Local Government and Community Settings Practice in the Prevention of Violence Against Women

A resource for Whitehorse City Council and local agencies

Edition 2

June 2018

This resource was developed from materials prepared for Whitehorse City Council by Lyn Walker & Associates in March/April 2018, and then added to over time. Please address any serious omissions or errors to: Attn. Community Development Department, Whitehorse City Council, Email: CDEnquiries@whitehorse.vic.gov.au
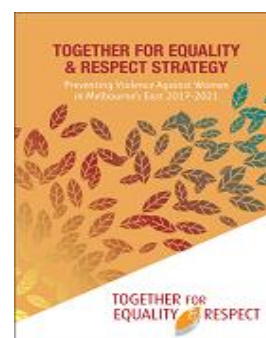
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⌗ Introduction

Violence against women is now accepted across the world as one of the most serious contemporary issues we face. We now understand its impacts, which are far reaching and damaging. We also understand that for women and children to live in safety, the factors which underlie the violence perpetrated against them must be addressed, in addition to responding when violence occurs. The fundamental driver of violence against women that needs to be addressed is the inequitable position that women hold across many spheres of daily life.

Over the past decade it has been acknowledged that whilst violence perpetrated against women is prevalent and serious, it can also be prevented. We have witnessed the emergence of research, policy and practice designed to prevent violence against women before it occurs. Working upstream like this is often referred to as "primary" prevention, in recognition of other forms of prevention efforts (secondary and tertiary) that aim to intervene at the early signs of violence or to mitigate and prevent further violence once it has occurred. It is acknowledged that if we prevent violence from happening in the first place, the costs to the individual, family, community and society as a whole would be minimized.

Importantly, Victoria has led the way in development, implementation and evaluation of a significant body of work designed to prevent violence against women. This work has been undertaken at a whole of population and sub population levels. It has utilized a range of methods and been implemented across the settings in which we live our daily lives. As a result we now have more information about which prevention of violence against women activities work and which have limited, if any, success.

Through conduct of this work, it is evident that local governments and partner community organisations and networks have a significant role to play in preventing violence against women. Across Melbourne's Eastern Metropolitan Region (EMR), individual organisations, partnerships and broad collaborations have been undertaking activity demonstrating the principles of good practice in primary prevention, with examples of this work contained in this document.

Whitehorse City Council is a partner in the Together For Equality & Respect (TFER) Partnership, a collaborative, cross sector partnership of over 30 organisations, including all local governments, working together to prevent violence against women in the EMR. The TFER Strategy and accompanying Action Plan 2013 – 2017 was rigorously evaluated. The TFER Partnership was found to be instrumental in building a strong prevention infrastructure in the EMR and had increased the capacity of Partners to implement, evaluate and lead prevention of violence against women actions across organisations. (Evaluation Working Group, 2018)

The purpose of this document

The *Whitehorse Health and Wellbeing Plan 2017-2021* identified prevention of family violence and violence against women as priorities for the municipality. Council wishes to further plan and develop its approach to primary prevention in collaboration with partner agencies and the broader community using the best available evidence of local approaches. This document aims to identify available evidence and materials to assist the Whitehorse Collaborative Action Working Group and

other stakeholders (both internal and external to Council) to further plan and implement activity to prevent violence against women that is relevant to their sphere of operation. In particular the document focuses on:

1. The principles that underpin best practice in prevent violence against women at the local level
2. Examples of practice in local settings that could be considered for replication
3. Current evidence underpinning effective local level initiatives to prevent violence against women.

Examples of practice chosen

This document provides examples of prevent violence against women activities that have largely been undertaken by Victorian local governments and cross-sector community organisations using a settings approach. The activities included were largely sourced via a desktop search of local government and other relevant stakeholder web sites. In most cases information presented has been extracted directly from these sites. When reading the document, it should be noted that:

- These examples are representative, not exclusive. Activities occurring in the Eastern Metropolitan Region of Melbourne provide a sample of local work that may inform or be aligned with future activities in Whitehorse.
- Many of the activities referred to in the document have not been thoroughly evaluated, however they have been included as they demonstrate the principles of best practice (described in this review).
- Each activity described exists within a framework or plan of action of multiple, mutually reinforcing activities.

Sources of evidence

The sources of evidence for best practice in community level prevent violence against women referred to in this document are primarily from 2015 work that was undertaken by Webster and Walker in the development of a United Nations Framework to underpin action to Prevent Violence Against Women and Girls. (UN WOMEN 2015) When constructing the framework, the authors sought and were given permission to use material contained in International evidence reviews conducted by the following authors: *Arango et al., 2014; Ellsberg et al., 2014; Fulu et al 2013; Fulu et al., 2014; and WHO and London School of Hygeine and Tropical Medicine (including work conducted by Heise) 2010.* The tables included throughout this document and in full in the [Appendices](#) have been adapted using the UN Framework material alongside other sources. (It should be noted that whilst the evidence contained in the UN framework focused on the effectiveness of national, state and community level interventions in high, middle and low-income countries, only evidence relevant to community level prevent violence against women practice is included in this document.)

Another source of evidence for best practice was the mapping exercise undertaken in 2016 by VicHealth which focused on current activity to prevent violence against women taking place in Victoria. This work made some assessment on the state of evidence in relation to the work documented.

⌘ Principles of best practice to prevent violence against women

Because of past activity to prevent violence against women, we now know that to make the necessary in roads we need:

- Leadership at the individual, organisational, community, government and societal levels
- To address the underlying drivers of violence against women. This includes a focus on addressing:
    a) The condoning of violence against women;
    b) Rigid gender roles and stereotyped construction of masculinity and femininity;
    c) Male peer relations that emphasis aggression and disrespect toward women;
    d) Men's control of decision-making and limits to women's independence in public and private life (Our Watch 2017)
- To address the reinforcing factors contributing to violence against women, such as:
    a) Prior exposure to violence
    b) Harmful use of drugs or alcohol
    c) Socio-economic inequality and discrimination
- To ensure that our activities are based on evidence (Our Watch 2017)
- Local government takes a lead role in promoting gender equity to prevent violence against women through sharing knowledge, demonstrating best practice and community strengthening
- Partnerships to underpin our work across the government, corporate and non-government sectors
- Men, alongside women, to take action.

Implementing activities at a settings level to achieve change

We also know that effective practice in the prevention of violence against women uses a variety of strategies applied in the settings in which people live, work, learn and recreate. Settings, such as sport, education, workplaces and the community, are environments:

- With a key role in transmitting attitudes and social norms about VAW and gender equality
- With the potential to reach a large proportion of the population in the course of people's day-to-day lives
- Through which priority populations can be reached, or which have a particular influence on the risk of violence perpetration or on victimization among priority populations
- In which prevention interventions can be feasibly implemented and sustained.

The rationale for the use of various settings to prevent violence against women is contained in Appendix 1.

Implementing mutually reinforcing activities to achieve sustainable change

Available evidence suggests that single activities alone are unlikely to achieve sustainable change; rather, that implementation of a range of activities which complement and reinforce the impact of one another will be more likely to achieve results and sustain change.

We have strong evidence indicating the strengths of certain activities in achieving change as well as evidence of those activities that are unlikely to yield the results required. Successful strategies are often focused at achieving individual, organisational or community level change and involve methods such as:

a) Mobilizing and engaging communities

b) Building the capacity of an organisation to undertake work to prevent violence against women, including workforce development

c) Communications and social marketing

d) Economic, social and political empowerment

e) Direct participation programs

f) Skills development of individuals and groups of people

g) Collaborating with other policy settings to address issues of common concern

Evidence on the effectiveness of various strategies is contained in Appendix 2.

Implementing whole of population and sub population level activities to achieve change

We also know that implementation of whole of population approaches are integral to our success in prevent violence against women. However, there are also benefits in prioritising prevention activity to reach particular groups. This is because:

- Higher rates of violence are perpetrated against women or by men within specific groups. For example, the prevalence of violence against women is higher in Indigenous groups than in the general population whilst women with a disability also have an increased vulnerability to violence. (VicHealth 2017)

- Attitudes to violence against women differ across population groups. For example, young people and people from some CALD backgrounds are more likely to hold violence supportive attitudes than other segments of the population. (VicHealth 2016)

- Particular risk factors for violence affect varying groups differently.

- Reaching varying groups will require specially tailored approaches, such as approaches that take into account particular cultural sensitivities.

- The prospects and opportunities for prevention in some groups are especially strong (for example, among children and young people).

Detailed information on the state of evidence underpinning targeted prevention activity with specific populations is contained in Appendix 3 of this document.

⚏ Examples of practice in local settings to prevent violence against women

Due to the depth and breadth of local activities to prevent violence against women, we now have many examples of practice from which to draw. As previously indicated, effective practice in the prevention of violence against women uses varying strategies applied within and across the settings in which people live, work, learn and recreate. Ideally these strategies are based on the evidence of what works and take into consideration particular issues that need to be addressed in working at a whole of population level and with specific populations.

In the following sections, this document presents both

- Many of the settings being utilized by local government to implement activity to prevent violence against women and examples of current local level practice taking place within these settings
- Local level practices being implemented with specific populations and examples of current practice taking place in this arena.

It is acknowledged that this list is a work in progress and not all areas of initiative that are happening at the local level are covered or fully explored, for example, women's leadership programs.

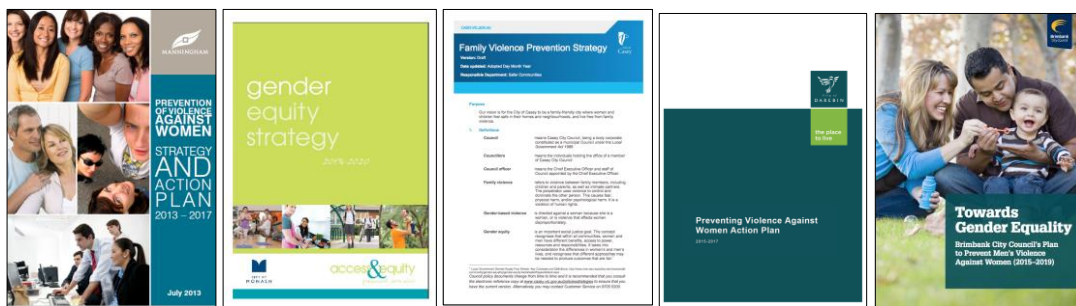## 1. Local Government

Local governments

- **As the providers of large scale services to their residents, local governments have the capacity to influence these services to promote gender equity to prevent violence against women.**
- **Local governments can create physical and social environments that increase women's autonomy, safety and capacity for social and civic participation.**
- **As a level of government close to people, local government is well placed to lead and support local mobilizations and specific prevention activities.**
- **As a large workplace and employer local government also has the capacity to shape attitudes and behaviours amongst councilors and staff.**

Local government leading, planning and supporting

Over the past ten years we have seen the development of place-based approaches to the prevention of violence against women. These approaches are planned and implemented across or within regions, as is the case with the Eastern Metropolitan Region *Together for Equality and Respect Strategy 2017-2021.*

Whilst Local Governments are engaged as active partners in these regional and sub-regional initiatives, many are also developing their own municipal plans to articulate their local strategic vision and the actions that they will implement in this arena. In keeping with the principles underpinning good practice in preventing violence against women, these Council plans typically include these features:

- Promoting gender equality as a fundamental approach to prevent all violence against women
- Addressing the drivers of violence against women
- Looking broadly to prevent violence against women across Council's sphere of influence and related to local government's role
- Working in partnership and collaborating with others to plan and act to prevent violence against women
- Using multiple, mutually reinforcing actions that amplify outcomes
- While using a population approach, simultaneously undertaking targeted activities to ensure inclusion of specific population groups
- Ensuring safe physical environments for all residents.

Councils collaborate with their community in many of the following sectors and settings to prevent family violence and violence against women:

- Community Safety
- Youth, Health and Family
- Aged and Disability
- Sport, Recreation, Leisure and the Arts
- Local Laws, including animal management
- Emergency Management, including recovery
- Business and Employment
- Education and Training
- Media and Communications

Initiatives in a number of different settings and sectors are described in this document.

Local government creating organisational change

In addition to an outward looking agenda, Council plans also articulate organisational development activities that will be implemented to build their own internal capacity to promote gender equity and prevent violence against women. Examples of common organisational development activities that local governments adopt include:

- Provision of appropriate individual support to those affected by violence

- Development of policies, procedures and codes of conduct to ensure that the expectations of staff in responding to and preventing violence against women are clear

- Building staff knowledge of issues about violence against women and its prevention

- Developing communications material to raise awareness about family violence, violence against women and the role of men in acting to prevent it

- Developing the leadership roles of staff in contributing to the prevention of violence against women

- Developing mechanisms to support cross-organisational planning, co-ordination, monitoring and evaluation of activity in both responding to and preventing violence against women

- Developing initiatives to ensure Council services, programs and policies are gender equitable, actively encourage women's full and equal participation and are inclusive of strategies to prevent violence against women

- Encouraging and supporting women to run in local government elections

- Developing initiatives to reduce and prevent violence against women in Council as a workplace. (Refer to workplace section for further information.)

The Municipal Association of Victoria provides invaluable support and resources to local governments in their design and delivery of activity to prevent violence against women. The support provided by the MAV includes the hosting of a statewide network, a dynamic website and the production and dissemination of information such as those below. Go to: www.mav.asn.au

Info sheet 1 - Getting started
Info sheet 2 - Concepts and definitions
Info sheet 3 - Frequently asked questions
Info sheet 4 - Building the case for action
Info sheet 5 - Communication and raising awareness
Info sheet 6 - Embedding PVAW into council business
Info sheet 7 - Leadership

Info sheet 8 - The role of men
Info sheet 9 - Opportunities for staff induction
Info sheet 10 - Building long-term commitment
Info sheet 11 - Gender and emergency management
Info sheet 12 - The role of council animal management
Info sheet 13 - The role of libraries

Working internally and externally to build capacity: The Partners in Prevention Guide
City of Maribynong developed a guide designed to support local governments to deliver successful gender equity and prevention of violence against women programs and projects. It outlines how Maribynong City Council worked internally and externally to build its gender equity and prevention of violence against women programs. Link:
http://www.vichealth.vic.gov.au/~/media/ResourceCentre/PublicationsandResources/PVAW/Sharing_Evidence_PiP.ashx

A whole of organisational approach to promote gender equity to prevent violence against women
The City of Melbourne developed a suite of policies, procedures and resources designed to build their capacity to both respond to and prevent violence against women. This includes development of:

- A gender equity audit tool

- Active bystander tools

- Specific policies focusing on gender equity, preventing violence against women, responding to violence against women

- Inclusion of material relevant to violence against women and it's prevention in recruitment, work place flexibility, bullying and discrimination, policies and procedures.

Link: https://www.melbourne.vic.gov.au/SiteCollectionDocuments/preventing-violence-against-women-strategy.pdf

Review of Family Violence issues for local government
To inform its response to family violence, the City of Greater Dandenong has prepared a review '*Family Violence: issues for local government'*, which explores the nature of family violence, details Federal and Victorian State Government policies, and outlines local government responses in the fields of advocacy, public education, local programs, service delivery and organisational change.
http://www.greaterdandenong.com/document/29821/gender-equity-

A toolkit for eliminating gender inequity in delivering local government programs and services
Latrobe City Council partnered with Gippsland Women's Health to deliver a toolkit for eliminating gender inequity in delivering local government programs and services. The Local Government Gender Analysis Toolkit incorporates gender analysis into the day-to-day work of councils by using tools for service areas such as community engagement and infrastructure planning. It also offers a general tool for project planning.
Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Pages/promising-practice-portal.aspx

Gender equity audit tool and training
Women's Health East provides tailored sessions to support development of organisational systems and cultures that promote gender equity in local government and other organization, using a locally developed gender audit tool and planning process. For more information contact health@whe.org.au

Family Violence/Gender Equity eLearning Module
In partnership with the Southern Metropolitan Primary Care Partnership and Women's Health in the South East the Port Phillip, Monash, Glen Eira, Stonnington, Kingston and Bayside councils developed the "Family Violence/Gender Equity eLearning Module" to help educate local government about the link between gender equity and family violence. The Module aims to increase knowledge and understanding around the prevent violence against women and build capacity to identify and respond to the key drivers of family violence. Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Pages/promising-practice-portal.aspx

2. Early Childhood and Family settings

Community based early childhood and family settings

- **Early childhood services can play an important role in promoting gender equity and respect amongst children, couples in during pregnancy and the transition to parenting and providing support to parents to PVAW subsequent to child birth.**

The BecauseWhy Campaign
Our Watch has developed a digital campaign aimed at helping parents challenge limiting gender stereotypes and promote equality when interacting with their children has today been launched. The #BecauseWhy campaign encourages parents to view stereotypes often expressed through language, activity choices and media portrayals from a child's perspective and question why certain limitations are placed on boys and girls. The campaign website – www.becausewhy.com.au – offers a collection of videos and resources to help parents identify and counter rigid stereotypes in their children's daily lives. Link: https://www.ourwatch.org.au/News-media/Latest-news/Parents-get-new-tools-to-challenge-stereotypes

Our Watch Video
Our Watch released a video featuring two very different futures for Australia's children; the first showing a future where negative attitudes and behaviour towards women are not changed and the second, showing a future where women and men are afforded equal respect and positive treatment. The video, available online (http://youtu.be/tB7Pkcue9Rk) features many well-known Australians as well as domestic and family violence survivors, who passionately support the end of violence against women and their children, such as Shane Jacobson, Tara Moss, Kelton Pell and Rosie Batty. Link: https://www.ourwatch.org.au/News-media/Latest-news/New-initiative-to-end-violence-against-Australian

No Limitations Guide: Breaking down gender stereotypes in the early years
This guide was developed by Women's Health East and was trialled in the Manningham City Council to support organisational change. It provides practical tools, tips and resources for early educators to promote gender equality in early childhood settings. It is also a useful resource for parents and families, and others working with young children. Link: http://whe.org.au/custom_type/no-limitations-guide/

Creating equitable learning environments
Darebin City Council, in partnership with Women's Health in the North, developed resources to support gender equitable practices and environments across its early years settings. The resources support early years educators and professionals to create equitable learning environments and will be trialled in three sites, including a child care centre, kindergarten and children's hub.
Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Documents/MAV%20PVAW%202017%20-%20final.pdf

Promoting Respectful & Equitable Relationships in the Early Years
The City of Melbourne undertook a project which focused on a whole of service approach to development of equitable and respectful relationships amongst children. The project adopted a multi-method approach including engagement with carers and parents, development of policies and

procedures to guide action, implementation of environmental audits including analysis of play equipment and teaching tools and the provision of workforce development to ensure relevant staff have the requisite skills to implement activities. The project report is currently being compiled.

Baby Makes 3
Baby Makes 3 was piloted by Whitehorse City Council in 2008. Since then, 23 councils have implemented the program. Baby Makes 3 is currently being delivered in eight local government areas (LGAs). Of the eight LGAs, three are using internal recurrent budget to fund the program while the others use external funding grants. In 2014/15, the number of births to first time Victorian mums totalled 35, 251 (45 per cent of all births).
Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Documents/MAV%20PVAW%202017%20-%20final.pdf

Gender Equity Booklist
The Monash Council Gender Equity booklist introduces parents, care givers and child care staff to resources for children to combat harmful gender stereotyping. The book list includes engaging stories and images of girls and boys occupying non-traditional roles and promotes achieving aspirations regardless of gender. Link: https://www.monash.vic.gov.au/files/assets/public/our-services/violence-against-women/children-books-promoting-gender-equality-challenging-gender-stereoypes-booklist.pdf

Equality and Friendship Show for Children
Maroondah City Council delivered the 'We're All Superheroes! – The Equality and Friendship Show' with Carp Productions. The production teaches children and families at an early age about equality and friendship. The program was delivered alongside gender equality training for the Maroondah Preschool Teacher's Network in collaboration with Women's Health East. Link: http://carpproductions.com/pre-schools/kinder-superheroes/

Level Playground
The Eastern Domestic Violence Service have produced a resource, Level Playground, both a website with local, state, national and international resources and social media channels on Facebook and Instagram. Level Playground is for childhood educators, parents and caregivers, and aims to challenge rigid gender stereotypes and gender norms in their everyday interactions with young children. Link: http://www.levelplayground.org.au/

3. Sport and Sporting Clubs

Sport environments

- **In societies in which sport plays an important role, professional and community-based sports organisations are contexts in which attitudes and behaviours toward gender relations can be shaped and changed.**
- **Sports 'stars', both men and women, can be influential leaders and ambassadors.**
- **Sports organisations can provide a useful infrastructure through which to reach populations, in particular young men.**

Vic Health + Sport England Campaign – "This Girl Can"

This Girl Can was launched by Sport England in 2015. VicHealth partnered with Sport England to create a local version of the campaign to inspire Victorian women to be physically active. The campaign is designed to assist women free themselves from the fear of judgement, which holds too many women back from being as active as they would like. The goal is to create a community of women across Victoria who can share stories and advice to support each other and inspire others to become more active. VicHealth has also produced a guide to provide women suggestions and tips to help them to get active in their local communities. Go to: ThisGirlCan.com.au

Link: Vic Health Website: https://www.vichealth.vic.gov.au/programs-and-projects/this-girl-can-vic

The VicHealth This Girl Can Campaign

Be the Change Resource Guide

Be The Change is a resource guide developed by Inspiro and Eastern Health in partnership with the Yarra Ranges Council and Women's Health East. The guide is designed to support local football club coaches to use their role to encourage players to build equal and respectful relationships with women. This resource was developed as a part of the YOU&I initiative for football coaches, however, the information is relevant for other sporting coaches. Link: https://cdn2.hubspot.net/hubfs/2511815/FINAL_'Be%20the%20Change!'_YOU&I%20Football%20Coaches%20Resource.pdf?t=1524619851214

YOU&I Sporting Clubs Committee Information Booklet

The YOU&I initiative was a local program delivered in the Yarra Ranges from 2012 until 2016. The program aimed to prevent violence against women by sharing positive messages of gender equality and respectful relationships among young people. YOU&I worked with secondary schools, community organisations, football clubs and leagues to implement social marketing and education sessions around equal and respectful relationships among young people. The YOU&I initiative was led by Inspiro, Yarra Ranges Council and Eastern Health, and was supported by Women's Health

East. Link:
https://cdn2.hubspot.net/hubfs/2511815/Club%20Committee%20Resource%20Booklet%202015.pdf?t=1524619851214

Our Codes, Our Clubs: Equality is the Game! Film and resources
Nine local sporting clubs in the EMR produced a short film about the steps they are taking to promote gender equality. Equality is the Game! showcases the positive work clubs are doing to improve gender equality. The film is part of the *Our Codes, Our Clubs project* and is accompanied by a resource guide and an audit tool, providing a platform to commence or continue the conversation about opportunities for female participation in all levels of the club. The project was delivered as a partnership between Maroondah City Council, Knox City Council, Yarra Ranges Council, Inspiro Community Health, Together for Equality and Respect Partnership and Outer East Children and Youth Area Partnership Steering Group. The film can be found here: https://youtu.be/w8h-DAsWSEY. More info: http://www.maroondah.vic.gov.au/About-Council/News/Maroondah-news/News-Public/Equality-is-the-Game

Creating a Place for Women in Sport
Yarra Ranges Council and partners have built on experience of the *Our Codes Our Club Project* in the outer east to refine and produce a self-assessment tool to assist clubs to recognise how they are going in relation to gender equality and to look at different areas of their environment, including leadership, club culture, membership and engagement, volunteers and employees and facilities.
Creating a Place for Women in Sport Sporting Club Self Assessment (PDF, 3MB)
Gender Equity Action Plan template (DOCX, 17KB)

The tool has been designed for clubs that are either male-dominated or have an equal gender balance of members but are looking to create a more inclusive environment for women. For more information about the importance of promoting gender equality, view the Why Take Action? fact sheet (PDF, 304KB).

VicHealth Self-Assessment Tool
VicHealth is also working on a simple gender self-assessment tool for grass roots clubs which is currently being tested (June 2-189). It entails 10 questions which would be a great starting point to generate discussions.

A Gender Lens for Leisure Recommendations
Knox City Council, Maroondah City Council and Yarra Ranges Shire Council produced a suite of recommendations on how Leisure Services can work to promote the greater participation, inclusion and respect of women and girls in sport and recreation activities. Link to report:
http://www.knox.vic.gov.au/Files/Community/A_Gender_Lens_For_Leisure_Final_Report.pdf

Gender Equity in Design Guidelines
In keeping with the Sport and Recreation Victoria's *Female Friendly Infrastructure Guide*, the City of Whittlesea developed guidelines (2017) for gender equity in building and design. Council introduced baby change facilities to two sporting pavilions and the inclusion of a unisex toilet. The guidelines will now be embedded into council's community facility planning and design processes and provided to architects and construction companies working on community infrastructure projects. Link:

http://www.mav.asn.au/policy-services/social-community/gender-equality/Documents/MAV%20PVAW%202017%20-%20final.pdf

Positive discrimination sporting ground allocation

In 2009, only 8 per cent of people using Moreland City Council's sporting grounds for organised sporting activities were female. Council developed a policy to allocate the highest quality sporting grounds in Moreland to the clubs that actively encourage women and girls to participate in all facets of their club. As a result of the policy, 22 per cent of people using Moreland's sporting grounds are now female. Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Documents/MAV%20PVAW%202017%20-%20final.pdf

Rural Challenge project – Gender Equality Action Plans

Macedon Ranges Shire Council's Rural Challenge project assisted leaders from Country Fire Authority brigades and local football-netball clubs to develop gender equality action plans. Seven brigades and three football-netball clubs from across Macedon Ranges Shire and the City of Greater Bendigo participated in the project, with 100 per cent of participants rating the project as either useful or extremely useful. Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Documents/MAV%20PVAW%202017%20-%20final.pdf
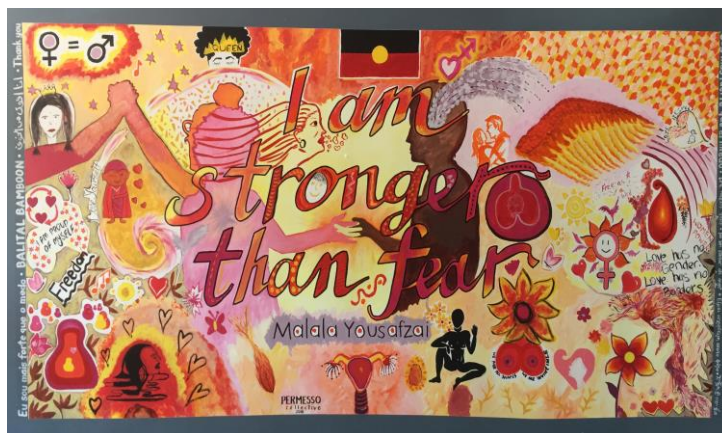
4. The Arts and Popular Culture

The Arts

> - **The arts are a valuable medium for challenging social norms pertaining to violence against women and gender inequality.**
> - **Participation in arts activity provides opportunity for individuals or communities to come together to explore issues of concern, such as violence against women.**

International Women's Day Mural Project

To celebrate International Women's Day, Victoria University students and staff painted a mural on a wall, which is centrally located at the Footscray Park Campus. It read: "I am stronger than fear". The mural was inspired by Education activist and Nobel Peace Prize winner Malala Yousufzai. Link: https://youtu.be/J-hA9ez8vss

A wall mural painted by Victoria University and staff to celebrate IWD 2018

The Locker Room

Knox City Council ran installations and performances to engage the community as a part of its overall strategy to PVAW. Using an artistic platform to provoke thought and stimulate conversation about violence against women in the community the Locker Room project ran at a community festival where a shipping container was used as a performance space. The challenging performance engaged people at an emotional level, with support and safety measures in place. Link: http://www.knox.vic.gov.au/Page/Page.aspx?Page_Id=3516

Women of the West

This Maribynong Council film and photography project celebrated and showcased the achievements, experiences, diversity and leadership of women and girls who live, work, study or play in the City of Maribyrnong. Directed by local artist Suzie Blake, the four short films covered the themes arts, sport and leisure, work, and family and community. Link: https://www.youtube.com/watch?v=_iVLDuD7PrE

Brunswick Women's Choir

The Choir has been in place for two decades and strives to:

- Affirm women's experience both within and beyond the choir

- Create an entertaining concert experience that fosters a meaningful connection with the audience and more broadly

- Perform a multicultural repertoire that represents and celebrates the diversity within the wider community

Link: http://brunswickwomenschoir.org.au/about-2/

The Line

The Line, which utilises popular culture mediums, is an interactive IT based program which talks about relationships, gender, sex, bystander action and technology; how to keep it healthy and respectful for teens, parents and teachers. The resource was developed by the Commonwealth government and is now maintained by Our Watch. https://www.theline.org.au/

5. Schools

Schools and educational facilities

- **Schools and educational facilities play an important role in the socialization of children and young people and are a means of reaching a large proportion of the population. A whole of school approach is important: interventions can be built into school curricula and structures, as well as training of teachers and other staff, and communications with parents.**
- **In some contexts schools and educational facilities are sites in which violence against women is common.**

Department of Education Respectful Relationships Program

Many Victorian Schools are now engaged in this statewide program designed to strengthen the capacity of schools to promote respectful relationships amongst young people. This is a whole of school community initiative that is being supported by local agencies, for example the EACH health promotion team have been trained to support their local schools. Over 150 schools in the Inner and Outer East are participating of which 19 are in Whitehorse. Link: http://www.education.vic.gov.au/school/teachers/teachingresources/discipline/capabilities/personal/Pages/respectfulrelapproach.aspx

Reach out for Respect Program

A school program focusing on supporting boys and girls to show more respect for each other was implemented at three inner-south primary schools. The program is part of a gender equality curriculum developed by City of Port Phillip and Launch Housing.
Link: http://www.portphillip.vic.gov.au/print_dec-2016-media_6809.htm

The iMatter, youMatter, weMatter Program

An evidence-based violence prevention initiative developed by Doncare, iMatter is a youth leadership program which aims to empower young people to build self-esteem, respect & resilience. iMatter leaders encourage conversation about healthy relationships & equip youth with the tools to recognise & respond to abusive behaviour which contribute to the cycle of domestic violence. In 2016, iMatter mentors delivered workshops to over 2611 attendees at schools, sporting clubs and community groups. Participants range from 13 to 18 years of age. Doncare recently partnered with Manningham City Council to run workshops across three sporting club sites in Manningham who indicated strong interest in creating safe, inclusive and welcoming environments for everyone. Link: https://doncare.org.au/imatter

6. Workplaces

Workplaces and industries (including unions and employer organisations)

- **These environments provide opportunity to reach a large number of people in their day-to-day lives.**
- **Workplaces and industries are sites for some forms of violence against women (e.g. workplace harassment).**
- **The workplace is a setting in which unequal and stereotyped gender roles may exist and can be challenged. Some workplaces offer opportunities to reach a large number of men and therefore have significant impact on development of attitudes and social norms pertaining to violence against women.**

Local government Enterprise Bargaining Agreements & Family Violence Leave

In 2010, Surf Coast became the first organisation in the world to include a family violence clause into its Enterprise Bargaining Agreements (EBA). Such clauses typically involve staff being able to access to special leave each year for medical appointments, legal proceedings or other activities related to family violence. Today, 78 out of Victoria's 79 councils including Whitehorse City Council have a family violence clause with supportive policies and practices in place for employees.

Gender Equity Employment Analysis Tool

The tool was designed for Nillumbik Shire Council and Banyule City Council and focuses on three standards for gender equity in employment and specific actions that can be taken to achieve these. The tool can now be used to audit employment practices, assisting councils to measure their progress towards gender equity. Nillumbik Shire Council will continue to use the tool across various departments with support from the Gender Equity Internal Working Group. Since implementing the tool, council has been looking at initiatives such as including bystander training in its next annual training calendar and identifying and addressing recruitment barriers for roles that are traditionally gender stereotyped Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Pages/promising-practice-portal.aspx

"Act@Work to Prevent Violence Against Women"

The Act@Work to Prevent Violence Against Women program is designed to enable councils to provide support to women experiencing violence, while also addressing the underlying causes of violence against women in the workplace and the broader community. Horsham Rural City Council, West Wimmera Shire Council, Yarriamback Shire Council, Hindmarsh Shire Council and Women's Health Grampians have implemented the program which involves a baseline attitude survey, active bystander training, an organisational needs assessment and development of an action plan to guide each council's work in relation to gender equity and the prevention of violence against women. More info: https://whg.org.au/priorities-programs/prevention-of-violence-against-women/actatwork-3 Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Pages/promising-practice-portal.aspx

7. Faith based community networks

Community networks, organisations and institutions (e.g. faith organisations)

- **These entities can be critical partners in prevention, providing the means to reach communities and to deliver messages in a familiar environment. Leaders within such environments (ie. faith and community leaders) can be influential allies in prevention.**
- **At the same time these entities may have cultures and practices that contribute to gender inequality and violence against women, and may resist change.**

Promoting Peace in Families Project
This project implemented by the City of Casey supported for faith communities to be actively involved in the prevention of violence against women. The model included sermons, studies, policies and training to equip faith leaders to address the issue within the faith setting. The Promoting Peace in Families won an Australian Crime and Violence Prevention Award from the Attorneys-General Department in 2009. Link: https://www.casey.vic.gov.au/health-safety/health-promotion/family-violence-prevention

Promoting Peace and Equality
The resource was developed by the City of Greater Dandenong in collaboration with faith leaders as part of a partnership between City of Casey, Cardinia Shire Council and Monash Health during the project 'Challenge Family Violence'. Link:
http://www.greaterdandenong.com/document/29265/interfaith-collaboration-on-preventing-family-violence

The Project webpage includes short videos made by many faith settings/leaders about how they view gender equality and PVAW. Link to videos:
http://www.greaterdandenong.com/document/29250/family-violence-faith-perspectives

The Northern Interfaith Respectful Relationships project
This project was undertaken by Darebin City Council in partnership with Banyule, Hume, Moreland and Whittlesea Councils. A report was produced which describes the background, objectives and strategies, evaluation research methods, and findings which suggest that there continue to be both challenges and opportunities for capacity building activity to prevent violence against women within the faith setting. Link: https://www.vichealth.vic.gov.au/-/media/ResourceCentre/PublicationsandResources/PVAW/Sharing-the-evidence_NIRR-2012.pdf?la=en&hash=FC6211C378286838BB9B2B23DB7CDABDCE1A4F2B

Anglicans Helping to Prevent Violence against Women
Anglicans Helping to Prevent Violence against Women is a faith-based model of primary prevention that looks to reduce the prevalence of violence by building a culture of equal and respectful gender relationships in Anglican organisations and local churches. The initial pilot was funded through VicHealth and is currently jointly funded by Melbourne Anglican Foundation, Brotherhood of St Laurence and Anglicare Victoria. There are extensive resources available on the website:

http://www.melbourneanglican.org.au/ServingCommunity/src/Pages/Prevention-of-Violence-Against-Women.aspx

Think Prevent Bystander Training
The Think Prevent Bystander intervention training program has been adopted by the Faith Communities Council of Victoria, Victorian Council of Churches, Wyndham Interfaith Network, Melton Interfaith Network, St Peter's Anglican to RMIT Chaplaincy, Anglican Mothers' Union Melbourne and various institutions within TAFE Victoria. The program is being evaluated to determine the effectiveness of the bystander interventions to promote gender equality and the likelihood that workshop participants would engage in bystander interventions in the future**.** A report will be available in 2018. Link: https://mailchi.mp/cb3855ba6d08/preventing-gender-violence-be-part-of-the-change-1679361?e=fade583aa0

8. Emerging Settings

Libraries

- **Libraries are important community resources providing trusted information and opportunities for community members to learn, recreate and meet with others. Potentially large number of people of diverse ages and backgrounds, including parents and children, are reached through interventions in libraries and they therefore have an important role to play in the prevention of violence against women.**
- **Libraries can contribute to reinforce gender equity by celebrating women's achievements, supporting women's writing, promoting books that challenge limiting or harmful gender stereotypes, participating in local campaigns and displaying resources that contain ant-sexist messages. (MAV 2017)**
- **Libraries can implement policies and IT systems, which curb public access to on-line pornography.**

Information sheet thirteen: The role of libraries in preventing violence against women
Developmental work undertaken by the VicHealth-funded Monash Generating Equality and Respect Project was used by the Municipal Association of Victoria to produce a resource to assist Local Governments in identifying strategies that they can implement in libraries to prevent violence against women. Many municipal libraries across Victoria are now undertaking initiatives including:

- Promoting and displaying gender equitable books The Monash Library Booklist: https://www.monash.vic.gov.au/files/assets/public/our-services/violence-against-women/children-books-promoting-gender-equality-challenging-gender-stereoypes-booklist.pdf
- Incorporating gender equitable books during story time provided to children and their parents/carers. In 2017 the Whitehorse Manningham Libraries held a pilot program that reached 366 participants, including 191 children aged 2-5 years.
- Participating in local campaigns and implementing anti violence messaging for example, on computer screen savers or by displaying posters.

For more information visit the MAV Website at: www.mav.asn.au

Hairdressing Salons

- **Research reveals women develop unique, trusting bonds with their hairdressers. This relationship can lead to sharing beliefs and knowledge about gender inequality and experience of violence.**
- **Existing evidence indicates that there has been success in shifting attitudes to gender equality and violence against women in initiatives implemented within hairdressing settings. (Source: HaIR-3R's project, EDVOS 2017)**

HaiR-3R's (EDVOS)

The project aims to promote gender equality by:

- Educating hairdressers to understand the link between gender inequality and family violence;

- Supporting hairdressers to champion and engage in conversations that challenge community attitudes that reinforce gender inequality;

- Supporting hairdressers to respond to family violence disclosures and refer to family violence services.

The project is being undertaken in the EMR in collaboration with the USA Professional Beauty Association, the National CUT IT OUT® program in the USA, the Centre for Research and Education on Violence Against Women and Children at the University of Ontario in Canada, and local organisations including Box Hill TAFE, EMR local government, L'Oréal Australia, Bendigo Bank, the Australian Hairdressing Council and Hair & Beauty Industry Association. Link: https://www.manninghambusiness.com.au/events/hair-the-3rs-family-violence-training-for-salon-professionals/

9. Working with Specific Populations

Men taking action

Men and boys

- **Extreme constructions of masculinity and masculinized peer and organisational cultures are underlying factors for violence.**
- **Most men do not perpetrate violence; they are potential partners in prevention.**
- **Working with young men is especially important as this is a time when boys and men are likely to adhere more rigidly to gender stereotypes and when they are most likely to be subject to sexist and pro-violence peer influences (Flood and Fergus, 2008). This is especially the case for those engaged in anti-social behaviour and 'gangs'.**
- **Working with boys to support development of social and emotional skills required to establish equal and respectful relationships may contribute to development of non-violent attitudes and behaviours.**
- **Engaging males at an early stage can help to prevent backlash.**
- **It is important that men are engaged with the aim of shifting gender norms in ways that are consistent with prioritizing women's and girls' empowerment and participation, and their right to agency and autonomy. (Webster & Walker 2016).**

Casey Men's Action Team

This project conducted by the City of Casey consists of men in leadership positions within Council who provide education and support within the organisation for the implementation of strategies to raise awareness about the prevention of violence against women.
https://www.caseyconversations.com.au/32566/documents/69985/download

Monash Men's Action Group

Men from Monash Council and Link Health and Community hold annual activities to raise awareness of violence against women and the critical role that all men can play in preventing violence and promoting gender equality. Review video here.

Challenge Family Violence - Male Mentors Program

Male leadership was the focus of the Challenge Family Violence project (as mentioned in the Faith settings section), a three-year project delivered by the City of Casey, Cardinia Shire Council, City of Greater Dandenong and Monash Health from 2013 to 2015. The project involved local men with experience in family violence prevention becoming mentors to influential male community leaders from various settings, including sporting clubs, faith communities, businesses and schools. The leaders were trained and supported by the mentors to challenge attitudes and sexist behaviours and promote respect and non-violence towards women and children.
Link: https://www.casey.vic.gov.au/health-safety/health-promotion/family-violence-prevention

How Men Can Prevent Sexual Violence

The Brimbank Council promotes a White Ribbon Australia Resource "How Men Can Prevent Sexual Violence" which explains how men can contribute to respectful sexual relationships. The information is available in English and translated into six additional languages.
Pdf here: https://www.whiteribbon.org.au/wp-content/uploads/2016/10/WR_HowMenCanPreventFactSheet_HR.pdf

He for She

The He for She Campaign, is a UN Women initiative to mobilise global action to improve responses to and prevent violence against women. A component of the campaign focuses on encouraging men to stand for gender equality and the prevention of violence against women.
Link: http://www.heforshe.org/en

Communications material developed by participants in the AMES Australia Leadership Program

CALD communities taking action

Strengthening CALD Communities

 "Strengthening CALD communities by preventing violence against women and children" was conducted by the Ballarat City Council and re-badged "Happy healthy homes for people from around the world" The project focused on group activities, workshops and strengthening leadership skills of community members to PVVAW. Link: http://www.mav.asn.au/policy-services/social-community/gender-equality/Documents/Ballarat%20City%20Council%20project%20processes%20and%20learnings.docx

AMES Australia - Preventing violence against women in CALD Communities Leadership Course

AMES Australia works in partnership with the MAV to support recruitment of local government staff from CALD backgrounds to participate in the AMES Australia Leadership Program. This Program supports members of CALD communities to develop the leadership skills required to take action to prevent violence against women at the organisational, community and general population level. Link: https://www.ames.net.au/find-a-course/pvaw-leadership-courses

Respectful Relationships Program

This project was developed by the Eastern Migrant Information Centre to provide Adult English Language students from three secondary schools with workshops designed to promote gender equity and respect amongst young people from newly arrived CALD communities within the City of Knox. See: http://miceastmelb.com.au/our-services/family-violence/

Family Relationships Program

This six week program was developed by the Eastern Migrant Resource Centre to promote gender equity amongst newly arrived couples form refugee backgrounds. See: http://miceastmelb.com.au/our-services/family-violence/

Having conversations with young people resource

The "Violence Against Women Doesn't Just Start... It Grows" guide to having conversations with young people is available in English and 13 other languages. It focuses on how parents can influence young people's beliefs. Available from the Commonwealth Health Translations Directory: http://www.healthtranslations.vic.gov.au/bhcv2/bhcht.nsf/PresentDetail?Open&s=Violence_against _women_doesnt_just_start._It_grows:_A_guide_to_having_conversations_with_young_people

Brimbank City Council has used the resource as an integral part of their work in PVAW. Link: https://www.brimbank.vic.gov.au/community/family-violence-and-gender-equity

Communication resources for CALD Communities

AMES Australia worked with leaders from a range of CALD communities to develop resources designed to increase understanding of issues associated with violence against women and it's prevention. These resources are currently being translated into twelve community languages and will be available for dissemination in June 2018. For further details contact Wendy Lobwein at: lobwein@ames,net.au

Communications material developed by participants in the AMES Australia Leadership Program

Women with Disabilities taking action

Gender and Disability Workforce Development Program

The Gender and Disability Workforce Development Program is designed to change culture across whole organisations, working with clients, staff, managers and executives to increase awareness of how to deliver gender equitable and sensitive services. This is as a strategy for improving women's well-being and status and reducing gender-based violence.

Women with Disabilities Victoria piloted the program throughout 2014/15 alongside an evaluation process that was completed in August 2015. WDV will be offering disability support organisations

the opportunity to participate in the next stage of this exciting cultural change program. Link: http://wdv.org.au/documents/WDV%20Workforce%20Development%20Program%20on%20G%20&%20D%20Info%20Sheet%20Feb%202016.pdf

Link to evaluation: http://wdv.org.au/documents/Evaluation%20Summary%20-%20WDV%20Workforce%20Development%20Program%20on%20G&D%20October%202015.pdf

Guidelines for developing resources
Women with Disabilities Victoria also host a range of guidelines for developing resources for women with disabilities who have experienced violence. Link: http://wdv.org.au/publications.htm

Enabling Women Community Leadership Program - Outer East partnership
Women with Disabilities Victoria, Knox City Council, Coonara Community House, EACH, Maroondah City Council, Yarra Ranges Council and Women's Health in the East have partnered to deliver the Enabling Women Community Leadership Program in the outer east region in 2018.

The leadership program is open to women with disabilities who live, work or play in the local government areas of Knox, Maroondah or Yarra Ranges to come together to build upon their natural leadership skills, share their own experiences, make friends, connect, support one other to achieve their goals and to have fun! A complementary Mentor Program will run alongside the Leadership Program. Link: http://wdv.org.au/our_work.htm#ew

Aboriginal Communities taking action

Young Women's Leadership Program
Boorndawan William Aboriginal Centre in partnership with Women's Health East are developing a leadership program for young aboriginal women with focus on building the skills of participants to enter into dialogue with community members about the promotion of gender equity and the prevention of violence against women within their communities. Link: http://www.bwahs.com.au

10. Events and Campaigns

Mobilizing and engaging communities

Community mobilization	Community driven activity engaging multiple stakeholders and addressing gender norms.	Effective**
Community events	Staging of events and celebrations designed to increase awareness of violence against women and mobilise people to action.	Promising

UN 16 Days of Activism Campaign

The **16 Days of Activism** campaign against gender violence has been implemented by a large number of Victorian Councils. It is an international campaign that starts on 25 November, International Day for the Elimination of Violence against Women and ends on 10 December, Human Rights Day. The campaign aims to raise awareness about gender-based violence as a human rights issue at the local, national, regional and international level.
Link: http://www.unwomen.org/en/what-we-do/ending-violence-against-women/take-action/16-days-of-activism

Victoria Against Violence Campaign
The Victorian Government campaign is supported by the MAV and many Councils. It aligns with the UN campaign by promoting the colour 'orange' as symbolic of a future free from violence against women and girls.

White Ribbon Campaign
White Ribbon social marketing is being undertaken by many Councils across Victoria. Initiatives have included local media, 'violence against women stinks' magnets on garbage trucks, bookmarks in libraries, 'on-hold' message when people call Council, White Ribbon T-shirts, messaging on real estate boards, white ribbon bumper stickers, forming a 'human white ribbon', stencil art on footpaths, the 'loudest shout' against violence, and sales of white ribbons and wristbands. White Ribbon provides resources, information and guidance on campaign actions.
Link: https://www.whiteribbon.org.au/day/

The Municipal Association of Victoria provides information on campaign activities being scheduled for implementation by Councils across Victoria.

City of Knox Pledge: 16 days of activism accompanied with activities throughout the year.
http://www.knox.vic.gov.au/16days

Hobson Bay City Council – White Ribbon and 16 days of activism
Link: http://www.hobsonsbay.vic.gov.au/Community/Women/White-Ribbon-Day-and-the-16-Days-of-Activism

Melton City Council – 16 days of activism
Link: http://www.melton.vic.gov.au/News-Media/16-Days-of-Activism

City of Yarra - 16 days of activism
Link: https://www.yarracity.vic.gov.au/news/2017/11/22/16-days-of-activism-against-gender-based-violence

Gippsland - 16 days of activism
Link: http://www.gwhealth.asn.au/pages/16-days-of-activism.html

White Ribbon Day Events

Ballarat City Council White Ribbon Day
Link: http://www.ballarat.vic.gov.au/lae/events/white-ribbon-day.aspx

City of Casey Council - White Ribbon Day Activities
Link: https://www.caseyconversations.com.au/32566/documents/69985/download

Some councils have engaged with the White Ribbon Campaign as an accessible way to show leadership in their communities.

From: Municipal Association of Victoria and Victorian Government (2017), Prevention of Violence Against Women and Promoting Gender Equity: Victorian Council Projects Leading the Way, MAV, Melbourne.

International Women's Day Events

Kingston Council: International Women's Day.
Link: https://www.kingston.vic.gov.au/About-Us/Media/Media-Releases/2018-womens-day

City of Stonnington – International Women's Day
Link: http://www.stonnington.vic.gov.au/Lists/Media-Releases/International-Womens-Day-2018

Greater Shepparton - IWD event at football and netball clubrooms
Link: http://greatershepparton.com.au/whats-happening/news/news-article/!/456/post/free-tickets-now-available-for-international-womens-day

Regional and sub-regional campaigns

See Past the Stereotype
This campaign aims to raise awareness about gender stereotyping. It was developed by Knox, Yarra Ranges and Maroondah councils, involving the creation of three short films that present three common scenarios where assumptions are made about an individual based on their sex — with unfair results. View: https://taktstudio.com/projects/knox-council

Hands Up Campaign for Gender Equity
The Hands Up Campaign was developed by Women's Health East in collaboration with Together for Equality and Respect partner agencies to promote gender equity in the EMR. An evaluation report was produced, highlighting the importance of early planning and ensuring that campaign resources and materials are distributed in a timely manner to fits in with other planning cycles to ensure maximum uptake of the campaign: http://whe.org.au/tfer/wp-content/uploads/sites/2/2015/04/2016-07-08-HandsUp-Evaluation-Final-report-for-website.pdf

Speaking Out: Voices for Change
Primarily a women's leadership initiative, the Speaking Out program ensures the voices of women who have experienced violence are heard through the media and at public events. Women's Health East, in partnership with the Eastern CASA and EDVOS developed a program to support and skill women to advocate for change. Learning from the program has informed the development of a resource: *Voices for Change: A Media Advocacy Program for the Prevention of Violence Against Women.* Developed by Women's Health East together with Our Watch and VicHealth, the manual is a step-by-step guide with resources to enable organisations to plan and develop their own Media Advocacy Program. See: http://whe.org.au/what-we-do/speaking-out-program-media-advocacy/

11. Other policy settings

Collaborating with other policy settings to address issues of common concern

Reducing alcohol availability	Regulation to reduce the density of alcohol outlets or reduce alcohol consumption (e.g. through taxation, rationing, regulating trading hours).	Promising* Optimally should be implemented alongside other interventions addressing normative support for VAW.

South East Melbourne Councils Alliance (SEMCA) Alcohol Density Project
Led by the City of Casey, nine south-east Melbourne Councils are currently working towards a group Councils amendment to their respective planning schemes that will strengthen the decision making capabilities of all Councils through the assessment of planning applications for packaged liquor outlets. This collaboration involves Casey, Cardinia, Greater Dandenong, Knox, Kingston, Frankston, Mornington Peninsula and Maroondah Councils and agencies such as VicHealth, Police, Ambulance Victoria, Turning Point, Deakin and Swinburne Universities to find appropriate responses and expert witnesses to support their application to the State Government. The group planning scheme amendment will build on previous research linking alcohol-related harm, including family violence, to packaged liquor outlets. The overall goal is to assist Councils to reduce violence in their

community. Link: http://www.maroondah.vic.gov.au/Community-support-services/Health-safety-and-community-resources/Preventing-alcohol-related-harm

Gambling: Speaking Out

Women's Health East, in collaboration with the North East Primary Care Partnership and Women's Health in the North developed a range of resources to assist service providers and policy makers to understand the links between family violence and gambling related harm. Link: http://whe.org.au/what-we-do/prevention-of-violence-against-women/#togetherdeveloped

Appendix 1: Settings that are amenable to implementation of activity to PVAW

The sources of evidence for best practice in community level prevent violence against women referred to in this document are primarily from 2015 work that was undertaken by Webster and Walker in the development of a United Nations Framework to underpin action to Prevent Violence Against Women and Girls. (UN WOMEN 2015) When constructing the framework, the authors sought and were given permission to use material contained in International evidence reviews conducted by the following authors: *Arango et al., 2014; Ellsberg et al., 2014; Fulu et al 2013; Fulu et al., 2014; and WHO and London School of Hygeine and Tropical Medicine (including work conducted by Heise) 2010.* The tables included throughout this document and in full in the following Appendices have been adapted using the UN Framework material alongside other sources.

It should be noted that whilst the evidence contained in the UN framework focused on the effectiveness of national, state and community level interventions in high, middle and low-income countries, only evidence relevant to community level prevent violence against women practice is included in this document.

Settings for consideration & rationale
Local governments
- As the providers of large scale services to their residents, local governments have the capacity to influence these services to promote gender equity in order to PVAW.   - Local governments can create safe physical and social environments that increase women's autonomy, safety and capacity for social and civic participation.   - As a level of government close to people, local government is well placed to lead and support local mobilizations and specific prevention activities.   - As a large workplace local governments also have the capacity to shape attitudes and behaviours amongst councilors and staff.
Sport and Arts environments
- In societies in which sport plays an important role, professional and community-based sports organisations are contexts in which attitudes and behaviours toward gender relations can be shaped and changed. Sports 'stars', both men and women, can be influential leaders and ambassadors. Sports organisations can also provide a useful infrastructure through which to reach populations, in particular young men.   - The arts are a valuable medium for challenging social norms pertaining to violence against women and gender inequality.   - Participation in arts activity provides opportunity for individuals or communities to come together to explore issues of concern, such as violence against women.
Local Government operated and other Community Based Services

Settings for consideration & rationale
- Early childhood services can play an important role in promoting gender equity and respect amongst children, couples in during pregnancy and the transition to parenting and providing support to parents to PVAW subsequent to child birth.   - Youth Services.   - Libraries.   - Primary health care organisations can play a key role in implementing effective cross-sector interventions to PVAW. Prevention of violence against women strategies can also be built into other interventions (e.g. HIV prevention programs).   - Health and social service programs can be an important means of reaching young people, especially those outside of the formal education system, a particularly high-risk group.   - Services supporting migrants and refugees can access groups that may not be reached by strategies designed for host populations and can implement prevention efforts soon after arrival.
Workplaces and industries (including unions and employer organisations)
- These environments provide opportunity to reach a large number of people in their day-to-day lives.   - Workplaces and industries are sites for some forms of violence against women (e.g. workplace harassment).   - They are also key settings in which unequal and stereotyped gender roles may exist and can be challenged. Some workplaces offer opportunities to reach a large number of men and therefore have significant impact on development of attitudes and social norms pertaining to violence against women.
Schools and educational facilities
- Schools and educational facilities play an important role in the socialization of children and young people and are a means of reaching a large proportion of the population. A whole of school approach is important: interventions can be built into school curricula and structures, as well as training of teachers and other staff, and communications with parents.   - In some contexts schools and educational facilities are sites in which violence against women is common.
Media, popular culture and information and communications technologies

Settings for consideration & rationale

- The media can be an important partner in raising awareness in order to PVAW as it has wide reach, and plays a significant role in shaping and maintaining social norms (Flood and Pease, 2009). Information and communications technologies (ICTs) can also be an important vehicle for empowerment, especially of young women.

- At the same time, however, the media can perpetuate violence-supportive social norms, and actively undermine gender equality and women's freedom from violence. In this respect, the media may need to be considered as targets for intervention or barriers to success in some contexts.

- There is growing evidence of ICTs being used as vehicles or sites for the perpetration of VAW. Examples include the use of tracking technologies to monitor women's movements by perpetrators of Intimate Partner Violence (Hand et al., 2009) and the grooming of girls for the purposes of sexual exploitation via chat rooms.

Male dominated environments (e.g. prisons, sports clubs, military, police forces)

- These environments offer the opportunity to reach a large number of men and influence attitudes and social norms pertaining to VAW. However the entrenched 'macho' culture that may prevail in some of these bodies poses important challenges.

Community networks, organisations and institutions (e.g. faith organisations, cultural institutions, clubs and societies)

- These entities can be critical partners in prevention, providing the means to reach communities and to deliver messages in a familiar environment. Leaders within such environments (ie. faith and community leaders) can be influential allies in prevention.

- At the same time these entities may have cultures and practices that contribute to gender inequality and violence against women, and may resist change.

Employment Services

- Interventions using economic empowerment including but not limited to providing full and productive employment and decent work among women have been found to be effective in preventing VAW. As male unemployment is a risk factor for perpetration of violence in certain circumstances, organisations addressing unemployment may hold some promise as a setting for action.

Hairdressing Salons

- Research reveals women develop unique, trusting bonds with their hairdressers. This relationship can lead to sharing beliefs and knowledge about gender inequality and experience of violence.

- Existing evidence indicates that there have been high levels of success in shifting attitudes to gender equality and violence against women in initiatives implemented within hairdressing settings. (Source: HaIR-3R's project, EDVOS 2017)

Libraries

Settings for consideration & rationale
• Libraries are important community resources providing trusted information and opportunities for community members to learn, recreate and meet with others. Potentially large number of people of diverse ages and backgrounds, including parents and children, are reached through interventions in libraries and they therefore have an important role to play in the prevention of violence against women.
• Libraries can contribute to reinforce gender equity by celebrating women's achievements, supporting women's writing, promoting books that challenge limiting or harmful gender stereotypes, participating in local campaigns and displaying resources that contain ant-sexist messages. (MAV 2017)
• Libraries can implement policies and IT systems, which curb public access to on-line pornography.
Organisations and institutions influencing norms and practices among and towards people affected by multiple forms of discrimination
• These organisations and institutions are important leaders and partners in prevention initiatives to groups with a higher risk of VAW or requiring tailored approaches.

Sources: Table adapted to develop the UN Framework underpinning action to Prevent Violence Against Women and Girls, with permission from Arango et al., 2014; Ellsberg et al., 2014; Fulu et al 2013; Fulu et al., 2014; WHO and London School of Hygeine and Tropical Medicine, 2010. Other sources as referenced.

Appendix 2: Current evidence underpinning effective local level initiatives to PVAW

Intervention	Example/s	Evidence of effectiveness
Mobilizing and engaging communities		
Community mobilization	Community driven activity engaging multiple stakeholders and addressing gender norms.	Effective**
Community events	Staging of events and celebrations designed to increase awareness of VAW and mobilise people to action.	Promising
Organisation and Workforce Development		
'Whole-of-school' programs	Multi-level programs targeting teachers and other school staff, pupils, reporting mechanisms, parents and the local community, along with national advocacy. A variety of strategies are used (e.g. curriculum and group-based programs, policy reform, advocacy).	Promising
Whole of childcare programs.	The application of 'whole-of-organisation' approaches used in early childhood environments to promote gender equality and non-violence. Inadequate evidence. These approaches offer the theoretical potential to reach parents and children at an early stage of child development.	Promising
Organisational auditing processes.	Involves developing audit tools and processes for engaging staff, community members and volunteers in identifying and addressing organisational cultures, structures and practices contributing to gender inequality and VAW and plan reform.	Emerging Practice. Qualitative examples show promise in engaging organisations in a process of reflection and reform.
Communications and Social Marketing		
Social marketing campaigns or edutainment plus group education	Long-term programs engaging social media, mobile applications, television series and advertising, posters, together with interpersonal communication activities.	Promising
Single component campaigns	A campaign involving advertisements through television and print media.	Ineffective
Strengthening media	Programs to support young people to	Emerging Practice.

Intervention	Example/s	Evidence of effectiveness
literacy	engage critically with media and popular culture representations of women and gender relations.	Based on the theory that the negative influences of the media on constructions of masculinities and femininities and on behaviours can be lessened by encouraging young people to engage in a critical way with the media.
Efforts to reform the media's representation of gender relations, women and VAW	Programs that promote the responsible portrayal of women, girls and VAW in the media (e.g. involving training, guidelines, inducements such as awards and self-regulation, whilst taking into account the need to protect press freedoms).	Emerging Practice. Evidence that the media influences attitudes and social norms towards gender and VAW (Gauntlett 2002; Lind 2004, Flood and Pease 2009; Pease and Flood 2008).
Economic, social and political empowerment		
Economic empowerment and income supplements	Micro-finance, vocational training, job placement or cash or asset transfers (e.g. land reform).	Conflicting evidence**
Economic empowerment, income supplements plus gender equality training	Micro-finance, vocational training, job placement or cash or asset transfers (e.g. land reform) plus gender equality training.	Effective**
Direct Participation Programs		
Men and boys' programs	Community workshops to promote changes in social norms and behaviours that encourage VAW and gender inequality	Limited evidence
Women and men workshops.	Community workshops to promote changes in norms and behaviour that encourage VAW and gender inequality. In contrast to the above, they involve both men and women	Promising**
Women's empowerment.	Supporting women's and girls' empowerment by strengthening supportive links to other women and girls in similar circumstances. (e.g. a collective for sex workers)	Effective
Women and Girls empowerment training.	Community programs to improve women's and girls' agency. Can include other components such as safe spaces, mentoring and life skills training	Effective**

Intervention	Example/s	Evidence of effectiveness
Peer Group Programs.	Supporting individuals from particular sub-populations to educate their peers. This may be referred to as peer education or community-based educational dialogues	Emerging Practice. Qualitative evaluations show some promise in peer education approaches, especially among young people.
Skills development		
Organisations and community members	Skills training and capacity-building to enhance advocacy for gender equality and the elimination of VAW	Promising
Leadership programs	Programs that identify and support influential, non-violent individuals to 'speak out' and play a leadership role regarding gender inequality and the elimination of VAW. These may be targeted towards prominent individuals or be delivered through informal peer groups or organisational settings.	Promising Social norms theory proposes that the views of prominent others are influential in shifting social norms (Webster et al. 2014).
Parenting Programs	Programs to support the skills of parents (both men and women) to promote gender equality and non-violence in their parenting practices.	Emerging Practice. Individual attitudes and behaviours to gender relations & VAW are established in childhood, in particular adolescence, and the family is a key influence.
Bystander programs	Programs to strengthen individual skills and knowledge to take positive or 'pro-social' action in relation to attitudes and behaviours supporting violence (e.g. the belief that women deserve violence) and precursors to violence (e.g. sexist attitudes). Typically implemented as part of a broader programs of community/organisational mobilization	Conflicting evidence Emphasis in current evaluations is on bystander responses to violence, as opposed to primary prevention, and on bystander approaches as 'stand-alone' interventions.
Protective behaviours programs	Group programs teaching women and girls how to modify their behaviour to reduce the risk of sexual assault and/or to defend themselves in the event of being threatened with assault.	Conflicting evidence. Promoting self-defense in the absence of skills training has been found to increase risk. Such programs can also 1) encourage women to curtail their movements and divert attention from perpetrators and 2) increase victim-blaming
Relationship-level interventions for	Couple interventions to support them to maintain equitable and respectful	Conflicting evidence. There may be some potential in

Intervention	Example/s	Evidence of effectiveness
equitable and respectful relationships	relationships have been successfully implemented (e.g. among couples expecting a first child).	such programs as preventive measures at the population or sub-population level. However, relationship level interventions without focus on reducing traditional gender roles may compound gender inequality & hence be harmful to women.
Mitigating the consequences of prior exposure to violence		
Mitigating the impacts of witnessing intra-parental violence	Psychotherapeutic and psycho-educational interventions for children who have lived with violence perpetrated against their mothers, noting that the primary benefits and purposes of such programs are to preserve children's human rights and restore their wellbeing.	Promising for IPV (effective for reducing the impacts of exposure to intra-parental violence)
Reduce the consequences of experiencing other forms of violence.	Individual and group programs to mitigate the consequences of experiencing other forms of violence such as racially motivated and historical violence experienced by Indigenous populations, war-related trauma and torture and prison violence.	Emerging Practice. Exposure to these forms of violence is associated with an increased risk of perpetrating VAW by men, and for some forms, being a victim among women. Programs are established to reduce the impacts of these forms of violence (e.g. Indigenous Men's Healing Circles). These programs address the impacts of prior violence. However, the additional benefit of a reduction in the risk of perpetration of VAW is a theoretical possibility. There is also the potential to integrate content and activities to prevent VAW into these programs.
Collaborating with other policy settings to address issues of common concern		
Programs to prevent child abuse and neglect	Maternal and child health programs aimed to strengthen parenting attitudes and skills, noting that the primary purpose and benefits of such programs are the prevention of child abuse.	Promising for Intimate Partner Violence. Effective for reducing child abuse and neglect.
Reducing alcohol availability	Regulation to reduce the density of alcohol outlets or reduce alcohol	Promising* Optimally should be implemented

Intervention	Example/s	Evidence of effectiveness
	consumption (e.g. through taxation, rationing, regulating trading hours).	alongside other interventions addressing normative support for VAW.

Sources: Table adapted to develop the UN Framework underpinning action to Prevent Violence Against Women and Girls, with permission from Arango et al., 2014; Ellsberg et al., 2014; Fulu et al 2013; Fulu et al., 2014; WHO and London School of Hygeine and Tropical Medicine, 2010. Other sources as referenced.

Appendix 3: Interventions to reach particular groups to PVAW

Groups for consideration & rationale
Children and families
- Initiatives with 'at risk' children and families can help to reduce exposure to abuse, neglect and violence during childhood, as well as children witnessing IPV. These are risk factors for later perpetration of VAW among men and for victimization among women.   - The risk of violence is high in the course of and following the breakdown of a relationship (Dekeseredy et al., 2004).   - Pregnancy and birth often involves adjustments to gender roles and relationships within families. Patterns established during this time of transition influences current and future prospects of violence. In many countries this is also a time when families are in frequent contact with services that have the potential to support prevention. (Webster & Walker 2016).
Young people
- The prevalence of VAW is highest among women in adolescence and early adulthood and most men who perpetrate sexual violence do so at an early age (Fulu et al., 2013).   - Working with people while they are young, especially men and boys (see below), offers the prospect of intervening before perpetration commences.   - Adolescence is a critical time in the development of sexual relations, approaches to sexuality and constructions of masculinity and femininity. Patterns established at this time influence current risks of violence, as well as risks later in the life-course.   - Prevention of violence in adolescence is important as such adversity has the potential to impact on health and wellbeing throughout the life-course. (Webster & Walker 2016)
Women and girls
- Strengthening social, economic and civil participation and knowledge of rights among women and girls can contribute to prevention of VAW. Access to secondary or higher education (Abramsky, 2011; Garcia Moreno et al., 2005) and to safe and productive employment has been shown to be protective for women against intimate partner violence.   - Strong leadership and community mobilization among women increases the prospects of success of violence prevention (Htun and Weldon, 2012).   - Women are only a little less likely than men to hold attitudes that are supportive of gender inequality and violence in high-income countries (Webster et al., 2017). While in some low and middle-income countries they are more likely to do so (Waltermaurer, 2012). Developing positive attitudes to gender equality among women and men can help to ensure that VAW is neither tolerated nor supported through community-level norms.   - Although the risk of violence among older women is considerably lower than for young women, there is a need to better understand violence against older women in order to improve both prevention of, and responses to, such violence. (Webster & Walker 2016).
Men and boys
Extreme constructions of masculinity and masculinized peer and organisational cultures are

underlying factors for violence.

- The majority of men do not perpetrate violence and hence are potential partners in prevention.

- Working with young men is especially important as this is a time when boys and men are likely to adhere more rigidly to gender stereotypes and when they are most likely to be subject to sexist and pro-violence peer influences (Flood and Fergus, 2008). This is especially the case for those engaged in anti-social behaviour and 'gangs'.

- Working with boys to support development of social and emotional skills required to establish equal and respectful relationships may contribute to development of non-violent attitudes and behaviours.

- Engaging males at an early stage can help to prevent backlash.

- It is important that men are engaged with the aim of shifting gender norms in ways that are consistent with prioritizing women's and girls' empowerment and participation, and their right to agency and autonomy. (Webster & Walker 2016).

CALD Communities affected by rapid changes in gender roles

- The probability of VAW may increase among people migrating to countries with more liberal approaches to gender relations (Fisher 2009; Zannettino 2012). These changes may involve women gaining greater social and economic autonomy and power through their increased participation in education and economic activity outside of the home. It is thought that violence may be used by some men in these circumstances as a means of reasserting their power and authority (Jewkes, 2002). Intervention during this time may help to reduce this elevated risk.

- In the case of recently resettled migrant communities, there is the potential to intervene early and strengthen 'country-of-origin' norms that promote freedom from violence and respect for women, while taking steps to avoid adoption of negative host country norms. (Webster & Walker 2016).

Particular groups affected by multiple and intersecting forms of discrimination:.

- Violence victimization is higher in populations that experience discrimination due to their cultural background, social & economic status, disability and sexual identity.

- Norms supporting VAW can take particular forms in some communities that may not necessarily be addressed in interventions designed for majority populations (e.g. Child marriage).

- Many of the groups and communities concerned may not be reached by programs designed for majority populations. Particular group and community structures may need to be used.

- Reaching marginalized groups/communities requires a careful approach which is led by the groups/communities concerned, and which is mindful of the impacts of historical and contemporary discrimination and disempowerment for both men and women.

- A further potential is to avoid the elevated risk of violence, which can occur when immigrant groups are settling into a society with more egalitarian gender norms and structures (see CALD section above) (Webster & Walker 2016).

Sources: Table adapted to develop the UN Framework underpinning action to Prevent Violence Against Women and Girls, with permission from Arango et al., 2014; Ellsberg et al., 2014; Fulu et al 2013; Fulu et al., 2014; WHO and London School of Hygeine and Tropical Medicine, 2010. Other sources as referenced.

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