occurs.

The focus of a primary prevention approach is on addressing the underlying causes of violence against women including gender and power inequality between men and women.

Sex identifies the biological differences between women and men.

Gender is the 'socially constructed roles, behaviour, activities and attributes that a particular society considers appropriate for men and women.'³⁷

Sex and Gender are key social determinants of health; they can influence a person's access to key resources such as income and workforce participation, education and social inclusion, and social support which in turn impact on health outcomes.³⁴

Gender Equity is the process of being fair to men and women. To ensure fairness, strategies and measures must often be put in place to compensate for the historical and social disadvantages that prevent women and men from operating on a level playing field. Equity leads to equality.³⁸

Gender Equality is the result of the absence of discrimination on the basis of a person's sex.³⁹ It is the result of men and women having equal opportunities, resources, and access to services, and being equally respected in all aspects of public and private life.

Organisational Plan

For the purposes of this Strategy, the term 'organisational plans' is used to encapsulate the broad range of relevant plans or structures that drive your organisation's work. This will vary for different organisations however could include: Municipal Public Health and Wellbeing Plans, Community Safety Plans, Council Plans, Integrated Health Promotion Plans, Strategic Plans, and organisational Business Plans.



APPENDIX 2

STAKEHOLDER CONSULTATION QUESTIONNAIRE RESULTS

In October 2012, an online consultation questionnaire was sent to 26 organisations across the Eastern Metropolitan Region to gather information to inform the development of Together for Equality & Respect. The purpose of the consultation was to:

- Map current primary prevention work occurring across the region
- Gather data on the levels of confidence of Eastern Metropolitan Region workers to undertake primary prevention and
- To consult on the development of key themes and/or approach of the Strategy

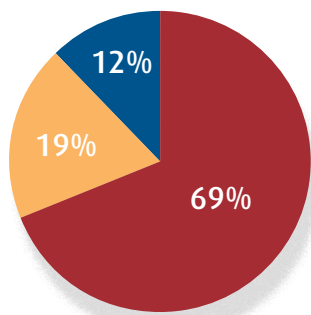
The questionnaire was completed by a representative from 26 key organisations in the Eastern Metropolitan Region including Local Governments, Community and Women’s Health Services, Primary Care Partnerships, Medicare Locals and member organisations from the Eastern Region Family Violence Partnership Preventing Violence Against Women Working Group.

Response rate: 26 completed surveys (100% response rate)

QUESTION 1:

Does your organisation currently have the prevention of violence against women (PVAW) articulated as a priority area for 2012-2013?

While 69% of respondents (18 organisations) have PVAW listed a priority for 2012-13, 19% (5 organisations) noted that although PVAW was not a formal priority they were still undertaking work in this area and 12% (3 organisations) did not have PVAW listed.

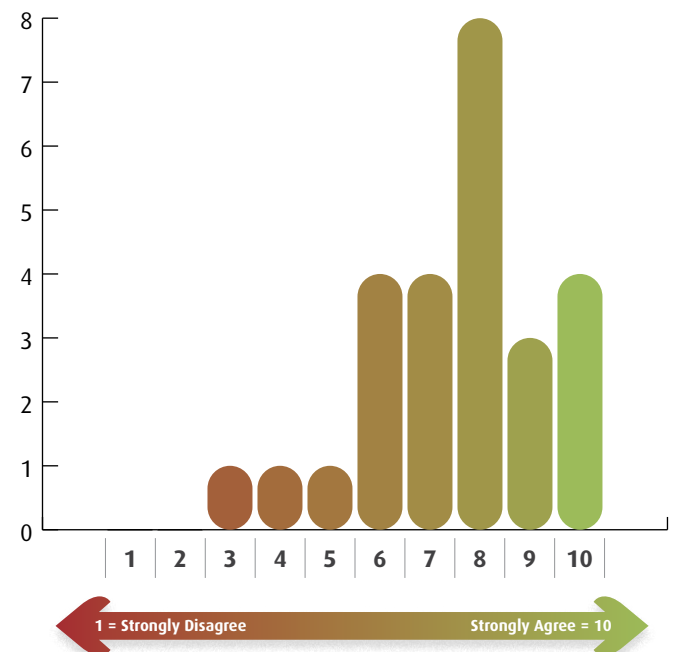


- Yes
- No, PVAW is not a formal priority, however, we are still undertaking some work in this area
- No

QUESTION 2:

Statement: I feel confident to undertake primary prevention of violence against women work.

Please rate your response to the statement above (1 = strongly disagree / 10 = strongly agree).



The table above demonstrates that overall workers in the Eastern Metropolitan Region feel a moderate to high level of confidence to undertake primary prevention work (79% rated their confidence between 7-10). This data also indicates that there is room for capacity building with 29% rating their confidence as low to moderate (7 people rated their confidence between 3-6).

QUESTION 3:

Statement: I have a strong understanding of the key determinants of violence against women

Please rate your response to the statement above (1 = strongly disagree / 10 = strongly agree).

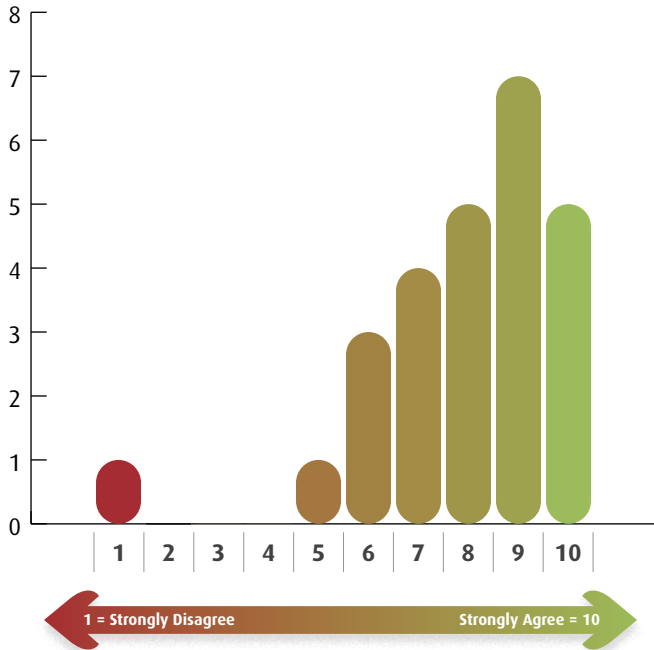
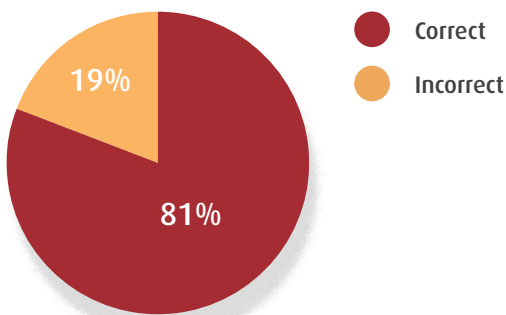


Table 2 demonstrates an overall perceived strength in understanding the key determinants of violence against women. With 81% (21 people) rating their understanding between 7-10. A further 19% (5 people) ranked their understanding 6 or below.

QUESTION 4:

Please identify 2 underlying causes of violence against Women

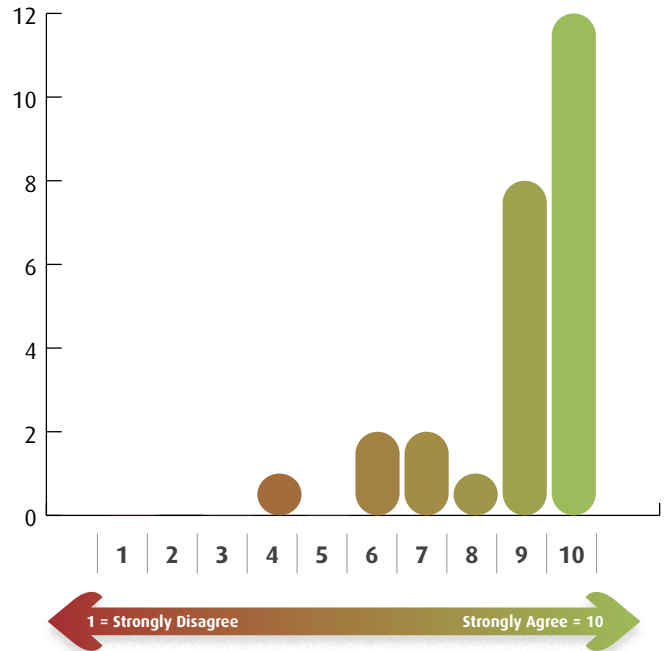


In gathering qualitative data to understand demonstrated knowledge of the determinants of violence against women, individuals were asked to identify two of the underlying causes. The data is supportive of self-perceived understanding of the key determinants with 81% of respondents answering correctly.

QUESTION 5:

Statement: The development of a Regional Strategy to prevent violence against women will be of great value and importance to my organisation.

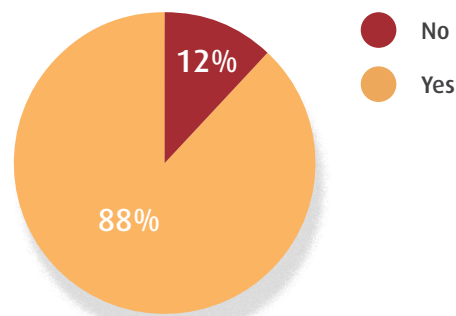
Please rate your response to the statement above (1 = strongly disagree / 10 = strongly agree).



The vast majority of respondents believe that the development of regional Strategy will be of great value and importance to their organisation (81% rated 8-10). The 3 organisations that voted 6 or below, did not have PVAW listed as current priority area for 2012-13.

QUESTION 6:

Is your organisation currently, or has previously, engaged in activities that address primary prevention of violence against women?



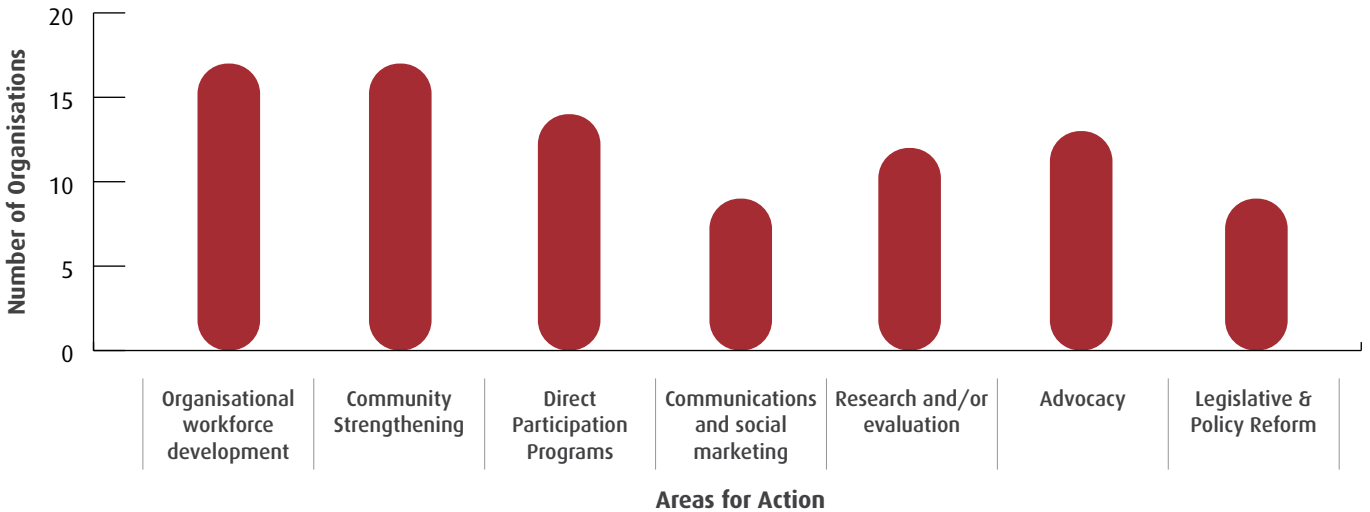
Data suggests that the vast majority of organisations targeted for this questionnaire are currently engaged in primary prevention work (88% / 23 organisations), while only 3 organisations (12%) have not or are not currently engaged in primary prevention work. All Local Government and Community Health Services across the Eastern Metropolitan Region are engaged in primary prevention work.

QUESTIONS 7 – 13

Areas for Action:

Respondents completed the relevant sections to document primary prevention activities that their organisation is currently, or has previously undertaken since 2009.

Primary Prevention Activities Undertaken Since 2009



The 3 main areas where organisations had engaged in primary prevention work were workforce development, community strengthening and direct participation programs. A significant amount of work was noted across the 7 Areas for Action, also including: advocacy, research and evaluation, social marketing and policy reform.

Organisational Workforce Development:

Common examples of work in this area included family violence leave, family friendly practices, internal information sessions on PVAW and gender equity. Another was the promotion of women in leadership.

Community Strengthening:

Interventions that increase supportive community infrastructure was a frequent theme. Examples ranged from some of the key primary prevention programs in the region through to strategic partnerships and participation in PVAW or gender equity networks and working groups (at a local or regional level).

Direct Participation Programs:

Includes direct participation programs for men and women and/or young people in the Eastern Metropolitan Region that aim to build knowledge and skills that promote equal and respectful relationships between men and women.

Some of the key primary prevention activities / projects that were noted in the mapping exercise include:

Baby Makes 3	You & I – Equal & Respectful Relationships Initiative
Inner East Local Government Preventing Violence against Women Project	iMatter Prevention Project
Preventing Violence against Women in Our Community Project (Outer East Cluster Project)	ReCLAIM Research Project
Generating Equality & Respect Program (VicHealth funded project in Monash)	Knox Accord
Sexual Assault Prevention Program for Secondary Schools (SAPPSS)	First Time Father Engagement Project

For more information about these projects, please see Appendix 3.

*Important to note that some projects or activities were noted under several themes (e.g. a project that addresses both social marketing and advocacy)

*Some organisations mentioned White Ribbon Day in the advocacy section, however was not included as primary prevention without more information provided by organisations.

QUESTION 14:

Are there any specific barriers for your organisation in adopting PVAW as a priority area?
If so, what are they?

The main barriers that were mentioned include:

- Resources – funding and staffing e.g. a number of Community Health Services noted funding cuts to the Community and Women's Health Service Sector
- Competing priority areas e.g. Prevention Community Model (PCM) and aligning with State health promotion priorities.

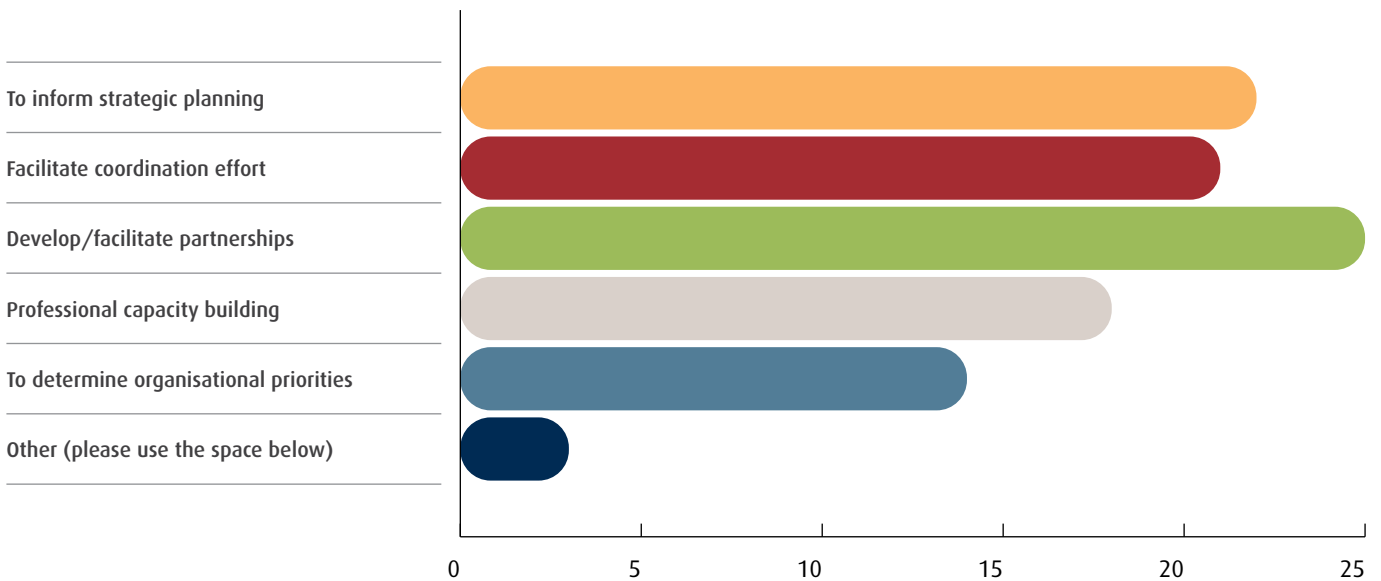
QUESTION 15:

In regards to your organisation, what further support do you need to be able to implement PVAW work?

- Resourcing – funding and staff time
- Easy access to research and evidence of best practice
- Strong collaborative working relationships
- A clear whole of regional approach
- Workforce capacity building

QUESTION 16:

In what ways will a Regional Strategy be used by your organisation?



'Other' ways that the Strategy will be used include:

- To guide a region-wide, collaborative approach
- To develop statements for Municipal Public Health and Wellbeing Plans
- To put PVAW on the agenda at a senior level.



QUESTION 17:

This Strategy will focus on the following key stakeholders: Local Governments, Community Health Services, Primary Care Partnerships, Medicare Locals and the Regional Family Violence Partnership PVAW working group. Please state what you see as being the main role of your organisation / sector or network in a Regional Strategy.

Key themes include:

Local Government

- Active participation in the development of a regional Strategy
- Local government as a setting for capacity building, resource sharing and collaboration
- Contribution to planning development and implementation

Community Health Services

- Participating in collaborative action, advocacy and partnerships to address PVAW
- A unique role in delivering “on the ground” health promotion work targeting community members
- To bring local application of issues to the table
- “To be a piece of the pie. Not wanting to work in isolation, but in a co-ordinated capacity to make a difference.”
- Awareness raising and education

Primary Care Partnerships

- Facilitating partnership development (across sectors)
- Building the capacity of organisations to participate in its implementation
- To share findings/learnings
- Help integrate and coordinate PVAW activities
- Supporting integrated effort

Other organisations

- Developing and strengthening partnerships
- Enabling a clearer focus on issues of PVAW
- Participation on PVAW working group
- To work with local government to support and provide information to enhance their initiatives

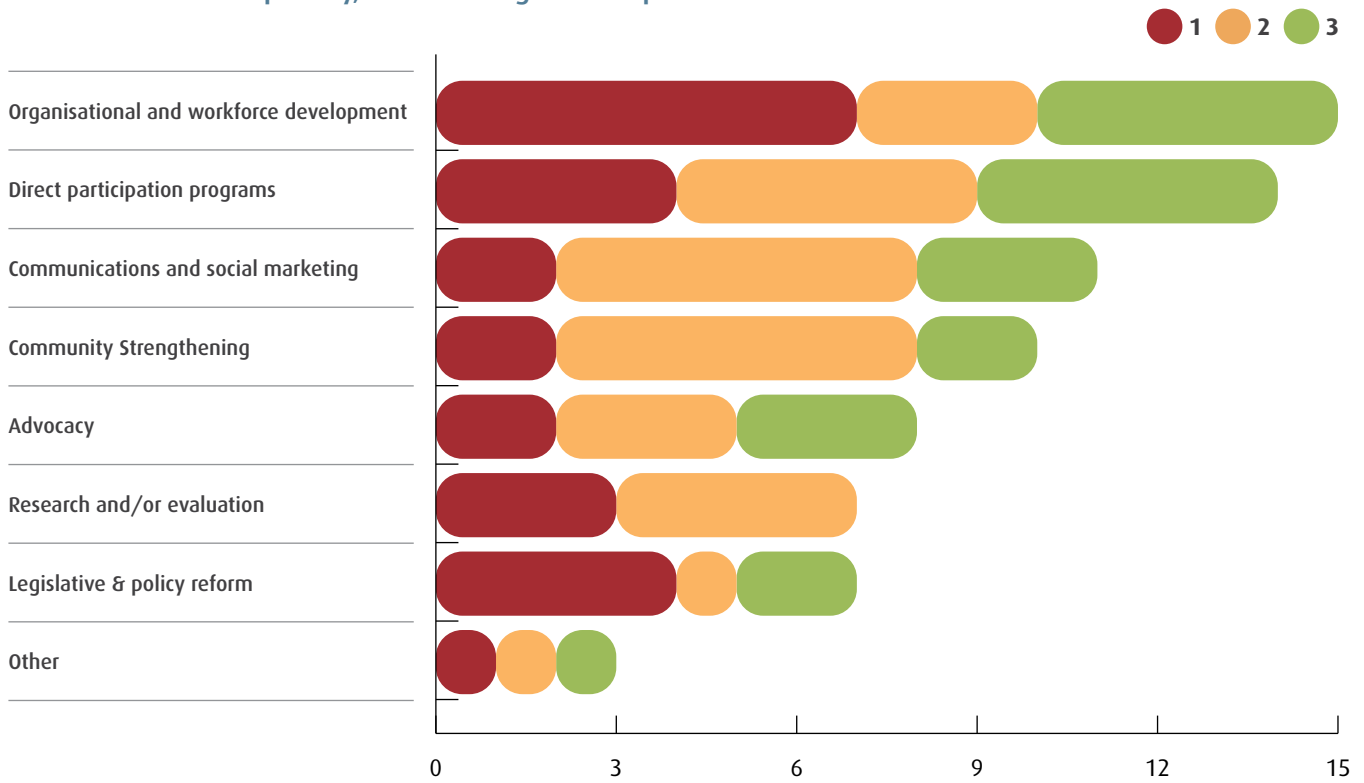
QUESTION 18:

Nominate two or three key regional gaps / opportunities in regards to PVAW that you would like to see included in a Strategy.

- Capacity building and workforce development
- Shared planning processes
- Improved evaluation around primary prevention
- Clear messaging about primary prevention
- Building partnerships
- A coordinated approach
- A focus on social media campaign across the region
- Ongoing sharing of knowledge and best practice
- Engaging culturally and linguistically diverse communities
- Others included funding and targeting respectful relationship programs at young children

QUESTION 19:

Please list 3 key areas for action that you would most like to see addressed in a Strategy and rank them from 1-3 in order of priority, with 1 being most important.



The top 3 areas that organisations would most like to see addressed in a Strategy include: organisational and workforce development; direct participation programs; and communication and social marketing. Interestingly, a closer look at the data representing people's first preference (highlighted in red) demonstrates that legislative and policy reform was rated as the second highest priority.

QUESTION 20:

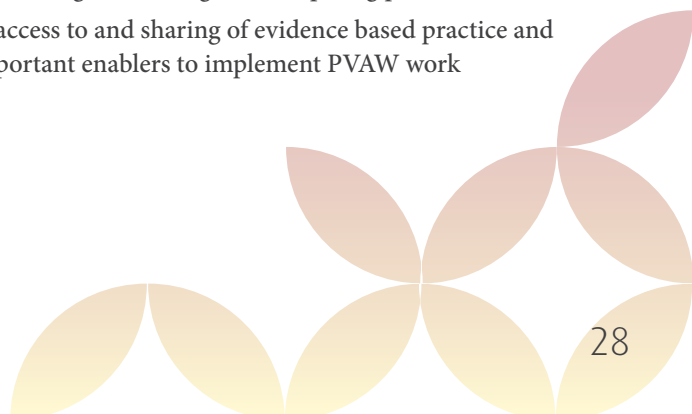
Are there any additional enablers that might assist your organisation to have PVAW included in your Organisational Plans?

- 🍌 Funding
- 🍌 Partnerships
- 🍌 Referred to see answers to other questions

Questionnaire Summary:

Some of the key themes arising from the questionnaire include:

- 🍌 Overall, among key workers there is strong level of confidence and commitment to undertake primary prevention work
- 🍌 People feel that a Regional Strategy will be of great value to organisations
- 🍌 It is also important to note however some of the barriers that were raised e.g. resourcing and competing priorities
- 🍌 People felt that collaborative partnerships, workforce development, access to and sharing of evidence based practice and consistent messaging around primary prevention would serve as important enablers to implement PVAW work
- 🍌 Top 3 areas for action (to be revisited in the Action Plan) include:
 - Organisational and workforce development
 - Direct participation programs
 - Communication and social marketing





APPENDIX 3

OVERVIEW OF KEY PRIMARY PREVENTION OF VIOLENCE AGAINST WOMEN ACTIVITIES IN THE EASTERN METROPOLITAN REGION

A mapping exercise that was conducted via an online consultation questionnaire (Oct 2012) revealed that the three main areas where organisations had engaged in primary prevention work included; organisational workforce development, community strengthening and direct participation programs. Engagement varied from participation in a regional network with a focus on primary prevention to organisations working more extensively in areas such as those listed below.

Some examples of current or recently completed primary prevention activities in the Eastern Metropolitan Region are detailed below.

Baby Makes 3

Baby Makes 3 is an evidenced based program that promotes equal and respectful relationships between men and women during the transition to parenthood. In 2012, this project received funding from the Department of Justice, through their 'Reducing Violence Against Women and Children Grants' to introduce the Baby Makes 3 group program to Maternal Child Health Services in the Eastern Metropolitan Region over the next 3 years (Jan 2013- Dec 2015).

For further information about this project:

Baby Makes 3

<http://wchs.org.au/services/groups/baby-makes-3>

Baby Makes 3 – Sharing the Evidence Report

www.vichealth.vic.gov.au/~media/ResourceCentre/PublicationsandResources/PVAW/Sharing%20the%20evidence_Baby%20Makes%203%20Project.ashx

- **Libby Hargreaves** Project Manager Baby Makes 3, Whitehorse Community Health Service, 0430 060 951

Preventing Violence against Women in Our Community Project (Outer East Cluster Project)

This project is a partnership between Knox City Council, MaroonDAH City Council and Yarra Ranges Council. The purpose of the project is to develop and test prevention of violence against women initiatives, tools and resources within the three councils that will in turn affect community settings across the outer east.

For further information about this project:

www.maroonDAH.vic.gov.au/PreventingViolence.aspx

- **Anna Stewart** Project Coordinator, based at Knox City Council, 9298 8561

Generating Equality & Respect (GEAR) Program

This is a 3 year VicHealth funded initiative in the City of Monash. The Program aims to develop the capacity of organisations and communities, such as council, workplaces, schools, youth and health services, to model, promote and facilitate equal and respectful relationships between men and women. The Demonstration Site will be a geographically-bounded and defined area based on an analysis of its potential to serve as a testing ground to both trial and consolidate known effective Victorian primary prevention practice.

For further information about this project:

- **Natalie Russell** Program Manager, City of Monash, 9518 3269

The Inner East Local Government Preventing Violence against Women Project (now concluded)

The Inner East Primary Care Partnership funded this initiative that was based in Manningham, Monash, Whitehorse and Boroondara Councils. The 18 month major project built the capacity of Councils to prevent violence against women by addressing key determinants through Council policy, planning and service delivery. The initiative was instrumental in developing local leadership, generating political will and securing ongoing resources to progress primary prevention work in the inner east.

For further information about this project:


www.iepcp.org.au/prevention-violence-against-women

- **Raymond Burnett** Executive Officer, Inner East Primary Care Partnership, 8822 8424
- **Nicole Bruges** Health Promotion Coordinator, City of Monash, 9518 3542

Knox Accord

The Knox Accord is a partnership between Knox Community Health Service (project lead), Knox City Council, Eastern Community Legal Centre, Knox Infolink and Women's Health East. Together, the project implemented a range of activities to engage people and settings in the prevention of violence against women. The latter phase of the project has focused on building the internal capacity of partner organisations to prevent violence against women.


For further information about this project:

-  **Catherine D'Arcy** Senior Health Promotion Officer, Knox Community Health Services, 9757 6261

You & I: Equal & Respectful Relationships Initiative

You & I is a social marketing initiative engaging young people in the Yarra Ranges to explore the idea of equal and respectful relationships through photo media (Phase1). Phase 2 will build on Phase 1 by utilising the artwork developed by young people to promote a broader social marketing campaign.

For further information about this project:

-  **Narelle Algie** Population Health Team Leader, Inspiro, 9738 8887

iMatter Prevention Program

iMatter is a leadership program engaging young women aged 16-25 to identify the early signs of a controlling and abusive partner and empower them to act before violence occurs. iMatter trains young women as leaders. Once trained, young women devise and deliver workshops in schools on the subject of healthy relationships and the warning signs of abuse.

For further information about this project:


-  **Julie McDonald** Team Leader Domestic Violence Advocacy Service, Doncare, 9856 1500

Sexual Assault Prevention Program for Secondary Schools (SAPPS)

SAPSS is a program with a focus on respectful relationships co-facilitated by ECASA staff and trained school based facilitators. It is delivered over six sessions to year 9 or 10 students to single gender groups in the Eastern Metropolitan Region.

For further information about this project:

www.thewomens.org.au/casahousesappssreport


-  **Judy Flanagan** ECASA Manager, ECASA, 9870 7310

ReCLAIM Research Project

The first stage of the ReCLAIM Research Project examined MonashLink's internal operations, understanding, policies and practices in relation to gender equality and violence against women. Following the recommendations that were made, MonashLink is beginning the second stage of this progressive initiative, implementing various key strategic actions to enhance its role as a champion in the prevention of violence against women.

For further information about this project:


www.easternfamilyviolencepartnership.org.au/files/D710203129.pdf

-  **Carolyn Poljski** Health Promotion Coordinator, MonashLink, 9564 6182

First Time Father Engagement Project

The First Time Fathers Project works in partnership with Maternal and Child Health services to enhance systems, policies, processes and cultures that support equal parent engagement and active involvement of first-time fathers in the care and nurturing of infants. The main objectives focus on developing a business process to collect father attendance at centres; and to develop, gain endorsement and train staff on a father engagement policy and procedure.

For further information about this project:

-  **Joan Kennedy** Health Promotion Practitioner, Whitehorse Community Health Service, 8843 2207





APPENDIX 4

USING & REFERENCING THE STRATEGY

Tips on how to reference *Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East* in 2013 - 2017 Organisational Plans

By aligning with the 2013-2017 planning cycle, Together for Equality & Respect represents a rare opportunity for partner organisations to collaborate and contribute to a shared health and wellbeing priority across the Eastern Metropolitan Region. This tip-sheet provides a guide of suggested ways in which organisations can incorporate the Strategy and their commitment to prevent violence against women, before it occurs into their organisational plans.

There are no right or wrong ways to reference the Strategy, and depending on the level of detail in organisational plans it may vary significantly between organisations.

Glossary

Organisational plans:

For the purposes of this tip-sheet, the term 'organisational plans' is used to encapsulate the broad range of relevant plans or structures that drive your organisation's work. This will vary for different organisations however could include: Municipal Public Health and Wellbeing Plans, Community Safety Plans, Council Plans, Integrated Health Promotion Plans, Strategic Plans, and organisational Business Plans.

Primary prevention:

Primary prevention interventions are those that seek to prevent violence before it occurs. In primary prevention, the focus is on addressing the underlying causes of violence against women – namely gender and power inequality between men and women.

TIP 1.

Utilise Together for Equality & Respect as an advocacy tool

- Draw on data and information from Together for Equality & Respect section 'A strong case for Action' to provide an evidence-informed rationale for the inclusion of the prevention of violence against women in your organisational plan.

Please see section 'A Strong Case for Action' and Appendix 2 for Stakeholder Consultation Results in Together for Equality & Respect for relevant data and information.

TIP 2.

Reference the Strategy within the broader policy context

- Reference Together for Equality & Respect as the overarching Strategy that will drive a coordinated and integrated approach to the prevention of violence against women in the Eastern Metropolitan Region.
- Highlight where Together for Equality & Respect sits in the context of key policies, plans and structures that currently drive work to prevent violence against women at National, state and regional levels (see page 9) for policy context for prevention of violence against women work).

TIP 3.

Express support for Together for Equality & Respect

- Within your organisational plans, commit to working together to prevent violence against women through the region's Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East 2013-2017.
- Within your organisational plans, commit to working together as a region to develop and implement the Together for Equality & Respect Action Plan.



Examples of how organisations could articulate support in organisational plans:

1. Work collaboratively with Women's Health East and partners of *Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East* to contribute regionally to the prevention of violence against women.
2. Work collaboratively with Women's Health East and partners of *Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East* to contribute to the prevention of violence against women in [INSERT MUNICIPALITY].
3. Work with partners of *Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East* to build the capacity of [INSERT ORGANISATION] to prevent violence against women in [INSERT MUNICIPALITY].
4. Work with Women's Health East and partners of *Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East* to develop, implement and evaluate the Together for Equality & Respect Action Plan.
5. [INSERT ORGANISATION] supports the vision of *Together for Equality & Respect* in working towards "a society where women live free from men's violence – where every girl and boy grows up to be equally valued, heard and respected and with equal access to opportunities."
6. [INSERT ORGANISATION] agrees to the principles of *Together for Equality & Respect: A Strategy to Prevent Violence Against Women in Melbourne's East*.
7. [INSERT ORGANISATION] agrees to work collaboratively to achieve [INSERT ONE OR MORE OF THE GOALS OF THE STRATEGY FRAMEWORK].

For further information and support, please contact Women's Health East on 8873 3700.





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