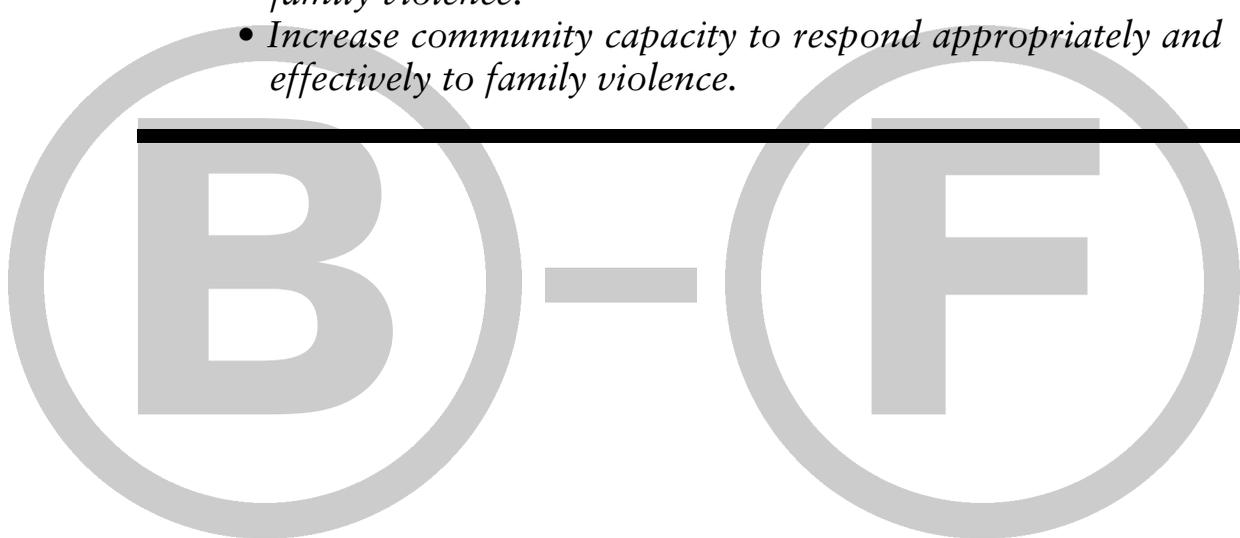


The Projects

All the projects in this kit are community family violence prevention projects. They all have the major aim of changing community norms around violence; and to varying extents they involve identifying early indicators and those at risk, responding to disclosures of violence, and assisting with physical and emotional safety after violence. They have been separated out into ‘Working With’ sections – ‘Community’, ‘Women’, ‘Men’, ‘Children and Young People’, and ‘Changing the Rules’ – because targeting different parts of the community requires different approaches and strategies. Broad-based community campaigns are necessarily different from school-based programs, and this kit is divided to reflect that, and to be of use in deciding what, how and who to target in family violence prevention efforts.

Community education and awareness-raising projects engage the wider community, and a diversity of communities within it, to:

- *Inform community members about family violence and its impacts.*
- *Increase understanding within the community of women and children’s rights to live free of violence.*
- *Empower communities and individuals to act to reduce family violence.*
- *Increase community capacity to respond appropriately and effectively to family violence.*



B

F

THE PROJECTS

SECTION

B

Working with Community

Working with the Community is based on the assumption that change is possible; that people who have information and understanding about family violence and are empowered and supported to use it will be more active in addressing family violence – whether the abuse is happening to them or to a friend, family member, neighbour or workmate. These projects encourage people to help and listen to friends and loved ones; they raise awareness in urban and rural communities; they work with churches and religious groups; they use the media to ‘break the silence’; and they engage with diverse cultural communities to address family violence within those communities.

The Family and Friends Campaign

(Victoria, 1999)

case study

KEY INFO

The Family and Friends Campaign was a state-wide campaign run by the Family Violence Prevention Networks (FVPNs) throughout Victoria for Week Without Violence 1999. The Campaign focused on the role that family and friends can play in assisting those experiencing family violence, and conducted a diversity of awareness-raising activities in rural and metropolitan areas. The campaign had a key focus on cooperation and sharing of resources; establishing a reference group of Networks drawn from around Victoria, cooperating with a range of community organisations, and engaging a state-wide campaign coordinator, auspiced by Women’s Health West, to provide central coordination, core campaign materials, themes and resources. The Domestic Violence and Incest Resource Centre also played a central role in state-wide coordination and provision of resources. FVPNs in each region coordinated local activities.

BACKGROUND

FVPNs around Victoria have used the Week Without Violence as a focus for community awareness activities since 1999, when the Networks first organised events to coincide with the national YWCA Week Without Violence.⁷⁹ The theme ‘Family and Friends’ came out of two significant national studies: the 1996 Australian Bureau of Statistics *Women’s Safety Australia Survey* and the 1998 national study *Against The Odds: How Women Survive Domestic Violence*. The *Women’s Safety Survey* found that, in contrast to the 4% of women who contacted crisis services and the 19% who contacted police, 58% of women who had been assaulted spoke to a friend and 53% spoke to a family member.⁸⁰ *Against The Odds* found that ‘friends and family members and various helping professionals were often the first (or only) people or services from whom help was sought’⁸¹

and that the response to a woman's disclosure of family violence was '*often significant in determining the woman's subsequent help-seeking behaviour*'.⁸² *Against the Odds* identified a major need for increased awareness and knowledge of family violence among family and friends '*to assist them to respond more appropriately when women disclose and/or seek help*'.⁸³ The experience of domestic violence services bears this out, showing that family and friends are often a source of referral, or contact services to find out what they can do to help.⁸⁴

AIMS

The Family and Friends campaign was aimed at friends, families and neighbours; communicating key messages on how these groups can help and support someone they know who might be in an abusive relationship. The overall message of the campaign was, 'Is Someone You Know Being Abused? Your Help Can Make a Difference!' Within that, the campaign revolved around five key messages to friends and family:

- Listen and Believe Her.
- Take the Abuse Seriously.
- Talk to Her About Safety (hers and her children's).
- Find Out How You Can Help.
- Stay in Touch (with her and her children).

In creating a state-wide campaign with central coordination and materials, Family and Friends aimed to develop a consistent message and coordinated approach to community education about family violence; increase the potential for media coverage; and encourage and enhance cross-regional and cross-agency cooperation.

PROJECT DETAILS

Family and Friends revolved around cooperation and collaboration. Contributing organisations included the YWCA; the Victorian Community Council Against Violence; the Immigrant Women's Domestic Violence Crisis Service; the Domestic Violence and Incest Resource Centre (DVIRC); the Women's Domestic Violence Crisis Service of Victoria; the Men's Referral Service; the Kids Help Line; the Domestic Violence Outreach Services; and Centres Against Sexual Assault.

The project created a range of materials, resources and professional development opportunities that would allow the campaign to be implemented effectively on a state-wide, regional and local level. Campaign resources were provided to regional Networkers to assist each local area to use the campaign message and materials in appropriate and diverse ways. These included media training; media kits and databases for use with local media; radio advertising in seven languages; information booklets; T-shirts, teatowels, stickers and posters. All campaign materials featured contact numbers of services available to assist women and children experiencing family violence, and where men can go for help. The confidentiality of these services was clearly spelt out in campaign materials.⁸⁵

Media was a strong element of the campaign and included two days of media training for all Networkers and a number of others working in the family violence area. Media resources included 2000 media kits (150 for each Network) which included stories from survivors, background information and statistics, and draft press releases that could be adapted locally. Each region was supplied with a local media contact list in database form that could be used to print out media address labels. The state-wide media launch was very successful and well attended, and the regional press and radio response to the campaign was very strong. Radio interviews were conducted in English, Spanish, Arabic, Vietnamese and Turkish.

60 second radio advertisements were created in a range of languages: English (Man, Woman, Koori Woman), Turkish, Mandarin, Russian, Vietnamese, Spanish, and Arabic. Eight hundred CDs were produced, and ads were distributed to every radio station in Victoria. The ads were played on community, government and commercial radio throughout the state as Community Service Announcements and were used in paid advertising regionally and state-wide, with a total of 144 ad spots played over two weeks.

TV advertising. The Gippsland FVPN created a 60 second ad produced for regional television.

15,000 posters were distributed state-wide, and large format posters also appeared on five buses in Geelong for two months, and in 65 trams in Melbourne for two months.

20,000 Family and Friends booklets were produced by DVIRC and distributed state-wide. The booklets were specifically written to answer the questions friends and family might ask, such as: ‘What is Abuse?’, ‘How can I Recognise it?’, ‘Should I Get Involved?’, ‘What Can I Do?’ The Booklets were subsequently translated into ten languages.

T-shirts and teatowels were created by Hume FVPN and used around Victoria. The Western Metropolitan FVPN created 4000 stickers with contact numbers for children, women and men.⁸⁶

The Clothesline Project, a community arts project – where survivors, friends and family paint T-shirts about their experience of family violence and hang them out on a public ‘clothesline’ – was also undertaken in many regions (see p. 39).

Billboard. The Eastern FVN displayed a huge billboard on a prominent intersection in Ringwood for eight weeks, supported by the billboard company.

Networks undertook an incredible diversity of activities throughout the week including: Family Fun Days in the Grampians Region; an Inter-faith Forum in Western Metropolitan Region; Reclaim the Night Marches and activities in Ballarat, Bendigo, Shepparton and Seymour; creative arts projects including a poster competition with Year 10 students in the Maribyrnong area; and forums on family violence with notable women including a Western Metropolitan FVPN forum with Moira Raynor. Sue Finucane, state-wide campaign coordinator, said of the campaign:

*Family and Friends was such an incredible joint effort. Together, we researched, planned, received funding, produced excellent resources and got the word out to every town in Victoria that people can do something to help their family and friends.*⁸⁷

SOME KEY LESSONS

★ **State-wide coordination, combined with a local and regional focus, is cost-effective and increases project impact**

The well researched and produced campaign and media materials; consistent campaign message; state-wide provision of resources, coordination and professional development were essential and very effective. A reference group made up of Networkers from around the state proved invaluable in campaign development. State-wide resources and activities also provided regional Networks with valuable encouragement and ‘momentum’. Local ‘tags’ could be added to materials, making them immediately locally relevant. Local initiatives worked well and were very diverse.⁸⁸

★ **A well resourced focus on media gets the message out**

Coordinated media across the state was very effective, which included cost effective production of media materials and training for Networkers.⁸⁹

★ **With no formal evaluation, important opportunities were lost**

No formal evaluation of the campaign was undertaken. Evaluation funds were applied for but, as the project was not fully funded, formal evaluation was not possible. Whilst anecdotal reports and informal evaluation showed the campaign was effective in raising community awareness, there was no capacity to assess the campaign’s impact. Considering the scale of the project and the level of activities undertaken, a lack of evaluation represents a significant loss of opportunities to build on strengths and address shortcomings in future projects.

★ **Research and develop strong materials**

The campaign materials were well researched, coordinated and designed to be in use for several years. Six years later the materials are still popular. The campaign booklet, ‘Is Someone You Know Being Abused in a Relationship?’, has been translated into a number of languages and is now

distributed nationally, following requests from all over Australia. Over 50,000 booklets have been distributed since 1999. Posters are still displayed at schools, hospitals, police stations and health care centres. The theme from the campaign was used in the creation of a 2001 Tasmanian project around family violence.⁹⁰

★ **Consulting and involving survivors is vital**

In the creation and implementation of the campaign, consultation with, and the involvement of women who had experienced violence was vital. Two survivors also underwent media training and were amongst the campaign spokespeople in the Western Metropolitan Region.

★ **A focus on children should be explicit**

It emerged that the issue of children and family violence must be further addressed in broad community education. As a result, the following year's Week Without Violence theme focused on children.⁹¹

★ **Campaigns need to actively involve men**

Future campaigns should involve men more as patrons, spokespeople and supporters.

★ **Materials should be multi-lingual**

Multi-lingual products were very useful. All products in a state-wide campaign should be produced in a diversity of languages – at least six languages reflecting population groups – to maximise their effectiveness.

★ **Cooperation and collaboration increases reach and impact**

Inter-agency cooperation and collaboration was important and added to the project's impact. The project enhanced relationships and improved referral processes and resources for clients through an increased understanding of other services and how they work.

★ **More resources were required**

The campaign relied on large amounts of unpaid time and expertise – from students, volunteers, Networkers, other staff, and organisations including the auspice organisation – for its success. The campaign was under-resourced on both a metropolitan and regional level, needing further resources for coordination, administration and implementation; for publicity and for a dedicated publicist. The project also required additional resources for a formal evaluation.⁹²

RESOURCES

Available at the DVIRC library **tel:** 03 9486 9866 **e:** dvirc@dvirc.org.au

Multi Lingual Radio Ads

The Radio Ads are not time limited. Ads are available in English (Man, Woman, Koori Woman), Turkish, Mandarin, Russian, Vietnamese, Spanish, and Arabic.

Booklet *'Is Someone You Know Being Abused?'* can be ordered from DVIRC.

Sample Media Kits, Posters and Background Information.

The Family and Friends **Image** and **Theme** are available for use in other campaigns.

To find out about **Week Without Violence** activities this year call DVIRC

Close Knit Community Challenge

(Grampians Region, Victoria, 2003)

case study

KEY INFO

The Close Knit Community Challenge was held in the Grampians Region over one month leading up to the Week Without Violence 2003. The campaign involved over 300 participants contributing to the creation of a symbolic community scarf, raising awareness and demonstrating a united stand against family violence. The campaign was coordinated by the Family Violence Support Program worker based in Horsham together with the Grampians Family Violence Prevention Network (FVPN).

BACKGROUND & AIM

The project idea came to the local Family Violence Support Program worker Shari Jeffs as she was listening to residents talking about their community, saying *'we are such a close knit community'*. Based on this idea, the project invited members of the community in Horsham and Wimmera to *'join in the knitting of a symbolic scarf to stand united against family violence and demonstrate they are a close knit community'*.⁹³ The project aimed to raise community awareness of family violence through participation and media coverage.

PROJECT DETAILS

The project worked in cooperation with the Grampians FVPN and a number of local organisations including the Horsham Salvation Army, the Goolum Goolum Aboriginal Cooperative and Wimmera Uniting Care. Much of the wool and needles was donated; and eight to ten local knitting stations were established, giving people basic guidelines for dimensions and the size of the needles. People could come in and knit at the knitting stations or do their segment at home and bring it in.

Kate Pepplinkhouse, the Grampians Networker, says the knitting campaign *'took off like wildfire and caught people's imagination'* with over 300 registered knitters, including members of the Indigenous community, contributing pieces to what became a scarf more than 70 metres long.⁹⁴

The project was very inclusive and flexible, and allowed local people to show support for the issue without having to be very public about it. Project workers felt this was a very positive way to broach the subject with the community and local media. The project received a lot of coverage from the Wimmera press, including coverage in a free local newspaper which went to every household.

The scarf pieces were knitted together and launched by a local councillor at a celebratory concert in Horsham, with Indigenous singer/songwriter Ruby Hunter, and local Indigenous singer Kelly Britten, who was sponsored by the Goolum Goolum Aboriginal Cooperative. Kate reports: *'People were buzzing about it, it could go a lot further, and it's a great entry point with rural communities'*.⁹⁵

SOME KEY LESSONS

★ Knitting project is inexpensive

The knitting element of the project was a very inexpensive undertaking. Wool and needles were donated, and the project was supported by local organisations. The celebratory concert that launched the scarf was the most costly part of the project.

★ Participation was only possible through support of local organisations

Projects such as this need the backing of numerous local services to spread the workload and to access a diversity of participants. The project actively sought this cooperation, and as a result the project had excellent community and agency participation. This could be further developed to involve other community organisations such as bowling clubs, the Country Women's Association, schools, and universities.

★ **A positive and subtle approach drew people in**

The project involved the community in a non-threatening way and people were keen to participate and support it. People were able to contribute without having to be very public. This is particularly relevant to rural areas, where communities are a lot smaller and more isolated, and it is sometimes a lot harder to draw people into a public project on such a difficult subject.

The celebratory event was great for media coverage, and included members of both the Indigenous and non-indigenous communities and a significant number of service providers. However it was the most costly element of the project, and attendance was not high. Ways of inviting community participation need to be carefully explored.

★ **The scarf is now a resource**

The scarf has become part of a regional art exhibition in 2004 and will have a permanent display in the future.

RESOURCES

Outline of the Close Knit Community Challenge is available from the Grampians FVPN. Contact through the Victorian FVPN **w:** www.vfvpn.org.au

example

Indigenous Postcard Project

(Southern Metropolitan Melbourne, 2000)

The Inner South Family Violence Prevention Network (FVPN) created an information postcard in consultation with Indigenous Community organisation Winja Ulupna for the Week Without Violence 2000. The postcard's front features a painting by Indigenous artist Deborah Duggan: the rainbow serpent supported by her mother and grandmother. On the back, the postcard's message is 'We Survived You Can Too', alongside a description of the painting and contact numbers for help and information. Ten thousand cards were printed and distributed throughout the St Kilda/Prahran area to outlets including Centrelink, cafes, bars, bookstores, businesses, libraries, maternal and child health centres and laundromats. Michele Wright, from Inner South Community Health Service (ISCHS) says:

*We wanted to target the broader community, with something that was not too in your face, something that people would pick up because they like the image, and could be put in places that are part of people's every day life ... The project built links between mainstream and Indigenous services, and opened the door to clients to come to us about domestic violence issues.*⁹⁶

RESOURCES

Postcards and **Project Information** are available from Inner South Community Health Service **tel:** 03 9534 0981.

For information on the Inner South FVPN contact Women's Health in the South East and ask to speak to the Southern Metropolitan Family Violence Prevention Networker **tel:** 03 9783 3211.

examples

WORKPLACE STRATEGIES

Thankfully he did not judge me. He showed compassion and concern, allowing me to take time off to attend court or simply have a break. For a working woman in a violent relationship, the workplace may be her only safe haven, and therefore an understanding employer can play a big role in helping her and her children survive. (Phillipa, 2003)⁹⁷

Family violence is estimated to cost Australian businesses \$1.5 billion a year through causes including loss of productivity, absenteeism, and staff turnover.⁹⁸ Increasingly, family violence prevention workers and governments are working with employers towards workplace family violence prevention strategies.

Victorian Community Council Against Violence	(Victoria, 2003)
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The Victorian Community Council Against Violence (VCCAV) hosted a forum on workplace strategies to prevent family violence in Week Without Violence 2003. The forum was widely attended, with participants including employers; managers; human resources personnel; occupational health and safety personnel; unions; employee assistance providers; family violence and family support services; counsellors; coaches and mentors; workplace consultants and the philanthropic sector. A panel of speakers discussed family violence as a workplace issue and explored its intersection with issues of good business practice; occupational health and safety; workplace violence and bullying; equal opportunity and human rights. Participants were provided a kit of resource materials, including a summary of the VCCAV's 2003 research report *Family Violence is a Workplace Issue: Models of Family Violence Prevention through the Workplace*.⁹⁹

RESOURCES

Family Violence is a Workplace Issue: Models of Family Violence Prevention through the Workplace is available from VCCAV

e: vccav.info@justice.vic.gov.au **w:** www.vccav.vic.gov.au

Gippsland Workplace Strategy	(Gippsland Region, ongoing)
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A number of workplace strategies are currently being developed by Family Violence Prevention Networks (FVPN) including the development of a Gippsland Workplace Strategy by Gippsland FVPN. The Gippsland project will begin in 2004, focusing in the first year on building awareness and links with employers through networking, forums, information kits, and involving employers in Week Without Violence activities in 2004.

RESOURCES

Gippsland Workplace Strategy is available from Gippsland FVPN.

Contact through FVPN **w:** www.vfvpn.org.au

TriCare Workplace Strategy	(Queensland, ongoing)
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TriCare is a Queensland aged care organisation employing some 1,500 staff, most of whom are women. In 1997, during Queensland's Domestic Violence Week, TriCare CEO Jim Toohey was approached about becoming involved in awareness raising and creating a workplace strategy. Raising the issue at a staff forum, Toohey was surprised by the response:

We were willing to be involved ... more for reasons of good corporate citizenship than anything else. To many of us at TriCare (including myself) domestic violence was something that occurred in severely dysfunctional families ... I raised the issue of domestic violence [at a staff forum] and no one had very much to say on the subject. That was until the lunch break, and the time immediately after the meeting, and days after, when I received numerous phone calls and letters – many of them anonymous – from our staff talking about the realities of colleagues who report for work with bruises, black eyes, split lips ... it was like a bombshell.¹⁰⁰

TriCare has adopted a formal policy on domestic violence and, under this, a range of initiatives designed to assist employees. These include access to telephones, medicos, legal advisers and counsellors during paid work time, as many workers are unable to access these services outside the workplace due to fear of discovery by the perpetrator. Policies are in place to ensure recipients of Apprehended Violence Orders do not approach the workplace, and staff are actively encouraged to seek help if they are experiencing family violence. Workplace Harassment Officers have also been trained to address violence within the workplace.¹⁰¹

RESOURCES

TriCare Policy Information is available from Christopher O'Brien,
Manager Employee Relations **tel:** 07 3343 9255 **e:** cobrien@tricare.com.au

example

Strengthening Our Communities Information Sharing Day (Southern Metropolitan Melbourne, 2004)

Strengthening Our Communities was a joint initiative of the Southern/Eastern Indigenous Family Violence Support Officer, and the Southern Metropolitan Region Indigenous Family Violence Local Action Group Kangoo Bambadin (End the Terror). Kangoo Bambadin was established to look at issues of Indigenous family violence in the region and encourage community ownership and participation in developing strategies. Consultations had found that many Indigenous Community members did not know of available family support services and so Strengthening Our Communities was developed to provide an opportunity for mainstream organisations to come and promote their services and strengthen relationships with the local Indigenous Communities. The event was held at a farm in Doveton in 2004. Feedback from the day was very positive, and it is hoped that Strengthening Our Communities may become an annual event. The Inner South Community Health Service (ISCHS), part of the Inner South Family Violence Prevention Network, was one of the organisations to participate. Michele Wright from ISCHS reports:

It was a great day. Organisations were grouped in sub-regions, and the display area was set up that way. We took a busload of people from our local Indigenous Community and their feedback was really positive. We displayed information about ISCHS, and in

*particular our services addressing family violence. We were able to set up our displays with other inner south services such as Connections (ISCHS' partner in a family violence project delivering group services to women, men and children) and the local Domestic Violence Outreach Service. It's a great way to give information about services in a relaxed and positive atmosphere.*¹⁰²

RESOURCES

Indigenous Family Violence Support Officers and Local Action Groups exist in nine regions in Victoria. Contact details can be found on the DVIRC website **w:** www.dvirc.org.au

examples

WORKING WITH DIFFERENT FAITHS

Inter-faith Workshop	(Western Metropolitan Melbourne, 1999)
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Women's Health West conducted an inter-faith workshop, Finding Common Ground, as part of Week Without Violence in 1999. The project spent considerable time identifying leaders and community workers to invite to the forum. Participants were invited from Buddhist, Muslim, Orthodox Ethiopian and Christian communities. Fifteen leaders and workers came together for the workshop to discuss religious and community perspectives and solutions on family violence, and to share information on available services. Participants found the diversity of religions and cultures involved particularly valuable and felt that it was the beginning of an important dialogue between faiths on this issue. Participants expressed a strong desire for more training and networking in this area. Venerable Chien Kuan from the International Buddhist College said of the workshop: *'Even though the culture is different the pain is the same'*.¹⁰³

Including Family Violence in Church Services	(Loddon Campaspe Region, Victoria, 2000)
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For National Stop Domestic Violence Day, 26 April 2000, the Loddon Campaspe Family Violence Prevention Network collaborated with a local priest – a Network member and director of Centacare – to write an open letter to churches in the region. The letter asked churches to make family violence part of their service on the day, to pray for victims and perpetrators and include information on support services in their churches and newsletters. The initiative was well received; the message was integrated into many church services, and support service information was distributed. Many women contacted Loddon Mallee Women's Health (LMWH) as a result, and women said that some churches read out the whole letter. Collaborating with a priest gave the project credibility, and LMWH established contact with many small churches through the project. LMWH believes such a project would be improved through the use of posters on permanent display in churches, reaching those who are not able or comfortable to take information home.¹⁰⁴

examples

SAME SEX RELATIONSHIP VIOLENCE

Regional Lesbian Domestic Violence Project	(Regional New South Wales, ongoing)
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The Regional Lesbian Domestic Violence Project was conducted in NSW in 1999, initiated by Kassa Bird and Di Furness, with the support of the NSW Violence Against Women Strategy. Working with lesbians in Northern NSW, the project established five focus groups across the region to explore attitudes towards lesbian domestic violence. The project included a consultation with Aboriginal lesbians and Aboriginal leaders.

The project highlighted issues such as the silence around violence due to marginalisation and homophobia, with lesbians saying 'it doesn't fit in with feminist principles', 'we are embarrassed and ashamed', and 'reluctant to face the reality'. There was also discussion of the difficulties around addressing lesbian violence in rural communities where any lesbian community would be very small. Project participants talked about solutions including awareness raising, intervention – telling friends that violence is not OK – and the need for training for services dealing with domestic violence, including police, courts, services and health workers.

Aboriginal women participants said that very few lesbian relationships in the Aboriginal community were not violent. Many Aboriginal women chose not to disclose their lesbianism and felt they *'must choose between a legitimate place within their own culture as a closet lesbian, or live openly as a lesbian and jeopardise their place within their culture.'*¹⁰⁵

A one day regional forum was held at the end of the project which built on the issues identified to come up with a range of strategies for reducing relationship violence within the lesbian community. These strategies included research into models which will best assist lesbian victims of violence; services becoming more informed and promoting themselves as accessible to lesbian clients; and the development of a resource manual. Strategies for working with Aboriginal women included Aboriginal specific focus groups and workshops, refraining from using the term lesbian and focusing on 'Aboriginal women's violence against women'.

Coming out of this project, a resource manual was developed, and has now been published. Work with Aboriginal women has also received funding and is now underway. The Aboriginal Women's Violence Against Women project includes community forums for Aboriginal lesbians, one-to-one interviews with Aboriginal lesbians about their experience of relationship abuse, and surveys and community awareness for Aboriginal people around issues of lesbianism and domestic violence. The project is an Australia first.¹⁰⁶

RESOURCES

More information about The Regional Lesbian Domestic Violence Project and a discussion of the initial research in *Making Waves: attending to Lesbian Relationship Violence* is available from Wayward Concepts,
P.O. Box 2163 Byron Bay NSW 2481 e: phoenix@versa.com.au

Same Sex Domestic Violence Campaign	(New South Wales, 2004)
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In February 2004, the AIDS Council of NSW (ACON) launched the **Same Sex Domestic Violence Campaign**, 'Australia's first comprehensive campaign on same sex domestic violence'.¹⁰⁷ The campaign was launched in response to an increasing number of ACON clients seeking help in response to relationship violence. The campaign will raise awareness within gay and lesbian communities and provide a range of referral information. The campaign has also developed an accessible and informative website.

RESOURCES

AIDS Council of NSW **Same Sex Domestic Violence Campaign**

w: ssdv.acon.org.au

Information on **abuse in lesbian relationships** is available from the Domestic Violence and Incest Resource Centre website **w:** www.dvirc.org.au

examples

WORKING WITH THE MEDIA: 'Silence does breed violence'

Breaking the Silence: Deborah Light, Bulletin	(Australia, 2003)
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In 2003, Deborah Light, Senior Features Writer at the *Bulletin*, wrote a cover story titled 'Breaking the Silence'. The article was about family violence and reflected, in part, on her own experiences as a child growing up with family violence. The response was overwhelming. The *Bulletin* had never received so many responses to a single article in recent history, and letters poured in from women and young people who had experienced family violence. Deborah has since launched the Domestic Violence and Incest Resource Centre's Bursting the Bubble Campaign (see p. 55). Deborah spoke of 'Breaking the Silence' in her speech:

When I began research on domestic violence one thing that struck me was how very little there is in the media on domestic abuse anywhere in the English-speaking world. There are almost daily police reports, of course, but almost nothing at any length on the issue of this shocking crime. What a true shame that is, because the experts tell me that silence breeds violence ... Responses to my article flooded in and what terrible, terrible stories our readers told. Women poured their hearts out. Some rang me directly ... One such woman ... [had] never told a soul. Now just last week, she got in touch to tell me she has started divorce proceedings. She proves the experts right. Silence is the perpetrator's greatest ally. Silence does breed violence.¹⁰⁸

A KEY LESSON

★ Put a 'face' to the issue

Other media also picked up on 'Breaking the Silence', and Deborah did a range of interviews, which themselves brought a very strong response. The experience led Deborah to reflect on the value of putting a 'face' to the issue:

By putting myself into the discussion – as opposed, I guess, to more common practices such as simply quoting experts and unnamed victims – I appear to have given other media a personal focus for their interest. As a result, I did a great deal of radio interviews around the country. They in turn got a huge response from listeners – for example Sydney's ABC radio did two follow-ups based on listener interest. I also had TV requests but did only one, for '60 Minutes'. This too got a big response from viewers. So perhaps it's not that media won't cover the issue, just that it's a difficult area to personalise which many media outlets need to do.¹⁰⁹

Violence in the Home Has Many Forms	(South Australia, 1998)
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In 1998, Violence in The Home Has Many Forms produced radio ads in 13 different languages from the perspective, and in the 'voice' of a woman who is being abused. The ads cover all kinds of violence in the home, including financial, sexual, and psychological violence: *'He gives me \$50 and he expects me to do miracles with the shopping ... everything I do is always wrong; I can never please him ... I love my family, all I want is peace.'*¹¹⁰ The ads have been played on community radio stations throughout South Australia and they are still being played. They have received a very positive response from women in diverse communities saying they identified with the ads, and that the ads have helped them. The project was used as a resource by the Victorian Family and Friends radio ad campaign (see p. 22). One of the project workers, Celia Karpfen, notes:

The project took two years to develop, and its success lay partly in this long development time. It takes time to really involve people from different communities and to work out an effective way to get the message across. In a way it was beneficial to do the project on a shoestring – it meant that we could set our own timeline.¹¹¹

RESOURCES

Violence in the Home Comes in Many Forms: Radio ads and a **brief report** are available from the Southern Women's Community Health Centre **tel:** 08 8384 9555 or **e:** Karpfen.Celia@saugov.sa.gov.au

Walk Against Violence	(Gippsland Region, Victoria, 2003)
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As part of Week Without Violence 2003, The Gippsland Family Violence Prevention Network organised a 'Say No to Family Violence' Community Walk. The Network invited Ben Williams, winner of 'reality' television's Big Brother program, to be the Walk's guest speaker, and received coverage from the local ABC Radio, Regional WIN TV News, local community radio and the local newspaper.

examples

MORE WAYS OF WORKING WITH THE COMMUNITY

Week Without Violence Displays	(Loddon Campaspe Region, Victoria, 2000)
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For Week Without Violence 2000, the Loddon Campaspe Family Violence Prevention Network organised displays – focusing on violence against women – in a whole range of public outlets in Bendigo. Bookshops and libraries displayed books on violence as well as posters and pamphlets; displays were held at the local tertiary institutions; and the display windows in the local mall also carried information. Personal connections were vital in this initiative, and the results were much wider public exposure for Week Without Violence. As Eileen Oates, the project coordinator put it: 'It was all about getting beyond the converted'.¹¹²

Police Christmas Breakfast	(Western Metropolitan Melbourne, 2001)
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The Western Metropolitan Family Violence Prevention Network (FVPN) held a Police Christmas Breakfast in 2001 at the Moonee Valley Race Club, inviting police from each station in the region, along with workers from social services, the family violence area and the courts. Seating was carefully planned to ensure that tables had a distribution of workers. Activities such as ice-breakers were used to get people talking about better ways of working together, and Judy Arnott, a survivor of family violence, spoke 'to put the event in context'.¹¹³ The entire event cost very little and was very successful. Police have since invited FVPN member Women's Health West to local police meetings, and police communications with the Women's Health West domestic violence outreach service have improved.

Somebody's Daughter Theatre	(Victoria, ongoing)
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Somebody's Daughter Theatre began in 1980 in Fairlea Women's Prison. Since that time, the company has grown, continuing its work with women inside prison, and working with women who have been released to present their stories to the wider world. Since 2000 Somebody's Daughter has begun working intensively with young people who are outside the school system in the Wodonga area. Nearly all of the people Somebody's Daughter works with, from all generations, come from lives steeped in abuse, poverty, neglect and violence. The Company has toured a range of works, to both schools and communities that tell the stories of the lives of those they work with and address issues of abuse.

RESOURCES

Somebody's Daughter Theatre w: www.somebodysdaughtertheatre.com

key dates

USING KEY DATES

Many family violence prevention activities and campaigns are built around key dates throughout the calendar year. Using key dates can give events and campaigns a national or international context.; can increase collaboration with other organisations working in the same area; and enables organisations to combine efforts and energies for greater media, community and political impact. These dates include:

V-Day Until the Violence Stops (14 February, Valentine's Day)

V-Day began in 1998, coming out of US playwright Eve Ensler's work 'The Vagina Monologues'. V-Day is now a global movement to stop violence against women and girls. V-Day works as a focus and a catalyst for women's rights activists and supporters around the world, providing support and a global media spotlight to many campaigns, raising awareness globally, and raising funds for many women's anti-violence campaigns and organisations. See V-Day discussed on pX.

MORE INFORMATION V-Day: www.vday.org

International Women's Day (8 March)

International Women's Day is a world-wide event which has its roots in the industrialisation of the early twentieth century. Women were entering the paid workforce in large numbers and were working in wretched conditions. They began to agitate for better pay, conditions and women's rights. On March 8 1908 over 20,000 garment workers in New York banded together to strike for better conditions. By 1911 the first official International Women's Days were held in many countries in Europe. That year German women distributed one million leaflets telling of the Prussian King's broken 1848 promise to give women the vote. International Women's Day is now used by women and women's organisations around the world as a focal point to demand women's human rights and celebrate women's achievements. There are a huge number of international activities that focus on violence against women on this day.

MORE INFORMATION Isis: www.isis.aust.com/iwd/stevens/origins.htm
Office of the Status of Women: www.women.gov.au/content/story.asp?story_id=2394

National Stop Domestic Violence Day (26 April)

National Stop Domestic Violence Day is recognised by the Australian government as a national day of focus on domestic violence. The Office of the Status of Women has said: 'National Stop Domestic Violence Day is a timely reminder that domestic violence is a real issue for everybody. It's not just someone else's problem, rather a dilemma that the whole of the Australian community must confront.'¹¹⁴ Some community organisations also use the date as a focus for their activities.

MORE INFORMATION Office of the Status of Women:
www.women.gov.au/content/story.asp?story_id=2394

Week Without Violence (last week in October)

The Week Without Violence is conducted annually by Family Violence Prevention Networks throughout Victoria, as a major focus for projects and campaigns to end family violence. The Week culminates in the Reclaim the Night marches on the Friday evening. Week Without Violence activities are diverse, working with communities on a local, regional and state-wide basis. Each year the Week Without Violence has a different theme such as the 1999 'Family and Friends' theme, and the 2000 focus on children through the theme 'Family Violence Hurts Kids Too'.

MORE INFORMATION Contact your local Family Violence Prevention Network: www.vfvpn.org.au

Reclaim The Night (last Friday in October)

Reclaim the Night has traditionally focused on women's rights to live free of violence, to 'reclaim the night' and walk the streets of their own communities in safety. Many regional Family Violence Prevention Networks in Victoria have annual Reclaim the Night activities and marches at the end of the Week Without Violence. Regional Reclaim the Night Marches often involve the wider community, with schoolchildren and men participating in marches and activities.

MORE INFORMATION Isis: www.isis.aust.com/rtn/

International Day to Eliminate Violence Against Women (25 November)

International Day to Eliminate Violence Against Women has been used since the early 1980s by women's organisations to focus on the issue of violence against women. The date commemorates the brutal 1961 assassination of the three Mirabal sisters, political activists in the Dominican Republic, on orders of Dominican ruler Rafael Trujillo. In 1999, the United Nations designated 25 November as the International Day for the Elimination of Violence against Women, and encourages governments, international organisations and non-government organisations to use the day to raise awareness. The Australian government has also adopted this day.

MORE INFORMATION United Nations: www.zontad23.org.au/IVAWD.pdf
United Nations: www.un.org/depts/dhl/violence/
Australian Government: www.osw.dpmc.gov.au/international_day.cfm

16 Days of Activism to End Violence Against Women (25 November-10 December)

The 16 Days of Activism begins on 25 November, International Day to Eliminate Violence Against Women and ends on 10 December, International Human Rights Day. It is an international campaign, with women's organisations around the world planning a diverse calendar of events for the 16 Days. It is a particular focus for women's rights organisations in the Pacific region, and more recently women's organisations in Australia have taken up the 16 Days.

MORE INFORMATION About 16 Days: www.cwgl.rutgers.edu/16days/kit03/dates.pdf
www.rwh.org.au/casa/projects.cfm?doc_id=4741

White Ribbon Campaign (6 December)

The White Ribbon Campaign is an international men's anti-violence campaign, working to end violence against women. December 6 is the anniversary of the 1989 Montreal massacre, the murder of 14 women at Montreal University by a man who blamed women students and 'feminists' for his not being accepted into the engineering school. In 1991, a small group of men in Canada decided to start a white ribbon campaign as a symbol of men's opposition to men's violence against women. That year, up to 100,000 men across Canada wore a white ribbon. The campaign is now used by men's groups globally to express their commitment to an end to violence against women. In Australia, the White Ribbon Campaign has recently been taken up by the government and some non-government men's organisations on 25 November, the International Day to Eliminate Violence Against Women.

MORE INFORMATION White Ribbon Campaign: www.whiteribbon.ca
Australian Government: www.whiteribbonday.gov.au
www.osw.dpmc.gov.au/pdfs/womensNews/04/01/wnews0104_white_ribbon.cfm

United Nations Dates

The United Nations observes a variety of celebratory days world-wide. Below is a web site which lists the major days of observance. If you have a campaign with a particular focus you can also utilise these days to draw media attention to your work.

MORE INFORMATION United Nations: www.unaa-wa.org.au/observe.htm