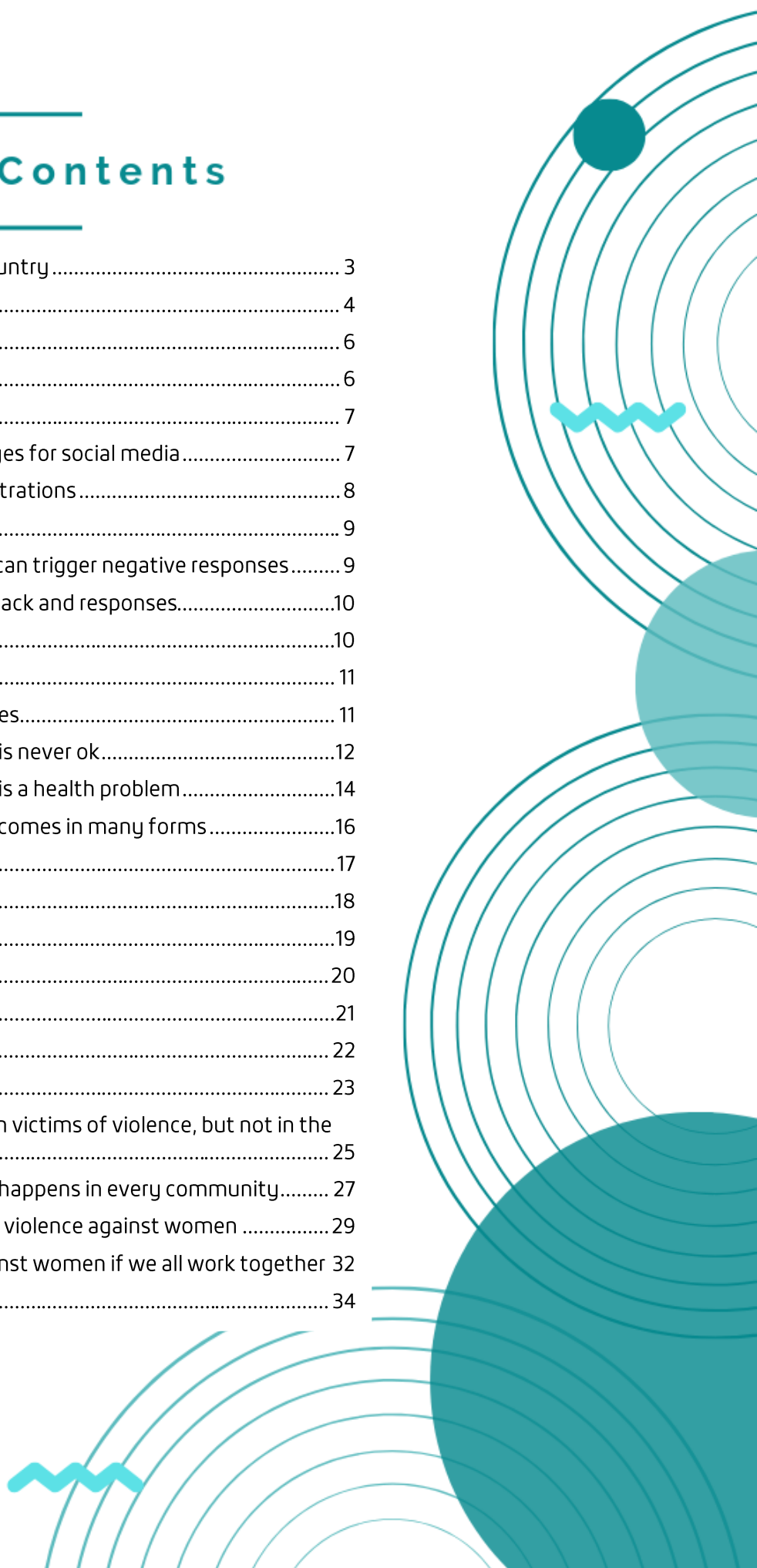

A health literate message toolkit

To prevent violence
against women

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Acknowledgement of Country

We acknowledge the Traditional Owners of the land where we work and live, and pay respects to Elders past, present and future.

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This toolkit was developed from the collective efforts of a number of organisations in the G21 region which form the PVAW Health Alliance. If you would like to contact the authors, please direct your query to G21 Health and Wellbeing Pillar at hw@G21.com.au.

This was produced by the PVAW Health Alliance, July 2019



Introduction

Clear, accessible and effective communication is vital in the prevention of violence against women (PVAW). It is a cornerstone of the widespread cultural and systemic change needed for PVAW, and has the potential to influence beliefs, attitudes and norms. As the drivers and effects of violence against women are complex and can be challenging to convey, this toolkit has been developed to address this challenge by providing simple and consistent messages. A health literacy approach was taken to support audiences to access, understand and apply information. This ensures the capacity of communications to aid the prevention of violence against women is maximized.

The purpose of this toolkit is to support the implementation of the *Prevention of Violence Against Women Health Alliance Collective Action Plan*. This plan has been collectively developed by members of the G21 Region PVAW Health Services Alliance Working Group, which comprises health promotion professionals from Barwon Health, Bellarine Community Health, Colac Area Health, and Women's Health and Wellbeing Barwon South West, and is supported by the primary care partnership, G21. The toolkit addresses a key action in the Health Alliance Collective Action Plan as follows:

Prevention of Violence Against Women Health Alliance Collective Action Plan



Objective: *Build regional understanding of gender equity as a driver of violence against women*



Action: *Embed health literacy principles into the development of shared messaging tools*

This work is a local and regional contribution to wider efforts guided by *Free from violence: Victoria's strategy to prevent family violence and all forms of violence against women*, the Victorian Government's primary prevention strategy to stop violence before it happens¹. This toolkit has been developed to support prevention of violence against women work in particular, but can be adapted as required to other audiences.

Prevention of Violence
Against Women Health
Alliance Collective
Action Plan



The Action Plan 2018 – 2019 had a key action of the development of shared messaging with health literacy principles. The timeline of the development of the messages in this toolkit were over a 12 month period:



There are plans to extend this toolkit with an updated version in the future with social media examples and graphics to complement the messages.



How to use this toolkit

This toolkit contains a series of seven PVAW messages, with short and extended versions of each. This document contains links and has been designed to use digitally, but may also be printed.

Whilst these messages were originally tailored to a health service audience, they have the potential to be adapted to different contexts and communities as needed.

The messages may be used in sequence or individually. Each can be used as a whole, or sections from each selected to support the context or audience it is being used for. It is important to note that the messages have been selected and developed with the view of minimising risk of harm. Hence, care should be taken when adapting this content, to ensure the messages are conveyed accurately and with sensitivity.

Health literacy

Health literacy refers to how people understand information about health and health care, and how they apply that information to their lives, use it to make decisions and act on it². By considering the readability of written communication, it is possible to support people's ability to understand and apply the information. Readability considers both the content and presentation of the text.

This toolkit was informed by readability guidelines, particularly the use of plain language, and assessed using the Simple Measure of Gobbledygook (SMOG) tool. The SMOG tool assesses the number of words with three or more syllables, and the length of sentences, to calculate a reading grade level.

Each message was assessed using this tool, with results ranging from approximately grade 5 to grade 12.

More information can be found at:



Health Literacy for
Health Promotion

Terminology

“The terminology used to describe violence against women has been the subject of debate in the community and among service providers and researchers.” – Australia’s National Research Organisation for Women’s Safety³.

Many terms are used to describe violence against women, including ‘intimate partner violence’, ‘family violence’, and others. The terms are sometimes used interchangeably and while there is often overlap in their definitions, each has a particular meaning. A list of definitions can be found in the glossary of⁴ the Change the Story framework.

Change the story: A shared framework for the primary prevention of violence against women and their children in Australia

This toolkit is designed to support work in the integrated health promotion funded priority of Prevention of Violence Against Women, hence this terminology will be used throughout. The term ‘woman’ applies to anybody who identifies as a woman. It is acknowledged that this language may not be accurate for all audiences, particularly those of diverse gender or sexuality. Attempts have been made to incorporate LGBTI inclusive language where possible, though further adaptations may be required (see *How to use this toolkit*).

Adapting the key messages for social media

Clear, accessible and effective communication is a useful tool to create the cultural and systemic change needed for the prevention of violence against women (PVAW) as it has the potential to influence beliefs, attitudes and norms. Social media has replaced other media as the quickest and easiest way to share ideas and information. Recent [statistics](#) suggests that there are more than three billion active social media users. This makes sites like Facebook, YouTube and Twitter some of the most influential means of communication. Social media also has an unprecedented capacity to facilitate networked action to pursue social change, as seen with the #Metoo movement¹.

This second part of the toolkit provides examples of how you might adapt the health literate key messages into social media content through Facebook or Twitter.

The health literate approach taken in the ‘Health Literate Message Toolkit to Prevent Violence against Women’ (HLMPVAW), to support audiences to access, understand and apply information, has been extended to this component. Each sample social media post provided has been written to meet the need of clear health literate messaging.

This component of the toolkit has been developed by the Healthy Communities team at Barwon Health as an extension of the information provided in HLMPVAW, developed in consultation with Bellarine Community Health, Colac Area Health, and Women’s Health and Wellbeing Barwon South West. It was developed in response to feedback from those accessing HLMPVAW for an accessible, easy to use social media component. It is often the case in the PVAW that an agency needs to utilise a clear, well-constructed and appropriate message in response to an issue that has occurred. It is our hope that this component will support you in your ability to address this need.

The posts we have provided are examples only and, while they can be used as they are, you can adapt the components of each message to best suit your service, audience and aims.

Inclusive Images and Illustrations

Images and media are powerful communication devices. Social media posts which include images or illustrations get 3 times more engagement (likes, retweets or comments).

Visual depictions of messages are more widely accessible to audiences in that they do not rely on reading skills or on a single language. Used to reinforce the text they can therefore help improve comprehension of the message we seek to convey.

When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retain 65% of the information three days later (*HubSpot, 2020*). For this reason, it is important that the image be purposeful and illustrate the message conveyed, so that it does not detract from the message of the text.

Throughout this document you will see that we have provided a series of images, designed by a local artist. These artworks represent a diversity of races, genders, ages, abilities and body types.

The images were informed by Our Watch guidelines on how to report on violence against women and their children – 2019 National edition. The guidelines can be found at:



How to report on
violence against
women and their
children



Artist

The artworks within this toolkit were produced by Jo Mason. If you would like to contact Jo, please direct your query via Instagram or email below.



https://www.instagram.com/jojomason_artist/?hl=en



jomason123@hotmail.com

Information and Images can trigger negative responses

The content of these posts, both written and image, can result in strong negative emotional responses in readers, and managing these to include 'trigger warnings' is recommended.

Trigger warnings are designed to reduce the likelihood of encountering materials or subjects by people who have a strong and damaging emotional response to such topics. Trigger warnings usually take the form of bold text starting with a warning phrase ("trigger warning," "content warning," or "warning") describing in broad terms the nature of the content. The content might be below the warning or hidden in some way requiring readers to click through.

Within this resource there are two potential areas of concern that may warrant trigger warnings:

- depiction and discussion of **violence**
- depiction and discussion of **discriminatory attitudes or actions**

There is no consensus on the 'best' way to word a trigger warning so that it accurately describes the content without potentially becoming a trigger itself. Warnings with very general language, such as "Warning for a depiction of sexual violence" are less likely to trigger readers than warnings that include specific details about the triggering content.

Posting on social media

The following guide is recommended when posting on social media:

1. Start with the abbreviation: *CW or TW*
2. Add the two slashes: *CW // or TW //*
3. Add the keywords clearly, without censoring (make these clear enough so people know what to expect, but without being too descriptive that it itself can trigger a reaction): *CW // nudity or TW // sexual violence*
4. If you are writing a caption, go to the next line and add a full stop. Keep doing this until the description is hidden, so those who are okay with continuing can click on "read more."

In addition, include contacts for services offering support to people who experience a negative response.

A guide to content and trigger warnings

Receiving negative feedback and responses

You may receive negative, questioning, or concerning comments or feedback in response to sharing these messages. Critical or argumentative comments are often referred to as ‘backlash’ and are commonly received in response to messages supporting the prevention of violence against women. For instance “but it happens to men too”, “not all men hurt women”, and so on.

We recommend utilising the following two resources to prepare for and guide your response:

Speaking publicly about preventing men’s violence against women

(En)countering Resistance: Strategies to respond to resistance to gender equality initiatives

Referral Services

If you, or someone you know, is experiencing violence and would like further support, contact one of the below organisations:

- **1800 Respect** (National) **1800 737 732**
- **The Orange Door** (Barwon region) **1800 312 820**
- **Sexual Assault and Family Violence Centre** (Barwon and Wimmera region) **03 5222 4318**

Self-care

Talking about or being exposed to messages about violence can sometimes bring up uncomfortable emotions for some people. Make sure you look after yourself when working in this area.

If you find this work challenging, here are some ways to look after yourself.

- Share your concerns with your line manager and discuss any workplaces supports that are available.
- Debrief with a loved one, counsellor, your workplace employee assistance program or a supportive colleague.
- Do some physical activity, which helps improve mood and decrease stress levels.

Summary of key messages

1. Violence against women is never ok.....	12
2. Violence against women is a health problem.....	14
3. Violence against women comes in many forms.....	16
4. Women and men are both victims of violence, but not in the same way.....	25
5. Any woman can be a victim of violence.....	27
6. Gender equality prevents violence against women.....	29
7. We can end violence against women if we all work together...	32



Violence against women is never ok

Key Message

Violence against women is never ok. There is no reason, place or time that excuses violence of any form. It doesn't matter what sort of relationship you are in. To live free from violence is a basic human right.

It is never ok to hit or hurt someone.

It is never ok to sexually abuse someone.

It is never ok to keep someone away from their friends or family.

It is never ok to stalk someone.

It is never ok to harass, threaten or bully people.

It is normal for people to feel angry but it is never ok to choose to use violence to express that anger. For example, people may be angry at work but they do not become violent. Using violence against a woman is a choice and it is never ok.

Facebook

Violence against women is never ok. There is never any excuse to use violence against women. Being angry is not an excuse. Being drunk or on drugs is not an excuse.

Violence, any sort of violence, is never okay.

Violence is a choice and it is never ok.

(Agency Name) is working to prevent violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- There is no excuse for violence. We all get angry, but violence is a choice and it is never ok. **#itisneverok**
- It is never ok to use violence against women. Any type of violence, any time, is never ok. **#itisneverok**
- The victim of violence is never to blame. **#itisneverok**



Violence against women is a health problem

Key Message

Violence against women is the biggest cause of ill health and early death in women ages 15-44⁵.

Violence causes more harm to the health of Victorian women aged 15-44 years than any other risk factor, such as smoking, alcohol, physical inactivity and poor nutrition⁵.

Violence against women has a wide range and long lasting effects on women's physical and mental health. This violence can prevent a woman from using a health service. Anxiety and depression alone make up 58% of the health effects as a result of violence⁵.

Violence against women can happen to anyone, some groups of women face much higher rates of violence than others. The things which can affect whether a woman is more likely to be subject to violence include living in rural and remote areas, ethnicity, income, or having a disability^{4, 6}. These things may also affect whether a woman uses a health service.

Facebook

Violence against women is a health problem. It causes more harm to women aged between 15-44 years than anything else, such as smoking, being overweight, or having high blood pressure. It can have long lasting impacts on their physical and mental health. Violence is the largest cause of poor health and early death in women.

(Agency Name) is working to making our community safe, healthy and supportive for women experiencing violence.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- Violence against women causes more harm to women aged 15 to 44 years than anything else. **#itisneverok**
- Violence is the largest cause of poor health and early death in women. **#itisneverok**
- Australian women are 4 times more likely than men to need to go to hospital after being assaulted by their partner. **#itisneverok**



Violence against women comes in many forms

KM Key Message

Violence against women refers to violence and abuse that causes injury or mental harm, or makes a woman so uncomfortable that she feels fear⁷.

Violence against women can include:

Physical Abuse	Choking, hitting, burning, hair pulling, stalking
Sexual Abuse	Unwanted touching or kissing, rape, and sexual comments or actions
Verbal Abuse	Put downs, mocking or shaming the victim, name calling, constant negative comments
Emotional Abuse	Bullying, ignoring, making someone feel guilty, put-downs, blaming, keeping someone away from their friends, family, and/or social life, and telling someone what to wear, eat, do, where to go
Financial Abuse	Not sharing costs, putting debt in the victims' name, controlling the money, stopping the victim from working
Technology Abuse	Sending abusive, threatening or constant texts, sharing photos without consent, spying on or stalking the victim online, or tracking their phone calls or where they are
Spiritual Abuse	Stopping someone from practicing their religion, making fun of their beliefs, using religion as an excuse for violence

Adapted from safesteps⁸

NOTE – There are eight possible posts associated with this key message: one inclusive of all types of abuse, and one illustrative of each individual type of abuse

f Facebook

Violence is never ok in any form. Violence is any act that causes injury or mental harm, or makes a person so uncomfortable that they feel fear. Violence comes in many forms including physical abuse, sexual abuse, verbal abuse, emotional abuse, financial abuse, technology abuse and spiritual abuse.

Over the coming weeks (Agency Name) will share examples of each of these types of violence.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au

#itisneverok



Twitter

- Violence against women comes in many forms and it is never ok. **#itisneverok**

Physical Abuse



Facebook

Violence is never ok in any form.

Physical abuse often starts slowly, can be hard to recognise in the early stages and becomes worse over time.

Examples of physical abuse are choking, slapping, hitting, burning, hair-pulling and others. Physical abuse is always illegal and it is never ok.

(Agency Name) is working to prevent all forms of violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website:

www.1800respect.org.au



Twitter

- Violence against women comes in many forms. Physical abuse often starts slowly, and becomes worse over time. **#ItIsNeverOk**
- Sometimes physical abuse can be hard to recognise in the early stages, like being consistently pushed or shoved. **#ItIsNeverOk**
- Women are more likely than men to be injured or killed by their partners or ex-partners. **#ItIsNeverOk**
- Women are more likely to live in fear of their partners or ex-partners. **#ItIsNeverOk**

Sexual Abuse



Facebook

Violence is never ok in any form.

Sexual abuse is any form of forced or unwanted sexual activity and includes disrespectful or unwelcome sexual comments.

Sexual abuse can lead to long-term physical and mental health issues. Sexual abuse can include; unwanted touching or kissing, sexual comments, any sexual act with someone who is drunk or cannot give consent, and rape. Sexual violence is always illegal and is never ok.

(Agency Name) is working to prevent all forms of violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- Sexual abuse most often happens between people who already know each other. **#itisneverok**
- Sexual abuse is any unwanted sexual activity or comment. **#itisneverok**
- If she doesn't say 'YES', it's probably a 'NO'. Silence is NOT an agreement. **#itisneverok**
- Calling out sexual comments can cause fear and shame. It is a type of violence and it is never ok. **#itisneverok**

Verbal Abuse



Facebook

Violence is never ok in any form.

Verbal abuse is when someone consistently makes hurtful or damaging comments towards to another person.

Verbal abuse can be put-downs, name-calling, shaming, blaming, or making fun of a person.

This can cause fear and have a serious impact on the self-esteem and confidence of the victim. Verbal abuse is never ok.

(Agency Name) is working to prevent all forms of violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- Verbal abuse is when someone consistently makes hurtful or damaging comments towards or about the victim. **#itisneverok**
- Verbal abuse can cause long lasting or permanent health problems. **#itisneverok**

Emotional Abuse



Facebook

Emotional abuse includes: bullying, ignoring, making someone feel guilty, controlling the victims' decision making (e.g. what to wear, what to eat), or keeping someone from friends and family, social activities or work.

Emotional abuse can cause victims to lose confidence, feel anxious, and become depressed or suicidal.

Emotional abuse is never ok.

(Agency Name) is working to prevent all forms of violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website:

www.1800respect.org.au



- If you feel scared or confused around your partner, or doubt yourself when you're talking with them, you may be a victim of emotional abuse. **#itisneverok**
- Emotional abuse can cause long lasting or permanent health problems. **#itisneverok**

Financial Abuse



Taking control of bank accounts and money, leaving debt to someone else, refusing to pay or share costs, controlling money or preventing someone from earning their own money are all forms of financial abuse.

Financial abuse is never ok.

(Agency Name) is working to prevent all forms of violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au

#itisneverok



Twitter

- Financial abuse is a form of violence. Controlling bank accounts and money is an example of financial abuse. **#itisneverok**
- Financial abuse can be leaving someone with debt, refusing to share costs, controlling money, giving the victim an allowance, or preventing someone from earning their own money. **#itisneverok**

Technology Abuse



Facebook

Technology abuse is the use of devices such as smartphones or computers to send threatening texts, share images without consent, spy on or stalk someone, bully or shame through social media, monitor phone-calls, or use tracking devices.

No one should ever use technology to hurt or threaten another.

(Agency Name) is working to prevent all forms of violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- Technology abuse includes sending abusive texts, sharing images without consent, stalking, bullying through social media, monitoring phone-calls, using tracking devices and others. **#itisneverok**
- Technology abuse causes fear and mental harm. **#itisneverok**
- It is an abuse to use smartphones or computers to send threatening texts, share images without consent, spy on or stalk a victim, bully or shame through social media, monitor phone-calls, or use tracking devices. **#itisneverok**

Spiritual Abuse



Facebook

Violence is never ok in any form.

Spiritual abuse happens when someone uses religious beliefs to hurt, scare or control another person. This can make a person feel guilty and can isolate them. Examples of spiritual abuse include: stopping someone from practicing their religion, forcing them to change their religion, threatening them in the name of honour and making fun of the victims' beliefs.

(Agency Name) is working to prevent violence against women. Every one of us needs to do what we can to stop violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- Spiritual abuse happens when someone uses religious beliefs to hurt, scare or control you. **#itisneverok**
- Using religion as an excuse for abuse is never ok. **#itisneverok**
- No-one should be shamed or punished for their religious beliefs (or lack of them). It is a type of violence and it is never ok. **#itisneverok**



Women and men are both victims of violence, but not in the same way

Key Message

All genders are victims of violence in our community. Research shows that men and women do not experience violence in the same way. The type of violence used is different, the relationship to the violent person is often different as well.

All genders are more likely to experience violence at the hands of men. Around 95% of all victims of violence in Australia report a male as the person using the violence.

Men are more likely to experience violence by other men who are a stranger to them, and this violence usually occurs in public places as a once off event.

Women are more likely to experience violence from men they know, often in the home, which gets worse over time and has worse outcomes.

Violence against women is a serious, widespread problem in Australia.

In Australia, since the age of 15:

- 1 in 6 women and 1 in 16 men have experienced physical and/or sexual violence by a current or previous partner⁹.
- 1 in 5 women and 1 in 20 men have been sexually assaulted and/or threatened⁹.
- 1 in 4 women and 1 in 6 men have experienced emotional abuse by a current or previous partner⁹.

This shows that while this type of violence can happen to all genders, it happens to women at much higher rates than men.

Current research shows that the best way to prevent this type of violence is to address the reason why it happens in the first place. This comes down to women and men not being equal in our community. As women and men do not experience violence in the same way, we need different ways to prevent each form of violence. This will ensure everyone lives in a safer community, free from violence.



(Agency Name) is working to prevent violence against women.

All genders are victims of violence in our community but not in the same way.

Many more women than men suffer violence. Women are more likely to experience violence by men they know in their home, which gets worse over time. They are more likely to live in fear of further violence, and suffer permanent injury or death.

In Australia, 1 in 6 women have experienced physical and/or sexual violence by a current or previous partner since the age of 15, compared to 1 in 16 men.

Men are more likely to experience violence by someone they do not know, usually outside of their home.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



- Women are more likely to experience violence by men they know in the home, which gets worse over time and are more likely to live in fear of further violence, and suffer permanent injury or death. **#itisneverok**
- Women are more likely to experience violence by a man they know, and men are more likely to experience violence by a man they do not know. **#itisneverok**



Violence against women happens in every community

Key Message

Violence can affect any person, of any age, from any background. Some people think that violence against women only happens to certain people. Even though some communities have higher rates of violence than others, violence against women happens in every community, everywhere.

It doesn't matter...

- ...where she was born
- ...what her income is
- ...what her age is
- ...what type of relationship she is in
- ...what job she does
- ...where she lives*.

It can happen to anyone and it is never ok.

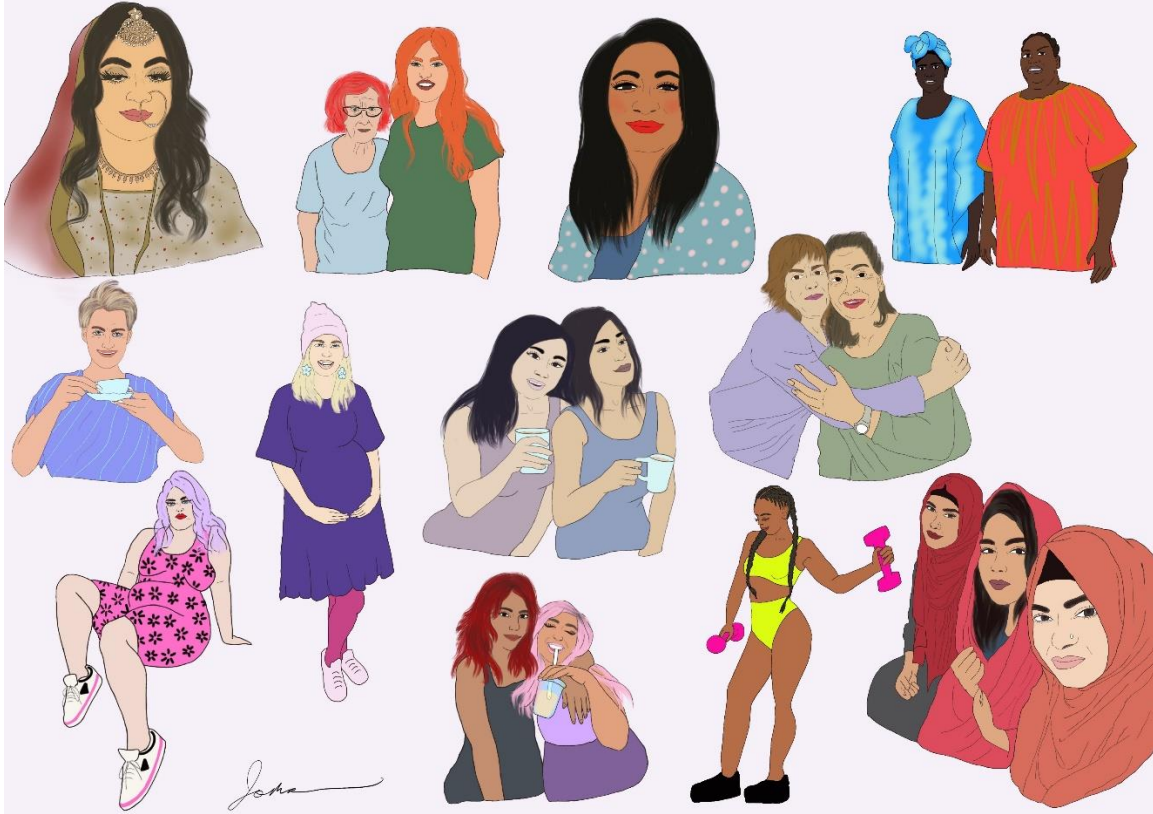
**This list is not exhaustive.*

Facebook

Violence can affect any person, of any age, from any background. Some people think that violence against women only happens to certain people. It doesn't matter where she was born, what her income is, what her age is, what type of relationship she is in, what job she does or where she lives. It can happen to anyone and it does and it is never ok.

(Agency Name) is working to prevent violence against ALL women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Twitter

- Violence against women happens in every community, everywhere. **#itisneverok**



Gender equality prevents violence against women

KM Key Message

Women and men are not yet equal in our communities, which means they don't have the same levels of power, rights and access to things they need to live well and be healthy. We see this happen in everyday life, like {choose an example that fits from the list below*}.

Most of the time, when violence against women happens it is because there is unequal power between a man and woman. This is shown in data which says that most violence against women is committed by men.

Gender inequality in relationships comes from gender inequality in the community. To prevent violence against women, we need to create a whole community where women and men are equal.

*Example options:

... in the health care sector, where women make up most of the workforce (71%) but only half of high level manager roles (52%) ¹⁰ at work, where men are more likely to be in high level jobs, or to be seen as 'leaders' than women are.
... how men are more likely to be paid more, or work in high level jobs, even though women are more likely to have completed a higher level of education.	... at home, where women are more likely to do more of the jobs around the house even if they do the same amount of paid work as their male partner.
... in some sports where women are paid less, are not promoted, and have less chance to play.	... in some schools, girls have to wear a dress which can stop them from taking part in things like games, sport and drama.
... the fact that women often feel unsafe when they are walking alone at night, while men rarely feel unsafe.	... in the way we talk. When people say things like "you throw like a girl", or "you need to man up" it makes it sound like men are better or more valued than women.
...only letting kids play with either "boys" or "girls" toys, which can affect their skills and choices as they grow up.	...how transgender women are more likely to earn less after they transition, while transgender men are more likely to earn more ¹¹ .



There are two Facebook examples below for this key message as gender equality impacts everyone and the examples below address this.

Facebook example 1: (Agency Name) wants to create a community where everyone is equal in power, rights, and access to things they need.

When people say things like “you throw like a girl”, or “you need to man up” or when we use words like “chairman” or “policeman”, it suggests men are better or more important than women. When violence against women occurs, it is often a result of unequal power between a man and a woman.

We need to challenge these ideas and promote women’s freedom & decision-making in public life and relationships.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



Other examples:

- Women make up most of the healthcare workforce (71%) but only half are in high level manager roles (52%).
- Men are given more chances to play in more sports and, are paid more than women.
- Women are more likely to do chores around the house, even when they work full time.
- In some schools, girls have to wear a dress which can stop them taking part in things like games, sport and drama.
- Women often feel unsafe when they are walking alone at night, men rarely do.
- Boys are given building toys and girls are given dolls and kitchen toys. Choosing toys that are “boys” or “girls” toys affects their skills and choices as they grow up.
- <https://youtu.be/34PWhoB8u8s> – Respect Victoria (BBQ)



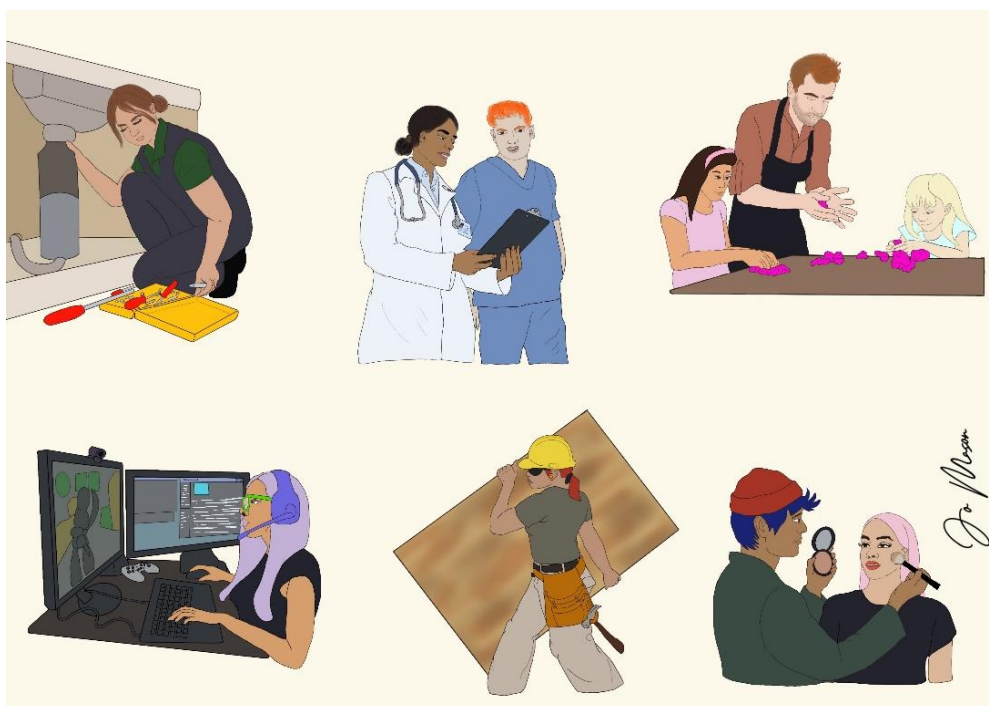
Facebook example 2: When men are pressured into hiding their emotions or living up to a single type of 'manhood' ... it is not ok.

When men decide what a woman should wear, or eat, or do ... it is not ok.

When people who do not identify as a man or a woman are told they should ... it is not ok.

We need to challenge unequal treatment of men and women in our community as we know this prevents violence against women.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



- Unequal pay, unequal rights, unequal freedoms is wrong. **#itisneverok**
- Promoting women's freedom & decision-making helps to prevent violence against women.
- Unequal treatment of women suggests that men are more important. This creates an environment where violence against women can occur. **#itisneverok**
- To force people into stereotyped roles creates an environment where violence against women can occur. **#itisneverok**
- When men are pressured into hiding their emotions ... it is not ok. **#itisneverok**
- When men decide what a woman should wear, or eat, or do ... it is not ok. **#itisneverok**



We can end violence against women if we all work together

Key Message

Preventing violence against women means stopping it from ever happening in the first place. There is not one single cause, but a range of things that together lead to violence, and we can work towards stopping or changing these things. Violence against women happens when we:

- Live in a culture where people don't let women have control or make their own choices
- Make sexist jokes
- Think women should only be allowed to do certain jobs
- Think violence is ok
- Disrespect others
- Don't value women as much as men.

By changing these things we can create a community where women and men are equal, relationships are based on respect, and violence against women is never ok. We can do this by running programs or campaigns, or empowering women to have a voice, or changing things like rules and guidelines. We need to make sure the change happens everywhere, and we can do this by changing workplaces, schools, sporting clubs, and other places where people come together.

It is up to all of us to make a change. By working together, we can create a healthy and safe community for all.

Facebook

Preventing violence means making sure it never starts.

We can prevent violence against women by:

- Allowing women to make their own choices
- Challenging disrespectful and sexist behavior
- Allowing women to choose what job they would like to do
- Valuing the non-violent solutions to problems
- Respecting women
- Treating women equally in every decision we make

Not all disrespect towards women results in violence, but all violence against women starts with disrespectful behaviour. (Agency Name) is working to create a more respectful community. It is up to all of us to make a change.

If you, or someone you know, is experiencing violence and would like further support, contact 1800 RESPECT (1800 737 732) or visit their website: www.1800respect.org.au



- Not all disrespect towards women results in violence, but all violence against women starts with disrespect. **#itisneverok**
- We all need to work to create a respectful community. We can end violence against women if we all work together.



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